

Partner search:

- Erasmus+ Staff VET mobility (cross-sectorial Vocational education and training) or
- Erasmus+ Strategic partnership



Erasmus+

Draft Title: “Recruitment of skilled workforce to the travel & tourism industry in rural and remote areas”

Applicant: Sunnfjord Utvikling AS (Sunnfjord Development Agency)/Sunnfjord Municipality

Background and challenges/needs:

Sunnfjord is a region on the west coast of Norway about halfway between Bergen and Ålesund. Four of the municipalities in the region, Naustdal, Førde, Gaular and Jølster, will from 1st of January 2020 become the new municipality of Sunnfjord which will have a population of 23 000.

“Sunnfjord Utvikling AS” is the development agency of the four municipalities mentioned above. We are a publicly owned company, owned by four municipalities and representatives from the private sector. The company is hybrid of a development agency, chamber of commerce and tourist board. Our mission and tasks covers a variety of responsibilities within general development, tourism, information, infrastructure and communication, and project management for both the public and private sector.

Tourism is a growing industry in the Sunnfjord Region with increased demand for skilled workers, especially within restaurants. Locally many establishments struggle to recruit skilled and trained workers that can fulfill the needs at different levels of a company within the travel & tourism industry. This is a common challenge at different levels within the industry such as Hotels, Guest Houses, Restaurants, Service providers, and Activity Providers.

Increasing the status of the travel & tourism industry locally and among youth will play a major part in securing and maintaining the ability for the industry as a whole, and single entities within the industry, to maintain momentum and reach their growth potential.

Developing a framework that enhances the advantages of working in the travel & tourism industry in rural and remote areas and enhance cooperation between the travel and tourism industry, companies within the industry and educational institutions would ultimately lead to raising the status of working within this sector.

Environmental friendly ways of travel and measures that will increase sustainability in the travel & tourism industry are becoming increasingly important. We consider this one of the things that we would look into and use as a method to increase the status and popularity of the industry to attract the interest of, especially, young adults.

Objective:

The goal for this project is to develop a framework that enhances the advantages of working in the travel & tourism industry in rural and remote areas, and enhance cooperation between the industry, companies and educational institutions that ultimately leads to raising the status of working in this industry.

We wish to acquire more knowledge on best practice for recruitment of skilled workers and on raising the status for the professions in this industry.

Local partners: Sunnfjord municipality, the travel & tourism industry, Øyrane Upper Secondary School, and Western Norway University of Applied Sciences (HVL).

Partner(s) in Europe: Cooperate with similar partner organizations and regions with similar challenges in Europe.

Type of projects: Erasmus + VET Mobility, but further on also open to Strategic partnership and other EU-programmes

Activities in the project

Mobility projects: Visits to partner organisations/regions (2 days) to exchange experiences and good practices

Time period

We are thinking as a first step of 2-4 partners from Sunnfjord visiting a partner organization/region for meetings in 2 days either autumn 2020 - spring 2021.

Financing: Erasmus+:

Deadline for interests: Autumn 2019.

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