



TOURISM SKILLS TRAINING IN RURAL AREAS PROJECT

KYRGYZSTAN

Half yearly report

July 2012
Maksat Abdykaparov, STAR Project Manager

EXECUTIVE SUMMARY

1.1. T-STAR in 2012

The year 2012 is the start of new phase of T-STAR and the phase will be mainly concentrating on institutionalizing the training hotel approach and introducing new courses, so the training providers have quite wide training portfolio. As before the project continuing its partnership with Kyrgyz-Turkish Manas University in regard of developing new courses (reception, cook, landscape design) and capacity building of the pool of local trainers.

Facilitation of the industry still stay as a challenge, but initial meetings of Hospitality Advisory Boards contributed a lot to courses promotion. Although there is still a long way to go to develop ownership of the industry.

As before the project supports the training centers in conducting information campaigns and their PR activities as it is required still provide information to the industry and keep communication. Local village governments and communities have become new target groups for the centers as it increases chances for the centers in channelling the message of re-training or joining courses. In total 20 village governments and about 80% of working hotels and restaurants have been approached during the reporting period. The project supported a campaign called “Girls Day”, which aimed to promote employability opportunities for schools girls and help them to make decisions in their career path. This campaign can be also considered as additional tool for the training centers in their PR activities.

Total 226 trainees (120 of which are unemployed and 144 are women) were enrolled in the courses offered by the training centers. 106 of the trainees were employed and joined the courses to upgrade their skills and 120 of the trainees had received job offer after the courses. The courses delivery have been managed by the training centers and conducted by the pool of trainers, so far the set-up of the system is working and trainers were intensively coached by the project.

Compared to previous years, the training centers show some improvements in education management and positioning themselves as good quality deliverers. Nevertheless the training centers need to set-up their systems and maintain their management on certain level of clients’ satisfaction. Till the end of the phase, the project will continue to support the centers in their organizational development and further strengthening.

As before, the Kyrgyz – Turkish Manas University has supported the training centers in developing new courses on kitchen and reception. All training programs are up-to-dated and follow international standards. The course on landscape design was developed with the support of professionals of Bishkek city designers, who are responsible for designing the city decorations.

The second half will be dedicated to adaptation of new training programs into ILO approach and the project will be facilitating the process intensively. Therefore the training centers will have complete portfolio of courses responding to needs of employers and designed very much to practical training.

The project has provided additional funds to training centers to procure lacking set of materials for their courses as most of training materials had been provided before. The training centers were empowered requested equipment for delivering new courses. Also the project has provided video equipment to two training centers, which will allow them to shoot lessons and produce video lessons and use some of them as promotion materials also. The project together with the training centers will test a potential of selling the video lessons as additional income for the training centers in future.

The project will follow strictly its financing scheme of the training centers and will be gradually decreasing its share year by year. The rule is also applied for new developed courses and the scheme is described in the project document.

1.2. Overview of achievements in 2012

The most important achievements in the reporting period were:

- ❖ *Two training centers are successfully operating and continuing their collaboration with the Project;*
- ❖ *Two HAB meetings out of the planned four meetings had been conducted with the initiative of training centers;*
- ❖ *Kyrgyz Turkish Manas University signed a mandate agreement with the Project to develop courses for cooks and reception and to provide ToTs;*
- ❖ *Three professional landscape designers of Bishkek city have been contracted to develop courses and conduct ToTs;*
- ❖ *ToT on three topics (hospitality, development and implementation of modules, interactive methods of teaching) were conducted with the participation of thirty three trainers within nine training days by CBT trainers, ILO trainer and project methodology specialist;*
- ❖ *Market survey to identify new courses took place and resulted to development of three new courses (reception, landscape designer and cook);*
- ❖ *Additional three hotels (Karven, Karven 4 Seasons and Meridian) in the North of Issyk-Kul lake have joined the project and total nine hotels and restaurants provided their facilities for the Training Hotel;*
- ❖ *163 hotels and restaurants out of the 200 hotels \ restaurants and 20 village governments (2-3 villages in each village government) in Issyk-Kul were visited during information campaigns and informed about training offers;*
- ❖ *With joint collaboration with the Tourist Information Center information materials of the Training Hotel were distributed additionally to 43 hotels;*
- ❖ *The working group revised and adapted training modules of the guest relation course to local conditions;*
- ❖ *Seven new trainers (in total 14 trainers) have been contracted by the two training centers and have participated in 3 days workshop on module development according to ILO methodology;*
- ❖ *In close collaboration with GIZ the two training centers have organized Girls Day campaign and could attract 19 women trainees among participants;*
- ❖ *The structure, training program and training materials for new courses (reception, landscape designer, cook) were developed with close collaboration of master trainers and the first courses were offered;*
- ❖ *First five courses (reception, cook, landscape designer) were conducted for 48 employed and 15 unemployed people.*
- ❖ *226 participants (out of them 120 unemployed and 144 women) have enrolled in all courses by 01.07.12;*
- ❖ *106 of the trainees were already employed when they started the training; 120 were offered to make their traineeship in hotels and restaurants with further employment after their traineeship;*
- ❖ *Issyk-Kul Regional Unemployment Centre has financed course fees of 32 unemployed in amount of 39'032 som (830 US);*
- ❖ *Operational training costs were co-financed by employers at the amount of 1200 som (US \$25) for service course, 700 som (US\$15) for housekeeping course, 1500 som (US \$32) for cook course, 1200 som (US \$25) for landscape designer and 800 som (US \$17) for reception course per each employee sent to the training;*
- ❖ *The project has applied for SOMS consultancy service (www.soms.ch) and got supported with a tourism expert for six months;*
- ❖ *Two training centers have participated in a tourism fair and could registered 21 potential participant for its courses;*

Our partners:

Financing:

**LED LIECHTENSTEIN
DEVELOPMENT
SERVICE**



Collaborating:

Members of Memorandum of Understanding: Health resorts and recreational complexes:

- Akun Yssykkol joint corporation;
- Altyn Köl boarding house;
- Altyn Ordo restaurant;
- Aurora sanatorium;
- Goluboi Yssykkol sanatorium;
- Government Residence sanatorium;
- Kapriz recreational centre;
- Keisar hotel;
- Khan-Toru restaurant;
- Kyrgyzskoe Vzmorie sanatorium;
- Legenda sanatorium;
- Madanur hotel;
- Maiak joint corporation;
- Manjyly jurta camp;
- Meridian Ltd.;
- Neptun boarding house;
- Raduga recreational centre;
- Royal Beach Ltd.;
- Ulan health resort;
- U Rybaka restaurant;

