

TNS-FICHE

ESF-Flanders

Name of institution:
Type of institution (click the right answer):	<input type="checkbox"/> Public <input checked="" type="checkbox"/> Private <input type="checkbox"/> Institutional training providers <input type="checkbox"/> Other (please specify).....
Contact person:Helga bestuurder..... Gielen., afg.
Address	...Kastanjelaan 16 3001 Heverlee
Phone32 16 40 44 60.....
e-mail	..helga.gielen@jonac.be
website
Stage of implementation: (click the right answer):	<input checked="" type="checkbox"/> Preliminary project Idea (projects in preparation phase without grant awarded) <input type="checkbox"/> Project under implementation
Title of the Project:
Approximate budget of the project:	...max.250 000 euro.....
Budget for transnational activities:
Duration of the project – starting date (in months):	From july 2012.....till.....july 2014.....(period of two years)....
Duration of the transnational activities within the project – starting date:	8 transnational meetings of the learning network in a period of two years.
Thematic scope of the project (click the right answer – maximum 2):	<input type="checkbox"/> <u>Access to the labour market/employment and social inclusion, e.g.:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Pathways to integration and reintegration of disadvantaged groups <input type="checkbox"/> Fighting discrimination when entering the labour market <input type="checkbox"/> Progress in promoting acceptance of diversity in the workplace <input type="checkbox"/> Customised programs for specific targeted groups <input type="checkbox"/> Stimulating and acknowledgment of working skills <input type="checkbox"/> A better flow from social economy towards the regular labour market <input type="checkbox"/> <u>Workers and new skills within the context of a “New Economic Environment” and social economy, e.g.:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Developing systems & strategies for lifelong learning within organisations and services for enterprises <input type="checkbox"/> Training & services for workers to increase their adaptability <input type="checkbox"/> Strengthen an HR-competency policy in enterprises <input type="checkbox"/> <u>Business undergoing changes, e.g.:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Support labour organisations to adjust to rapidly changing economic & organisation standards <input type="checkbox"/> “Corporate Social Responsibility” <input type="checkbox"/> Social economy

	<ul style="list-style-type: none"> <input type="checkbox"/> <u>Education and training, e.g:</u> <ul style="list-style-type: none"> <input type="checkbox"/> Increasing the participation in education and training at all time in one's life <input type="checkbox"/> Increase the transition from school towards work/labour market <input type="checkbox"/> Facilitate the access to education for 45+ ✓ <u>Women and job, e.g:</u> ✓ Measures to gain better access to jobs and achieve a more sustainable labour market participation <ul style="list-style-type: none"> <input type="checkbox"/> Measures to decrease the gender gap & have more women in the labour market <input type="checkbox"/> Actions to improve the balance private-working life ✓ <u>Fighting inactivity and discrimination at high age, e.g:</u> Measures for more and easy access to employability ✓ Measures to keep elderly people working <input type="checkbox"/> <u>Stimulating entrepreneurship for target groups, e.g :</u> <ul style="list-style-type: none"> <input type="checkbox"/> Measures to increase the participation of migrants/ethnic minorities in the labour market and to stimulate social integration <input type="checkbox"/> Innovative actions <input type="checkbox"/> <u>Innovative actions</u> <input type="checkbox"/> <u>Other themes</u> (please specify) <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>Target group for transnational cooperation (click the right answer):</p> <p><i>(ONLY final beneficiaries, NO stakeholders)</i></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Long term Unemployed <input type="checkbox"/> Persons not actively at work – e.g. Young people under 25 years old (Incl. school or high school/university) Employed self Employed <input type="checkbox"/> Elderly persons (+ 50) <input type="checkbox"/> Specific target groups: <ul style="list-style-type: none"> ○ Disadvantaged groups (Ethnic / national minorities) ○ Immigrants ○ Ex-offenders ✓ Women ○ Persons with mental or physical disabilities ○ Employees in Social enterprises

Brief description of the Transnational cooperation:

1. Problems to be solved (justify the need of the transnational cooperation)

.....
a) Problem:

Tourism is the growth area for Europe and is essential in the current economic global climate, as underlined by the Commission in continuous manner. Latest statistics published in "<http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database>" are clearly validating the importance of the sector in employment of European citizen especially for women. The rate of employment of women in this sector is 60%, highlighting the importance of the sector in female employment.

