

Project Name: Skilling for Sustainable Tourism (SFST)

Organization(s): VVOB – education for development

Dates of Implementation: 2018 – 2021

Country: Ecuador

Partner(s): Ministry of Education, Ministry of Tourism, and various partners in public and private sector related to the Tourism and Travel Industry

Funder(s): Dubai Cares and Belgium

Website: <https://www.vvob.org/en/programmes/ecuador-skilling-sustainable-tourism>

Project description: The Skilling for Sustainable Tourism project is focused on improving the quality and the relevance of the two tourism-related professional figures offered at the level of upper secondary technical education: the ‘Bachillerato Técnico Ventas e Información Turística’ and the ‘Bachillerato Técnico Servicios Hoteleros’ (freely translated as the course in tourism and in hotel services respectively). To do so, VVOB establishes collaboration between the Ecuadorian education sector and the travel and tourism industry. SFST pays specific attention to sustainable and community-based tourism, thus its development objective is aligned with the Ministry of Tourism’s *Plan Estratégico de Desarrollo de Turismo Sostenible de Ecuador*.

The project runs in the Province of Pichincha (specifically Cantón Quito) and the Province of Manabí, both regions known for their touristic potential and all schools that offer the two tourism-related professional figures participate. The scaling strategy is based on the combination of replication and the empowerment of the Ministry of Education to adopt the model that generates a relationship between schools and the productive sector for the national education system. This model has been piloted with successful results.

Target Population: Ecuadorian students between 15 and 20 years old.

Results to-Date and/or Target Results:

VVOB has already piloted its model in sectors other than tourism such as agriculture and construction. The SH collaboration model is first being piloted in Quito in SY 2018-2019 and replicated for the first time in Manabí in SY 2019-2020; the VIT model will first be piloted in Manabí in SY 2019-2020 and replicated for the first time in Quito in SY 2019-2020. Over the course SFST, both models go through a number of iterations, allowing VVOB and its partners to perfect implementation.

At the level of final beneficiaries, SFST tracks:

- The number of students, teachers and public officials that participated (disaggregated by sex).
- The impact of the workplace learning opportunities offered, in terms of how high students estimate their own knowledge and skills in a selected number of areas relevant to the project and their confidence of finding employment in the travel and tourism industry.
- The effect of the teacher professional development trajectories offered.

Interesting Features & Innovations:

-SFST includes drivers of scaling and replicating.

-SFST is based on existing staff structures and minimizes fixed and variable costs.

-Industrial specialists are involved in multiple processes, including teacher professional development, teaching material development, internships and advise as part of stakeholder meetings.

-SFST targets two BT fields of study that attract high number of girls compared to other industrial BTs.