Other organizations:

- Chamber of Commerce and Industry of the Kyrgyz Republic;
- Manas Kyrgyz Turkish University;
- Ministry of Labour and Employment of the Kyrgyz Republic;
- hotelleriesuisse – Swiss Hotel Association;
- Hotel & Gastro formation;
- Hyatt Regency Bishkek;
- USAID Local Development Program;

Implementing:



Training providers:

- Training Center "UTAN", Karakol;
- Yssykkol Regional Center for development and training;

www.training.kg



"AVEP" Public Fund

www.avep.info

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Abbreviations:

CC	Coordination Council
CCI	Chamber of Commerce and Industry
HAB	Hospitality Advisory Boards
Hotelleriesuisse	Swiss Hotel Association
H&G formation Hotel in and Gastro formation	Joint Institution of Hotelleriesuisse, GastroSuisse and Hotel & Gastro for Training the Swiss Hospitality Sector
Helvetas	HELVETAS Swiss Intercooperation
ILO	International Labour Organization
LED	Liechtenstein Development Service (Liechtensteinischer Entwicklungsdienst)
Manas KTU	Manas Kyrgyz Turkish University
MoU	Memorandum of Understanding
PRA	Participatory Rural Appraisal
STAR	Skills Training in Rural Areas program
TDC	Training and Development Centers
TIC	Tourism Information Centers
T-STAR	Tourism Skills Training in Rural Areas, component of STAR program
VES	Vocational Education System
YPO	Yearly Plan of Operations

1. Background and project history

Tourism, specifically the development of the hospitality sector is one of the main priorities of the Kyrgyz Government within the Country Development Framework. Recreational and business tourism contribute increasingly to rural and urban development, especially in the Yssykkol region. However, one of the few main challenges for further tourism development is the low level of the hotel and restaurant employees' skills, which makes it increasingly difficult for Kyrgyzstan to compete on the international and regional tourism markets. This also limits the employment opportunities for the rural population in the main tourism regions. Although the universities in Kyrgyzstan offer ample education and training opportunities for the management level, there are limited (or not labour market-relevant) training opportunities offered for technical employees (service, kitchen, housekeeping, etc.)

Helvetas (Swiss Association for International Cooperation) in Central Asia, which has been involved in the Vocational Education and Skills Development sector in Kyrgyzstan since 2000/01, launched a new project in 2008 called Tourism Skills Training in rural AREas (T-STAR) within its overall Skills Training in rural AREas (STAR) program. The Liechtenstein Development Service (LED) funded the inception phase of the project. The overall objective of the T-STAR project is to improve income opportunities for the employed and increase job opportunities for unemployed rural and semi-urban adults. This is accomplished through the development of sustainable training delivery mechanisms for labour market oriented skills development in the hotel and restaurant sector of the Kyrgyz Republic. To this end, during 2009, T-STAR mobilized hotels and restaurants on lake Yssykkol, training service providers and the Chamber of Commerce and Industry of the Kyrgyz Republic (CCI) to launch a joint pilot training course for training waiters/ waitresses. In the inception phase the project strived to accumulate sufficient experience, in order to reach consensus with key stakeholders in the hospitality sector. The project included sustainable training delivery mechanisms in preparation for the project phase 2010-2011.

After approval of the project proposal by the Liechtenstein Development Service (LED), negotiations were carried out with the Swiss Hotel Association in the summer of 2008 which resulted in a partnership between hotelleriesuisse and Hotel & Gastro formation (the leading provider of adult (re-)training in the Swiss hotel and restaurant sector). Furthermore, prior to the start of the tourism season at Lake Yssykkol, approximately 30 visits and interviews with interested parties from the private sector, para-state and state hotels, and health resorts were conducted in order to identify the needs in vocational skills training in rural areas.

After the planning mission and approval of the project concept, two qualified local employees were selected in autumn and immediately initiated the project, beginning with the mobilisation of all interested key stakeholders. The Chamber of Commerce and Kyrgyz-Turkish Manas University have signed a Memorandum of Understanding (MoU) as a result of the first set of project activities.

In an effort to maintain project momentum, the project has organized a study tour to Switzerland for the two master trainers from Manas KTU and three selected trainers from the Training Hotels in order to learn more about the Swiss training system and the modules of Hotel & Gastro formation. Following the study tour, Helvetas acquired the official license from Hotel & Gastro formation for using the course structure and modules.

After the study tour, intensive work was done to customize the Swiss modules to the Kyrgyz situation through a working group under the leadership of Manas KTU. Another working group under the leadership of the CCI also developed a draft system of certification and assessment. The overall system includes three assessment parts: a theoretical and practical test immediately at the end of the training course, assessment of the practical work during the traineeship and a final practical exam, which leads to the certificate.

Several press conferences aired on national and regional TV and radio stations, newspaper articles. Participation in the regional job fair and regular meetings with hotel representatives and high ranking officials of the State Agency for Tourism as well as the State Committee for Employment and Migration contributed to a sufficiently high profile of the project within the hotel and restaurant business community and created a raising interest from the State to become a partner of the project.

In autumn 2009, the project conducted a self-evaluation among all stakeholders, which highlighted both strengths and potential weaknesses of the project. The inception phase produced encouraging outputs and demonstrated that there is a clear demand for rural training offers by the employers and employees working in the hotel sector around lake Yssykkol. Thus, the project has several opportunities to further utilize the initial investments (training course and material development, training of trainers, hotel mobilisation) for poverty reduction and income diversification of rural households. The self-evaluation also revealed criticism about the future potential for institutionalising the training offer.

The year 2010 was marked with launching new courses in frame of the institutionalization concept and wide support to local training centers. Compared to previous phase the project in the phase I tried to limit its participation with more facilitation and backstopping role while local partners would take more responsibilities and ownership to the process through empowering hospitality advisory boards represented by the tourism industry in the region.

The year 2011 was last year of the phase I, and LED has shown its commitment to finance another two years. Thus a project document for a phase II was developed and approved by LED. Another highlight moment in the 2011 was intensive training program of the training centers. So far the training centers had shown their commitment and competencies in dealing with new approach as well as increasing number of courses offered. With providing backstopping and coaching to the training centers the project had conducted numerous activities aimed on capacity building to newly established Hospitality Advisory Boards. The issue of ownership stays crucial and will be touched in the phase II.

2. Summary

The overall goal of the T-STAR project is to:

Contribute to the development and institutionalization of training offers in the hospitality sector which lead to improved income opportunities for employed and increased chances on the labour market for unemployed rural and semi-urban adults.