Existence of common European Tour Guide-Travel Leader Definition (most important tasks, activities) and Competency profile ("*common prioritized competences to provide the same quality of service in all Europe*") and Awareness on such common important competences are one of the most important lackings in this field.

Need

- Comparing any existing definitions, competency profiles (soft skills, hard skills, attitudes) and trainings in "Tour Guide-Tour Leader" profession with an aim to develop standards in EU.
- Employment of middle aged job seeking women. Middle aged educated unemployed women (MAW) are a very suitable target group for being trained and employed in European Tour Guide-Travel Leader field including possibility to work part-time.
- Awareness of seriousness of Tour Guide activities in that important economical sector. Making this target group aware of the Tour Guide-Travel Leader concept and increase awareness of seriousness of Tour Guide activities and motivate them for this job.

In order to attract MAW and to encourage them to choose this industry for their careers, we need to offer transparency of and recognition of competencies for those MAW Tour Guides to move around Europe .

There are a lot of well educated middle aged women who lost their job and who have got obstacles to find a job and re-enter into labour market. They are experienced, hard working and precise, they have a sense for details and are also skilled in organizing matters. They have natural "talent" combined with experience. Although they are well educated and well experienced, they are still among the most disadvantaged groups of unemployed people as it is not that simple for them to re-enter in working life.

Yet these women could very well use their education, work experience and talent, working habits and features for new work, especially in the tourist sector. They could bring to the tourist service new elements – a friendly, warm and more tailored approach to customers, a lot of interesting information about the region they live in and they are visiting abroad, a deep knowledge about the local particularities and peculiarities as well abroad. Many of them do in fact have the potential to create a new SME, others again could be employed by new SMEs oriented towards the tourist branch, or as freelancers.

Tourism represents the third largest socioeconomic activity in the EU after the trade and distribution and construction sectors. Taking into account the sectors linked to it (support, travel, etc.) tourism's contribution to GDP is even greater; it is estimated to generate over 10 % of the European Union's GDP and provide approximately 12% of all jobs. In this regard, observing the trend over the last ten years, growth in employment in the tourism sector has almost always been more pronounced than in the rest of the economy.

In addition, the European Union remains the world's No 1 tourist destination, with 370 million international tourist arrivals in 2008 (40 % of arrivals around the world). These arrivals generated revenues of around EUR 266 billion, 75 billion of which was from tourists coming from outside the EU. As regards journeys by Europeans themselves, they are estimated at approximately 1.4 billion, some 90% of which were within the EU. Therefore, travels within EU are taking the most important part of overall, supporting the "Tour Guide-Travel Leader" importance.

According to estimates by the World Tourism Organisation (WTO), European tourists are one of the largest groups travelling,

providing an extremely important source of revenue in many countries. These elements justify providing more detail of the external dimension of EU tourism policy, in order to maintain tourist flows from third countries but also to support EU partners, particularly in the Mediterranean.

European tourism faces major challenges, which are at the same time opportunities. On the one hand, the industry must adapt to social developments which will influence tourist demand; on the other, it must face up to the constraints imposed by the sector's current structure, its specific characteristics and its economic and social context.

In EC report "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe, Brussels, 30.6.2010 COM(2010) 352 final", it is declared that "Another significant challenge relates to the demographic trends observed in Europe and the new tourist behaviour or expectations which result. These changes require the industry to adapt quickly in order to retain its level of competitiveness. In particular, the number of persons aged over 65 is expected to reach 20 % of the population in 2020. This population group, consisting of individuals with both purchasing power and leisure time, represents significant market potential but also requires changes in the sector to meet its particular needs.

The same applies to accommodating the increasing number of tourists with reduced mobility (recently estimated at 127 million persons), who have specific needs and must be integrated into the tourist supply and service structure."

This article directly links to future increasing demand to Tour Guides-Travel Leaders as older people seek for fully equipped and well designed tour packages, where "Tour Guides-Travel Leaders" are their essential integral part.

