

# Development of educational content for the International Tourism Partnership's Youth Career Initiative



The International Tourism Partnership (ITP)'s Youth Career Initiative (YCI) offers vulnerable young people the opportunity to gain skills and experience through classroom training and hands-on experience in a hotel through a three-month education programme. The initiative supports young people aged 18-24 years from disadvantaged backgrounds who have faced a wide range of barriers.

## Background

In the past, the YCI programme provided a list of core topics for delivery in classroom training. Participating hotels and non-profit partners each developed their own version for delivery of the topics, using a combination of locally available and open source information, which resulted in inconsistent delivery, quality and content. It is the intention that all classroom training be delivered by non-profit partners, who tend to be development organisations outside of the hospitality industry.

People 1st International used its vast experience of working on International projects and developing and delivering world-class hospitality and customer service excellence programmes, to ensure high-quality, fit-for-purpose curriculum resources were produced, using a range of teaching and learning methods, to prepare young people for a career in hospitality.

## Our Solutions

Based on the objectives of this project, we developed a set of instructor-led resources to deliver sector-specific knowledge and life skills to disadvantaged young people in developing countries across three strands:

1. Life skills
2. Hospitality skills
3. English for hospitality

The trainer guide, resources and student guide covered all three components. The supporting resources included a range of teaching methods and practical classroom activities to help young people develop the essential skills employers look for in entry level recruits, enabling their first steps in a career in hospitality.

## Outcomes

In the latter stage, the report would allow our client to present impartial, expert opinion on the challenges and recommendations for progressing into the next stage of their TVET programme redevelopment. The report required an amount of delicacy being sensitive to the current structure and the people involved in its delivery.

- A detailed trainer guide including schemes of learning and lesson plans
- Trainer resources with slide decks, trainer-led activities, formative assessments, role play exercises, examples of on-line resources including suitable YouTube clips
- A student guide giving students an overview of the subject and information on how the subject will be delivered and assessed and included relevant student resources including handouts, activities, worksheets and formative assessments
- A summative knowledge assessment for each topic within Life Skills and English
- Skills checklists for Introduction to Hospitality topics to be used in the workplace placements

## International Tourism Partnership

*“Our curriculum supports people from disadvantaged backgrounds to prepare for jobs in the hospitality industry and gives them vital life skills and training that is highly transferable for other sectors. We worked with People 1st to develop the activities, exercises and assessments for the curriculum. Through the development of this resource, our aim is to enable the hospitality sector, and others, to take on more people who would not normally have access to this type of opportunity.”*

Emily McLeish, Senior  
Manager, International Tourism  
Partnership