The project's overall goal shall be reached through the achievement of the following objectives:

Objective 1 Training Offer

Training providers are able to develop and deliver market-oriented and certified training offers through the training hotel approach that will result in trainees who acquire practical skills.

This objective refers to organizational development of training providers in delivering training courses in hospitality and capacity to maintain high quality of courses. The project will backstop and support training centers in their activities.

Objective 2: Institutionalization

Stakeholders with common interests in hospitality skills development are empowered to continue delivering the training offers in a sustainable manner under private-public co-financing arrangements.

This objective refers to the further development of initiatives of the industry in supporting and contributing to the institutionalization of training offer mechanism through creating and managing local councils on tourism.

3. Reporting on Results

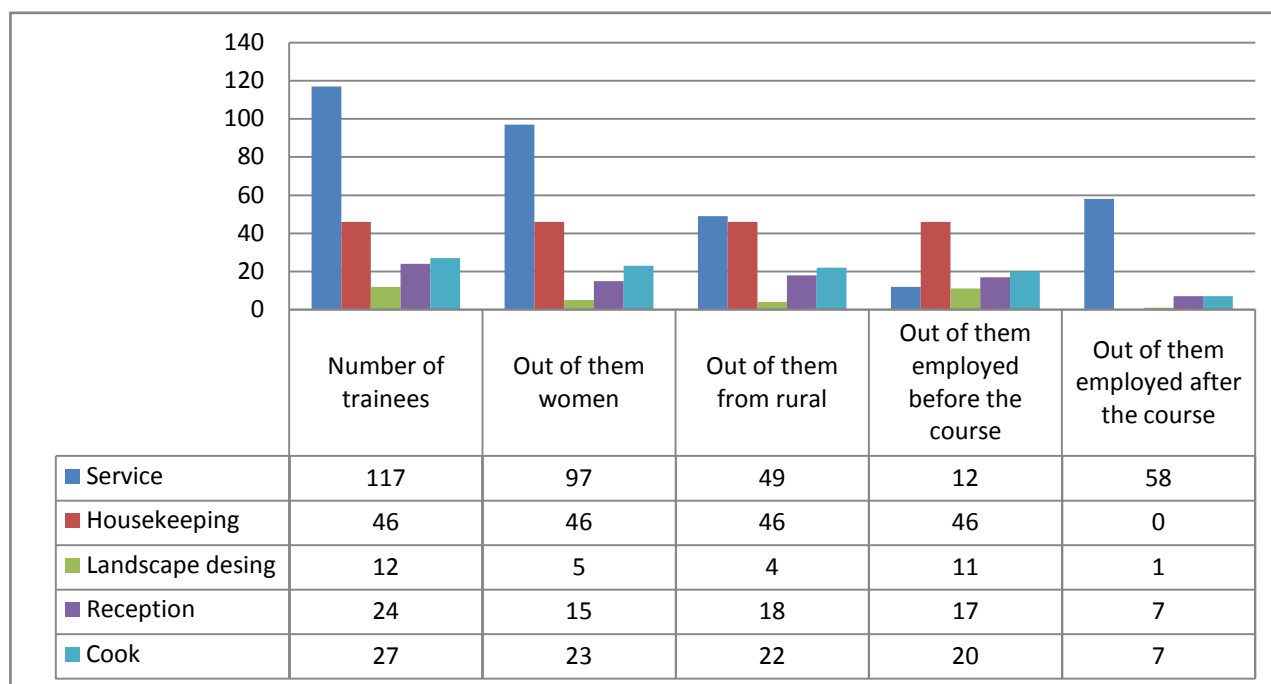
4.1. Results at Impact level

At the **labour market level** the impact of the project will be that training courses offered by training providers are high quality and addressing the needs of the market will lead to better service quality in the sector. On the basis of the mobile training approach, training providers supported by the project will have stable and reliable networks with the industry, which directly contributes to labour-market relevant training offers. Employers will benefit from high quality training for their employees and available skilled labour from their region as it leads to better service and satisfaction of clients and increased income.

At the **employee level** the project will support training providers as well as the industry through conducting and maintaining networks and promoting the training offers in the community. This will allow more local people to participate in the training and find employment as a result of better quality training available in their region. As graduates of the trainings are predominantly from rural areas, it is predicted that there will be a highly aggregated impact on the strengthening and diversification of rural income opportunities and a significant improvement of the rural livelihoods in the Yssykkol region.

Two training centres could attract in total 226 trainees. Out of 226 trainees 120 were unemployed before the course and 73 trainees were employed directly after the courses, which gives 61% employment rate out of 120 unemployed. Out of total graduates 186 were woman and 139 were from rural areas.

Diagram 1: Number of trainees as per 30.06.12.



4.2. Results at Objective level

Overall goal:

The project contributes to the development and institutionalization of training offers in the hospitality sector which lead to improved income opportunities for employed and increased chances on the labour market for unemployed rural and semi-urban adults.

The project will have a direct impact on an increasing number of primary stakeholders who attend the newly developed training offers. As the results of the inception phase indicate, in the majority of cases, better skills lead to higher salaries and subsequently better chances on the labour market in the Yssykkol region. Furthermore, improved qualifications of the staff have an indirect impact on improving the quality of the hospitality services which in turn contributes to client attraction and thus potentially to an increasing demand for more qualified labour. As the primary stakeholders are attracted from the villages and small towns around Lake Yssykkol, all of these factors will contribute to the improvement of rural livelihoods.

The overall goal will be achieved through the following two objectives:

- a) **Develop training offers** through capacity building and organizational development of training providers and facilitating participatory processes of training program development in order to be client – oriented and respond to the needs of the labour market.
- b) **Facilitate** the hospitality sector and promote establishment of networking between training providers and stakeholders for achieving sustainable training offer delivery and quality assurance, and further institutionalization of the system.

The following outcome indicators will be used to assess the effectiveness of the project implementation:

Objective 1: Training Offer

Training providers are able to develop and deliver market-oriented and certified training offers through the training hotel approach that will result in trainees who acquire practical skills.

Expected results

A range of mobile training offers for technical personnel leading to a certificate recognized on the labour market is developed and continuously updated.

The training offers are delivered in a professional way with appropriate equipment and facilities and at a quality level satisfying the employers and trainees.

Indicators for 2012

The training offers are available every year in the early spring.

The training offers respond to the needs of the trainees and employers and the certificates are recognized on the labour market.