On the other hand, 14 April 2010 Madrid Declaration (summit), put forward four priorities, which mainly concentrate on high quality (soft skills and education), competitiveness (low cost), maximising the efficiency in tourism development. All these factors imply, well educated people with high soft skills who are willing to work for less. This is what we conclude the value of involvement of "well educated Middle Aged Women" in the sector, especially being as "Tour Guide-Travel Leader" which is already declared as job of future! Educated women who are level managers as a Tour Guide-Travel Leader (or Tour Leader) could provide important services to this sector, to the tourism industry and create added value in economies too.

However, in developing talents/competences of unemployed middle-aged woman for a new job as Tour Guide-Travel Leader, it is very important that they first understand the cross country Tour Guide activities and required "common important competences" for a qualitative performance in European scale. Thus, an easily accessible result of this project will make them aware of this but also make them realize that they have already developed during the past years a number of needed soft skills, and thus motivate them to continue to develop the remaining competences needed for the new job.

Conclusion:

1. Tourism is the growth area for Europe and keep promising - employment opportunity,
2. The future demand will be quality and more sophisticated as well as customized compact service - well educated, sophisticated background guiding need,
3. The rate of employment of women in this sector is 60%, highlighting the importance of the sector in female employment - positive field for female employment,
4. Average age of women is 35 in this sector. Older and more experienced are needed in Tour Guide-Travel Leader sector since Tour Guide-Travel Leader profession mostly relies on SOFT SKILLS,
5. Preparation of transparent common European definition and competency profile as European standards of

Tour Guide-Travel Leader (to deliver the same quality of service all over Europe) are needed because many Tour Guides-Travel Leaders operate cross country and Europe wide (even overseas),

6. Middle aged unemployed women is a very suitable target group clearly because of above needs, and well educated - trained MAW already conforming to majority by default,

7. Exchange of training ideas/courses according to this European definition and competency profile.

8. Create awareness and motivation for the job of Tour Guide-Travel Leader.

2. Objectives to be achieved

Project objectives and strategy:

The idea of the project is the collaboration of partners from countries where the tourist industry is more developed and tourism is one of the most important sectors with a big market potential for employment, even above the EU average of 5.2% which is steadily rising (http://ec.europa.eu/enterprise/sectors/tourism/files/communications/communication2010_en.pdf and <http://epp.eurostat.ec.europa.eu/portal/page/portal/tourism/data/database>), and develop a portal to contain a common European curriculum for being a Tour Guide-Tour Leader together with description of the most important needed common competences, hints and further guidance.

The aim of this project is to build a strong network to share and develop good understanding of how existing TOUR LEADER competencies fit and compare within Europe and to use good practice that can be recognized across Europe and to establish a European wide portal for disseminating achieved results during and after the project lifetime.

During this, strong backgrounds of different partners will be brought together from both education and working life fields for ending up results which can be easily used to improve the rate of integration of target group into touristic industry.

Objectives:

1. Development of European Tour Leader's competency definition (tasks, activities) and competency profile (most important "common" competences)

- Comparing any existing definitions and profiles (soft skills, hard skills, attitudes) in Tour Leader profession within each partner country,
- Development of common European definition and competency profile for Tour Leaders.

2. Exchange of training ideas/training courses/methods on these common competences.

3. Develop a portal to contain the project idea, philosophy and results (also for being a base for future possible development of new trainings or other projects). Highlighting awareness of the Tour Leader Activities and Needed Competencies is one of the most important function of the portal for ensuring concise interest form MAW.

3. Main transnational activities (as provisionally planned, to be confirmed with partners)

We shall establish a team soul in multicultural spirit by absorbing every other partner's business approach to enrich our common aspect for mutual benefit. The project is also expected to develop individual personal skills of participating organisations personnel due to interaction of people having different background and speciality in their professional activity as

well as different cultural orientation. These approaches will eventually yield in quality project implementation and results .

Activities:

Kick off meeting (transnational activity-1): presentation of the partners, review of the project proposal, communication plan, local activities and transnational activities.