At least 190 trainees graduated successfully (out of which min. 60% women and 75% rural / semi-urban inhabitants)

Training centres in Cholponata and Karakol continued to collaborate with the project. With the start of new phase, the two training centres conducted a market survey for assessing the needs of the market for new courses in tourism sphere. Total 65% of hotels and restaurants (out of 230 hotels and restaurants) were visited and in general 82 interviews with conducted by the interview team. The questionnaire consisted of twenty-five questions. The main goal of the survey was to identify new courses and also to explore existing courses, which is in demand for tourism sphere. Result of the survey showed that there is a demand for new courses for landscape designers and receptions. Also majority of stakeholders asked for the cook course.

With the joint decision of training centres, HAB members, the project, hotel representatives and local trainers it was decided to develop new courses on landscape designer, reception and to adapt existing cook course for short term training.

In order to develop the structure and training content of the new courses two advertisements were published on national newspaper. Total twelve applications have received from interested trainers. For landscape designer course three master trainers were selected and had mandate from project to develop the structure and training materials for the course. Project has signed a contract with Manas Kyrgyz Turkish University to develop the reception and cook courses and three master trainers were attracted: one trainer for reception course, one trainer for cook course and person for administrative issues.

Later on, the master trainers of reception, landscape design and cook courses have developed training modules within one month. The Hospitality Advisory Boards have approved structures of new courses as well as their prices:

Table 1: Number of trainees as per 30.06.12.

Name of the course	Duration	Budget
Landscape designer course	5 days + 2 month practical traineeship	1200 som (25 USD)
Cook course	7 days + 2 month practical traineeship	1500 som (32 USD)
Reception course	3 days + 2 month practical traineeship	800 som (17 USD),

One course on landscape design had been conducted for twelve trainees and another two courses on reception were conducted with participation twenty-four people. Twenty-seven people have participated in two courses for cooks.

Budgets of the new courses were developed together with training centers, trainers and potential clients. Three-day reception courses costs USD 17 / participant, five-days landscape designer course costs USD 25 / participant and one-week cook course costs USD 32 / participant.

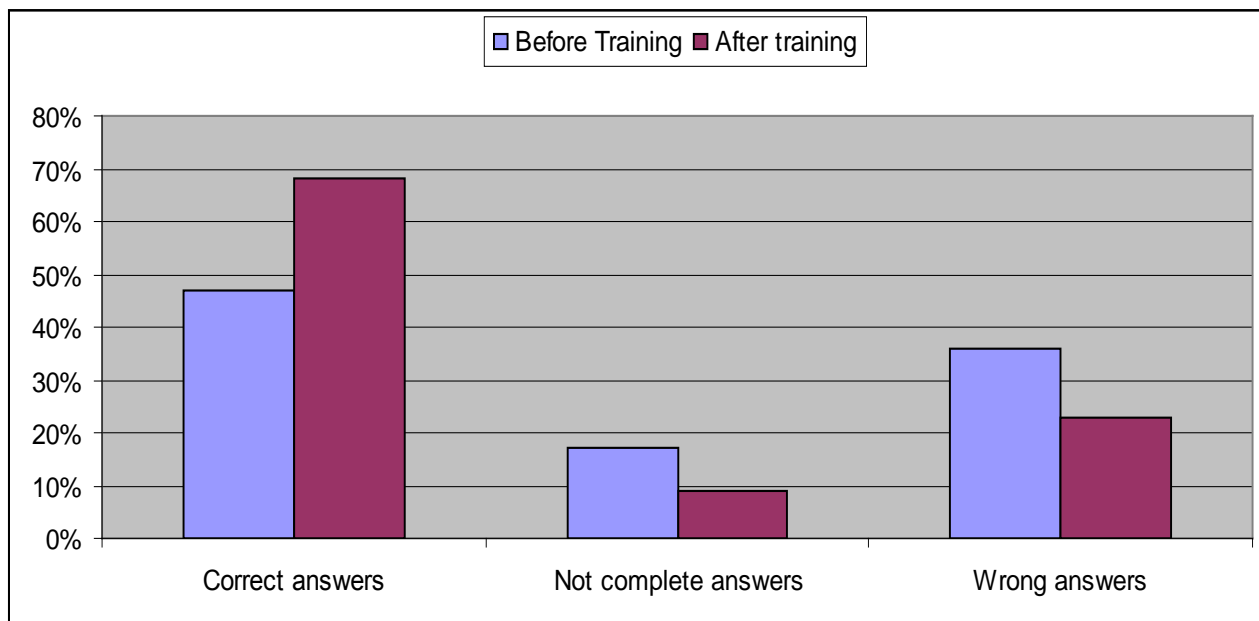
Four training modules of the guest relation course were revised by the working group consisting of two guest relation course trainers according to ILO methodology. During the revision and adaptation process all challenges which were addressed by course participant and hotel representatives were taken into consideration. The first courses according to the new revised and adapted guest relation training elements are planned for autumn.

After the recommendations of trainees from the last year project supported training centres to translate training modules of service and housekeeping courses. Total 31 training element of service course (409 pages) and 22 training elements of housekeeping course (313 pages) were translated into Kyrgyz language within three months. All training elements will be printed out and delivered to two training centers and first courses by using the modules in Kyrgyz will be conducted in autumn.

Starting from the beginning of the year two training centers took an initiative to conduct base-line assessment by their own and with the support of local trainers. The questionnaires for service and housekeeping course were revised by local trainers. The questionnaire for service course consists from 25 questions and for housekeeping course consists from 20 questions. Master trainers of the new courses have also developed questionnaire for base-line assessment. Questionnaire for reception course consists of 15 questions, for landscape designer course 20 questions and for cook course 30 questions. For all 16 courses the assessment of their initial knowledge level was conducted and the results of questionnaires were evaluated by trainers and will be compared with the final knowledge level of trainees in autumn.

As we see in diagram below (Diagram 2) the relation of correct answers before and after the course is much more different that says the courses were scientifically useful for the trainees. The difference of correct answers showed about more than 20%. On the contrary if we look to the relation of wrong answers before and after the course, number of wrong answers after the course went down about 15%.

Diagram 2: Result of base-line assessment 2011.



Two training centres had enough equipment and materials for service and housekeeping courses in the first half of the year for providing mobile trainings. Additional needed materials and equipment was identified by master trainers and the training centers and the project will provide investments for equipment in August. The project together with training centers has planned to produce video lessons for service and housekeeping courses. Experienced trainers of these courses will be attracted for this activity and on the base of one training hotel practical skills will be filmed on video. Later on video lessons will be used during the trainings and also CDs will be distributed for hotels and restaurants. For the new courses (reception, landscape designer and cook) master trainers of this course also provided with necessary list of materials for mobile training courses. First trainings were conducted by using the equipment and materials of training hotels.

During the reporting period two training centres could attract in total 226 trainees. Out of 226 trainees 120 were unemployed before the course and out of this 73 trainees were employed directly after the courses. Out of total graduates 186 were woman and 139 were from rural areas. Total five training were conducted on new courses: two cook courses, one landscape designer course and two reception courses.

Out of the total 226 trainees, 117 trainees planned to be coached during the practical traineeship. Selection of trainees to be supported by coaching is selected by the trainer. Those trainees who have less practical experience in their work are mainly involved for coaching. 47 trainees had received already coached support by local trainer of service and housekeeping courses. The rest 70 trainees are planned to be visited by local and master trainers in July and August. The same trainers who provided the course visited trainees in their work place and supported them according to their needs.

Training centres have participated in the yearly tourism fair where they made a presentation of their courses. Around 300 booklets and 200 calendars advertising the courses were distributed during the event. During the tourism fair training centres could register 23 interested people for their courses.

The project is paying very much attention to women participation in courses. In this regard in close collaboration with GIZ two training centres have conducted such called "Girls Day". The aim of the campaign is to widen access to labour market for women potential employees and support them in more active employment. From other hand the campaign gives an opportunity to the training centers to diversify their PR activities. In total 45 schoolgirls have visited five partner-training hotels like Aurora, Meridian, Kyrgyzskoe Vzmore, Goluboi Yssyk-Kul and Madanur. During one-day visit participants got introduced with various occupations in hospitality sector. As a result of these visits 19 schoolgirls have become full participants of the service and housekeeping courses offered by the training centres.

One-day workshop was organised with participation of training centre directors and local trainers on handing over the tools of tracer study. During the workshop participants tried out to analyse the data gathered from tracer study. As a result of this workshop tracer study for the graduates from 2011 was conducted with the initiate of training centres. Out of the total 198 graduates 121 graduates were attracted for the survey and their data was analysed. But still training centres are weak in analysing the data gathered from the survey and during the data analyse project staff have supported them. Next step on tracer study tools will be to make it simple that training centres could conduct it by themselves and make an analyse themselves.

The Tracer Study was conducted by two training centers for the graduates of service, housekeeping and guest relation courses from 2011. Total 198 trainees have graduated in all courses. Total 121 graduates were involved for the survey and tracer study showed that 78% of graduates are employed (self-employed, permanently employed, seasonally employed in one hotel, seasonally employed in various hotels or in abroad). 8% out of the 121 graduates were in training, so they were continuing their studies. 14% were in unemployment.

Diagram 3: Employment situation of graduates of 2011 before the training (total 121 graduates)

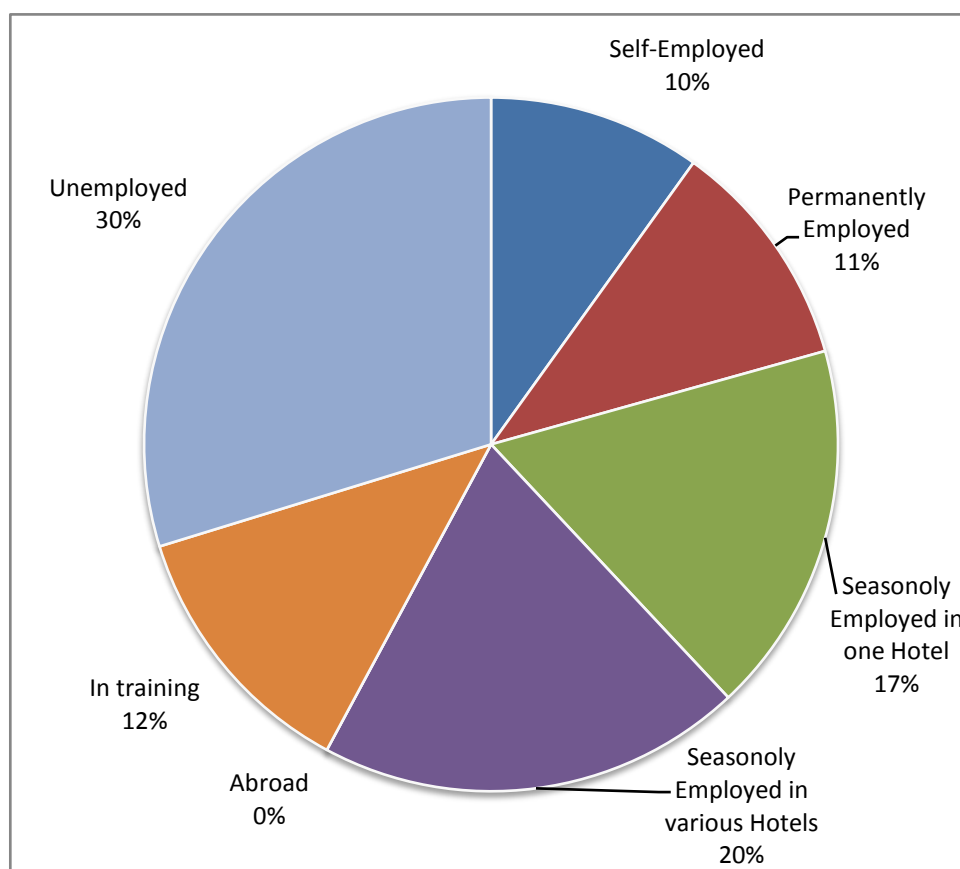
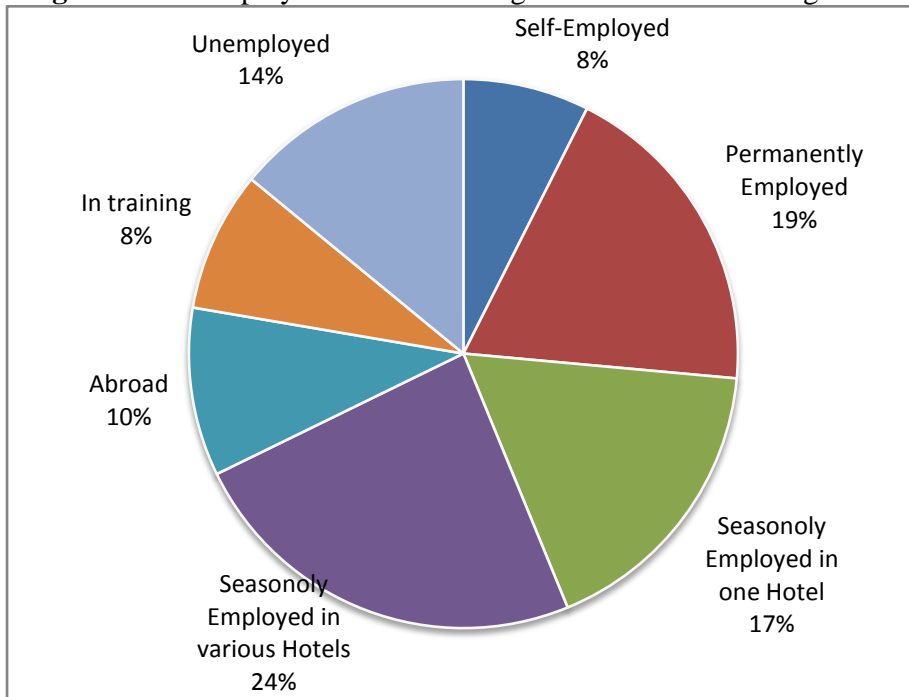
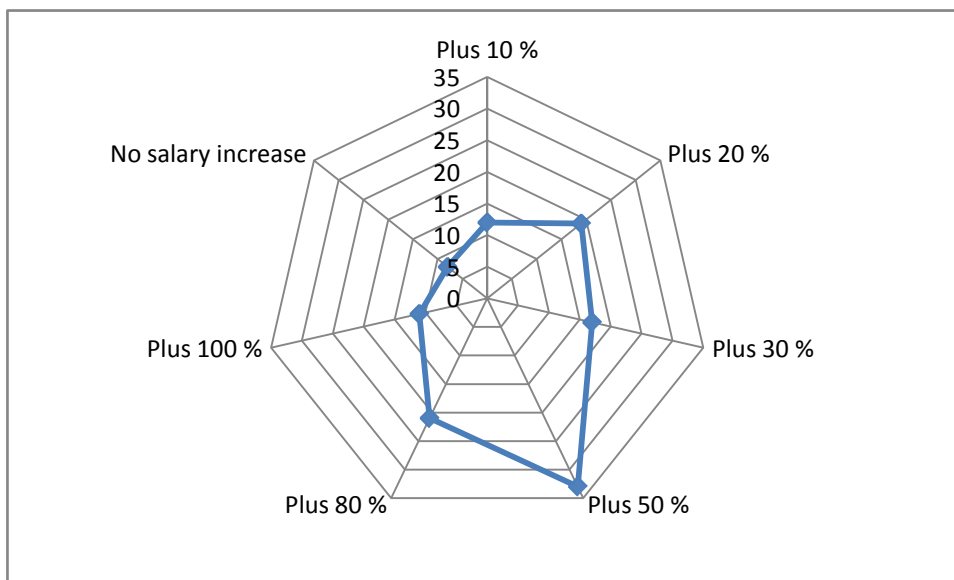