- 1) Create a Web site/portal dedicated to sharing the progress of the project and the results (by 1 partner locally).
- 2) All partners will assist in creating the frame and the content of the web site (transnational activity-2) . They will also create the outline of the working templates for the collection of information.
- 3) Collect local information on Tour Guide-Tour Leader definitions (activities) (all partners locally)
- 4) Complete table with existing Tour Guide-Tour Leader definitions (and most important activities) in each partner country (transnational activity-3)
- 5) Assessment of collected data from Tour Guide-Leader definitions in detail, f.i. by JONAC nv as Helga Gielen from JONAC nv is already certified Tour leader and certified City guide in Belgium, and also by other partners. (Presentation of these results in transnational meeting-4)
- 6) Perform interviews with different parties on the most important needed competences (policy makers in tourism industry, travel agencies, Tour Guides and tourists) (all partners locally)
- 7) Create the reports (1 report per partner) with the results from interviews (all partners locally). Compilation of reports for Web site placemen by 1 or a few partners. (Presentation of the results in a transnational meeting-5)
- 8) Create the common European definitions (most important common activities) and competence profiles (most important common competences) for Tour Guides (transnational activity-6)
- 9) Carry out research on existing training programmes for Tour Guides (all partners locally)
- 10) Exchange training ideas/courses on the most important competences for Tour guides/leaders (transnational activity-7)
- 11) Disseminate the project results on local and regional level (all partners locally)
- 12) Finalise the final project report, share good practices (transnational activity-8)

.....
.....
.....
.....

4. Planned outputs, deliverables, results of TNC; expected outcomes (effects)

Planned outputs:

-
- Table with existing Tour Guide-Tour Leader (Travel leader) competency profile in each partner country
- Report of each partner country of the results from the interviews with policy makers in tourism industry, travel agencies, Tour Guides/Tour leaders and tourists.
- European Tour Guide/Leader Definition (common activities) and Competency profile (most important common competences to deliver the same quality of service)
- Exchange of existing training programmes (development of new training programs???)
- Portal with results and with multilingual infrastructure, to motivate MAW to choose for the job

.....

Impact:

Partner organisations will gain an understanding of current developments on a European level and have the opportunity to work together on a new strong and sustainable European approach under tourism (*same high level of quality of tour guide/tour leader services all over Europe*)

Therefore, in a short term, the quality of transnational understanding and European scale working practicing in our institutions will improve. People at institutions can take advantage of this project because the scope, gaining and results will be directly transferable into the daily work and social life of the partners.

In addition to that the innovative approaches of all partners will be improved, the project results will have a long-lasting impact because both the contact points of project partners should hold key positions in their organisations and partner organisations themselves keep an important role in their society both from economical and social dimensions, for the purpose of implementation and dissemination.

The web portal on the project guarantees a long term impact, because the partners will link to this platform in publications also after the end of the project funding period and during possible future projects: *attraction of MAW encouraging them to choose this industry for their careers by offering transparency of competencies for those MAW Tour Guides to move around Europe .*

As it is the intention that this information will be shared at local and national level with policy makers and tourism agencies, they will increase their network with valuable contacts and at the same time increase their credibility in the sector. Surely partners will increase their international networking level which will be useful to initiate new projects.

Conclusively, the expected impact and benefits on individuals will be personal and professional development by sharing knowledge and experience; exchange, understanding and learning of the cultural similarities and differences among the participants of partners, enrichment of their European experience, improvement of participants' overall communication skills including language (English) together with intercultural dialogue among the participants of project activities.

.....

5. Useful and additional remarks:

.
Helga Gielen from JONAC nv is an certified European Tour Guide/Travel Leader and a certified City guide..
See following CV
:Johan Heymans from JONAC nv is also a specialist in competency management.

.....

Helga Gielen, JONAC nv

Geboren te Bree op 2/11/58

Adres:

Kastanjelaan 16

3001 Heverlee

tel. 016 40 44 60

e-mail: helga.gielen@jonac.be

Huidige activiteiten:

- Afg. Bestuurder JONAC nv (HRM-consultancy bureau, sinds 1989)
- Trekker van de VOV-werkgroep 'Leren op de werkplek', sinds 1998.
- Lid van de Vereniging van Opleidingsverantwoordelijken, PMBelgium en enkele culturele netwerken (lid van de Vrienden van de Koninklijke Musea voor Schone Kunsten van België en van de Vrienden van de Leuvense Musea, lid van het Davidsfonds)
- Partner/WP verantwoordelijke in het Europees Leonardo Da Vinci Project 'Ontwikkeling van soft skills', 2009-2011, samen met GO! en VDAB.
- Mentor bij SOFIA Management (netwerk en mentorprogramma voor vrouwelijke leidinggevendenden van de Universiteit Hasselt) en bij Markant.
- Auteur sinds 2000:

Auteur bij Kluwer P&O praktijkblad sinds 2004.