Diagram 4: Employment situation of graduates of 2011 during the interview (total 121 graduates)



Another task of the tracer study was to get a data about the graduates' income before and after the course. Graduates were asked if their income or salary have increased after the graduation of the training. As we see in the following chart about 35 graduates answered that their salary or income increased for 50 % comparing with their income before the training.

Diagram 5: Rate of salary increase in % during one year period after graduation and number of graduates (total 121 graduates), May 2012



Out of the total 226 trainees of all courses, 117 trainees planned to be coached during the practical traineeship. 47 trainees had received already coaching support by local trainer of service and housekeeping courses. The rest 70 trainees planned to be visited by local and master trainers in July and August. The same trainers who provided the course visited trainees in their work place and supported them according to their needs. Coaching support for the trainees of reception, landscape designer and cook courses will be done by master trainers.

Objective 2: Institutionalisation

The stakeholders with common interests in hospitality skills development are empowered to continue delivering the training offers in a sustainable manner under private-public co-financing arrangements.

Expected results

The stakeholders are able to apply learner – centred methodologies, state-of-the-art techniques and relevant management tools which support them in successful training delivery.

The establishment of a network among stakeholders and their efficient collaboration contributes to the sustainability of the training offer

The stakeholders actively promote the training offers and their recognition by employers and the State what contributes to high trainee numbers.

Seven local trainers have continued their cooperation with the training centres. Total two training centres have signed a contract with 14 local trainers. Three for service course, two for housekeeping course, two for guest relation course, two for reception course, two for landscape designer course and three for cook course. Trainers for the new courses didn't give their own trainings until now. They were just selected among the participants of the new courses with recommendations of master trainers. Trainers of the new courses will conduct their first trainings in autumn and the master trainers will backstop them during the training.

In order to build a capacity of local trainers first training for trainers was conducted by CBT Association (Community Based Tourism) association on general hospitality for ten trainers. Another training on interactive teaching methodology was provided by the project specialist for 11 local trainers. Later on special training on development of training modules according to ILO methodology was provided by contracted ILO trainer for 12 local trainers.

In order to build a capacity of local trainers and training centre staff, the project has planned two study tours: first study tour will be organised in autumn to Bishkek to visit four and five star hotels and the second study visit will be organized to neighbour countries in CIS.

Indicators

The TDCs function as professional training providers and are able to recruit at least 190 trainees (out of which min. 60% women and 75 % rural/ semi-urban inhabitants) to their training offers.

In each occupational field, at least four competent local trainers are available to be contracted by TDCs.

The salaries of the majority of the graduates are higher than prior to training.

TDC receives annual feedback about its training offers from the hotels/ restaurants and the sector associations.

The trainers' network consists of at least four competent local trainers in each occupational field.

The TDCs win at least three MLEM tenders per year.

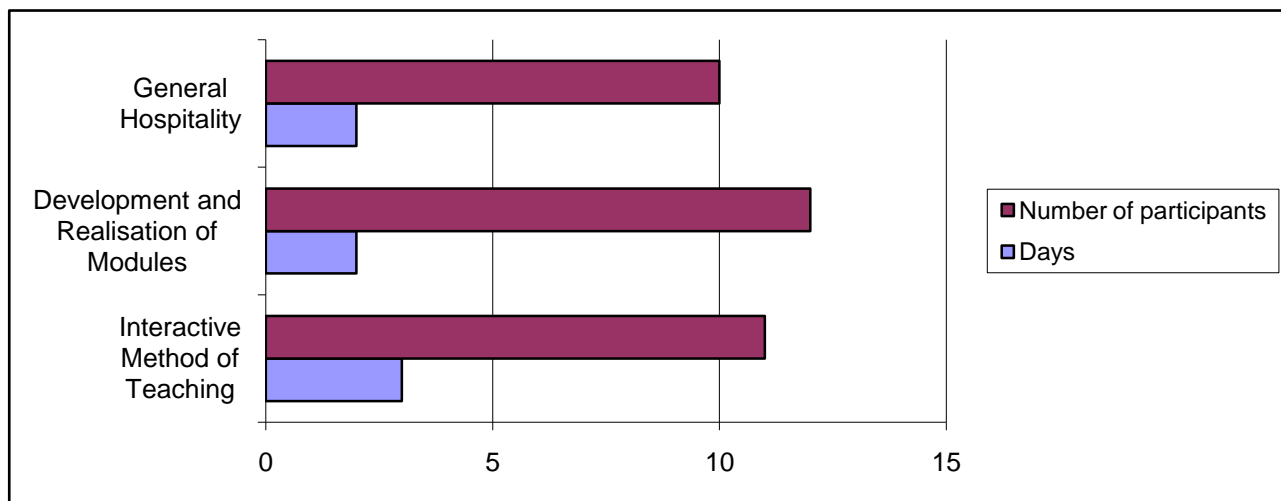
Key stakeholders meet at least annually for discussing project progress

At least 190 employed and unemployed are trained and out of them more than 60% are women.

The training offers are well known among the stakeholders in the hospitality sector.

At least 20 hotels have sent existing or new staff to the trainings.

Diagram 6: Number of ToT: days and participants



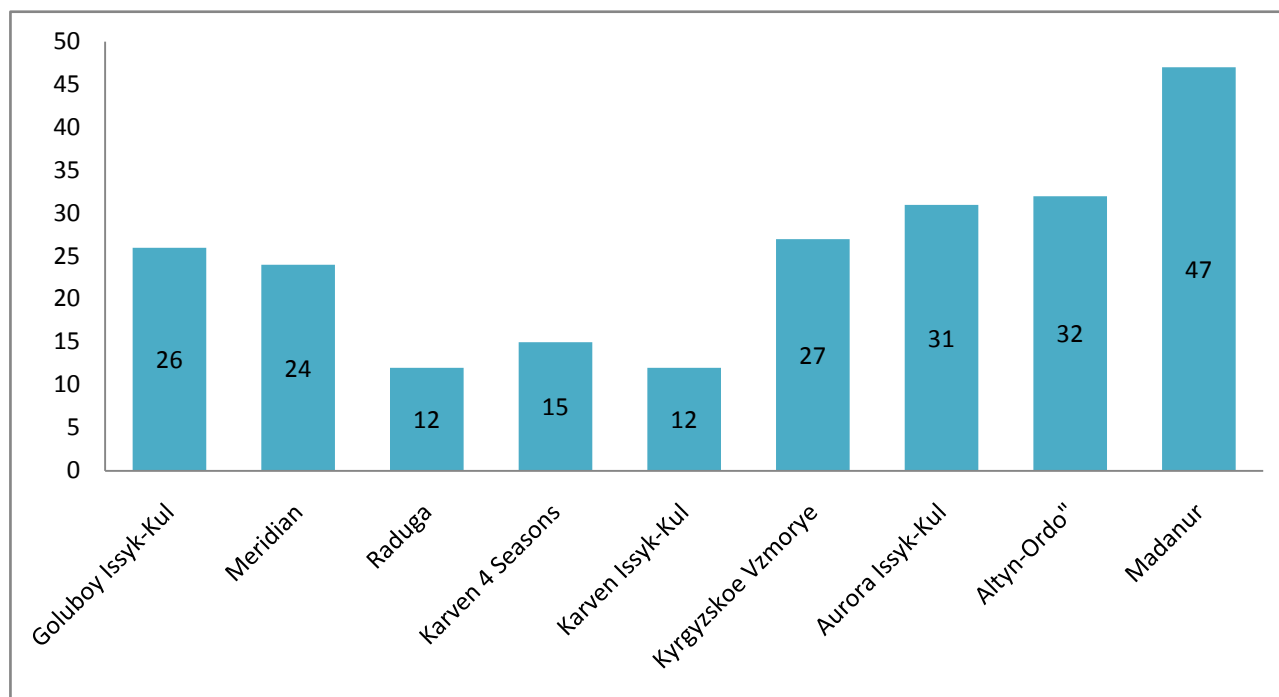
In June two training centres have conducted their own HAB meetings, in total two meetings. Cholponata training centre have conducted a HAB meeting with participation of 18 people and in Karakol HAB meeting twelve people have participated. Training centres have reported on their activities and new training offers. HAB members’ feedback and comments were mainly on content and course durations and their comments were taken into consideration and the questions were addressed to master trainers in order to develop two different levels of the courses.

In the beginning of the year, the project has applied to the SOMS consultancy service in Switzerland for having an expert for the project. As a result an expert with tourism background – Silvia Rusch has joined the project team in June. She had quite intensive introduction program where she could visit running courses, meet trainers as well to get introduced with the project. She will support the training centers in organising basics of English especially for reception course, in delivering the training and quality management and monitoring.

After two years working period Peace Corp volunteer Chan Ha has left the country in June. Project has made another application to Peace Corp for attracting a new volunteer. By the end of June a new Peace Corp volunteer has joined to the project and he will support mainly two training centres on improving information campaign tools and also he will provide some additional trainings for participant of the courses

Training centres have signed a collaboration contract with fourteen training hotels. In this additional three training hotels showed their interest to provide their facilities for training provision. In the first half of the year 16 courses were conducted in nine hotels.

Diagram 7: Training hotels and number of participants trained in each hotel, 2012



Two training centres have signed four contracts with local employment centre for financing costs of the courses for unemployed. Until now two contracts have realised and total thirty-two unemployed were trained in service courses. The rest two contracts planned to be implemented in autumn. The head of Oblast Committee on Employment actively participating in all activities of the project at the same time he is the chairman of HAB meeting of one training centre. He is also regularly participating in assessment process of trainees.

Two training centres have conducted wide information campaign by attracting ten local trainers. Total 160 hotel and restaurants out of 230 and 20 village governments out of 58 village governments were visited and informed about activities and courses of training centres. In close collaboration with Tourist Information Centres (TIC) another 43 hotels were visited by the staff of TIC and information leaflets, calendars and posters about the courses were distributed. The project is actively collaborating with two Tourism Information Centers located in Balykchy and Bishkek. All information materials of two training centers and courses offered are also placed in TIC offices. In total 226 trainees were attracted as a result of the wide information campaign.