Auteur van het boek 'Opleiden met resultaat', samen met Jo Cobbaut. Verschenen in 2002 bij Cevora.

Auteur van het boek 'Rendement van leeractiviteiten-Effectmeting en ROI-meting van leeracties', samen met Luk Indesteege. Verschenen in 2004 bij Acco.

Auteur van het boek 'Peterschap in ondernemingen. Een praktische handleiding voor de begeleider van het leren op de werkplek', dit boek verscheen in nov. 2005 bij Acco.

Mede-auteur van het nieuwe HRM-basisboek, Kluwer Uitgevers, nov. 2006.

Mede-auteur van het boek 'Leren van en met elkaar op de werkplek', samen met Prof. H. Baert en B. Lauwers, Kluwer Uitgevers, 2007.

Mede-auteur van het boek 'Werk maken van competentieontwikkeling", samen met Hans van Stiphout, Kluwer 2008.

Hoofdauteur van het boek: Invoeren of uitbouwen van mentorschap in uw organisatie, in samenwerking met de Universiteit Hasselt, dat uitkwam in juni 2009 bij Kluwer.

- Trainer in het volwassenenonderwijs en consultant sinds 1995, rond de volgende onderwerpen:

Presentatietechnieken

Opleidingsmanagement (Behoeftedetectie, maken van een opleidingsplan, organisatie van leeracties, evaluatie van opleidingen, ROI-meting)

Praktisch Competentiemanagement

Train The Trainer

Didactische werkvormen

Opleiden en begeleiden op de werkplek, Invoeren van peterschap/mentorschap
Projectmanagement

Voor de organisatie van deze opleidingen en consultancy-activiteiten wordt er vooral samengewerkt met Cevora, Vibam, Kluwer opleidingen, Kamer van Koophandel, Federatie van de Bouw, Hogescholen/universiteiten.....

Student "Museumgids" bij de Oranjerie in Diest (2011-2012):

Stage in het Gallo-Romeins museum in Tongeren, i.v.m. de tijdelijke tentoonstelling over Sagalassos, Turkije.

Beroepservaring:

- ESF-Ambassadeur 2005.
- Projectmanager van het ESF-project 'Effectiever leren op de werkplek' 2002-2004.
- Projectmanager van het ESF-project 'Indicatoren voor kwaliteitsvol werkplekieren' 2005-2007.
- Projectmanager van het ESF-project [Talent@werkplek](#), 2008-2010.
- Praktijkdocent aan de Katholieke Hogeschool Mechelen (Projectmanagement-IT)
- 10 jaar ervaring (1985-1995) als
 - o Training Manager bij BIM Engineering (KMO)
 - o European Training Manager bij J.D. Edwards
 - o Training coördinator en projectmanager bij Rank Xerox
 - o Office Automation consultant bij Siemens
 - o Trainer bij Digital.

Studies:

- Twee universitaire studies (Oudheidkunde en Kunstgeschiedenis en Oosterse Filologie) aan de KUL, afgestudeerd in 1982
- Dagopleiding 'Personeelsbeleid' in Centrum voor Informatica en Bedrijfsbeheer 1983
- Versnelde opleiding (post-universitair) 'Informatica' (RVA-UFSIA) 1984
- Gecertificeerde reisleader, Syntra Brussel /CVO de oranjerie Diest (2008-2010)
- Gecertificeerde stadsgids Leuven (CVO de oranjerie Diest (2010-2011)
- Franse zomercusussen aan de universiteiten van Rennes en Nice
- Intensieve opleiding Duits bij Siemens
- Arabisch aan het Bourguiba-instituut in Tunis
- Intensief Spaans aan het ILT, zomer 2009 , zomer 2010, zomer 2011

- Helper Rode Kruis, Leuven, 2010
- Zomercursus filosofie aan K.U.Leuven, 2011