Banners of each course were published and posted at main entrance of training center offices. Also training centers use these advertisement banners during public meetings like tourism fair, job fair and information campaigns. The big map (1,5x1,5 m) of Issyk-Kul with detailed information on main touristic sights and places was published and is used during information campaigns. The wordbook (Kyrgyz – Russian – English) for the reception course was developed by the expert and in process of publication.

Advertisement about the courses was aired on local TV for 89 days. Two articles were published also on local newspaper. Training centres disseminated their information during the press conference of EU project on vocational education implemented by the Public Fund AVEP.

Table 2: Data about information campaign provision, 2012

Number of visited hotels and restaurants	203 hotels and restaurants
Number of advertisement days on TV	89 days
Number of information booklets	2000 copies
Number of advertisement calendar	1000 copies
Number of advertisement on Newspaper	In 2 local newspapers

The project staff continued to update webpage www.training.kg, where information and categories about new courses are updated regularly. Every week advertisement board is updated and provides information about new and on-going courses. Additionally promotion of courses is done through social networks like Facebook, Moi Mir, twitter, vkontakte etc. Each course is advertised through these social networks and social media marketing as well as having own website are contributing to courses promotion and serves as powerful tool to attract young participants.

Diagram 8: Number of visitors, www.training.kg

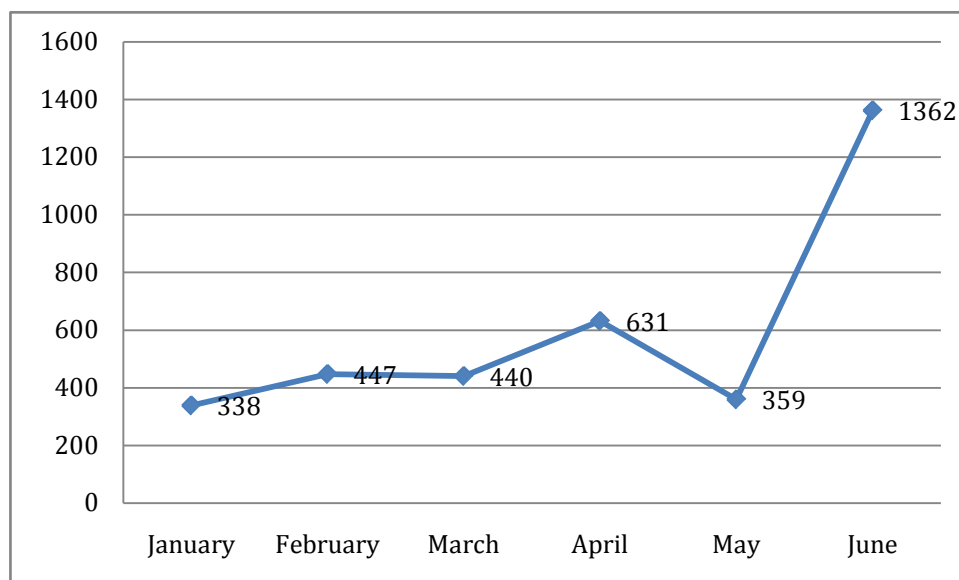
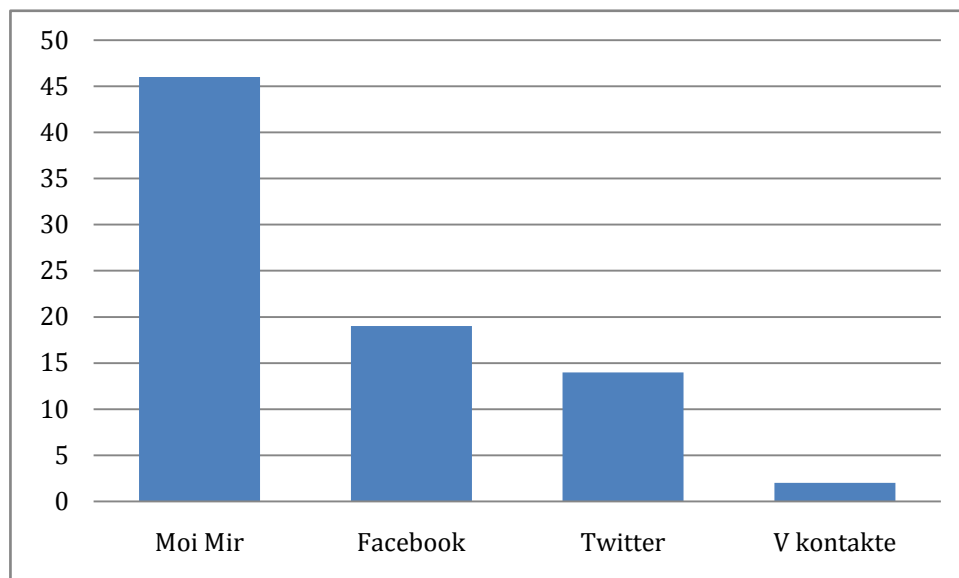


Diagram 9: Number of contacts in the social networks



4. Conclusions and outlook

- As the project is supporting the training centers in their PR activities, it will be challenging for them in future to have wide information campaign as they used to have. Thus new ways of channeling information and communication need to be reflected together with certain budget allocations for information campaigns;
- Despite of having interest from the industry by participating in HAB meetings, the process should be facilitated further and the project need to provide support to the training centers;
- In order to widen access to the courses for rural people, the project will continue to translate new training modules into Kyrgyz language. But the training centers should encourage courses participants to know Russian and basics of English as most of the tourist from Russian speaking states and western countries;
- It is still in the agenda together with the partners will look for best experience and practice in CIS countries related to short-term courses delivery mechanisms. The project will support study or survey if there will be opportunities or cases in neighboring countries. Hopefully best practices and experience will contribute to further strengthening of mobile training approach and its promotion;
- The project will facilitate through its channels and processes to receive recognition of the state and private sector for new courses developed and considering them as mean of rural labor market development. Another crucial issue in the industry, which stays same, is investments to HRD by the industry. High unemployment rate and economical crisis reduce intention of the industry to invest into HRD and have HR policies as labor force comparatively affordable;
- The project follows its strategy that aimed on decreasing its share and giving more responsibilities to the training centers. Having sufficient number of courses in the portfolio allow responding to demand of the industry and become a stakeholder of tourism development process. The challenge later will be with having enough flexibility to respond and make adaptations in time;