

CIVITTA

Promotion of employment and entrepreneurship among young adults in the hospitality sector through the introduction of innovative education approaches

Presented by: CIVITTA Armenia

To: Sign of Hope

2022



A person in an orange shirt and blue helmet is climbing a large, textured rock face. The scene is set against a sunset sky with warm orange and yellow hues. The image is partially obscured by a dark teal diagonal overlay on the right side, which contains the text.

AGENDA

1. Introduction
2. Research Objective 1
3. Research Objective 2
4. Research Objective 3
5. Research objective 4
6. Research Objective 5
7. Research Objective 6
8. Research Objective 7
9. Research Objective 8
10. Research Objective 9
11. Recommendations

INTRODUCTION: GENERAL INFORMATION

545 respondents have participated in the qualitative analysis, around **21** HTS sector representatives in the quantitative analysis.
17 in-depth interviews were held with state and NGO sector representatives

FIGURE 1 RESPONDENTS NUMBER BY REGION

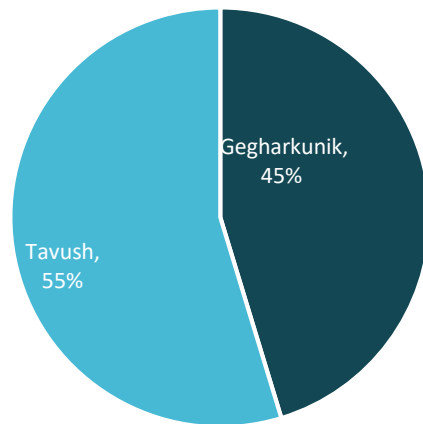


FIGURE 2 RESPONDENTS NUMBER BY AGE

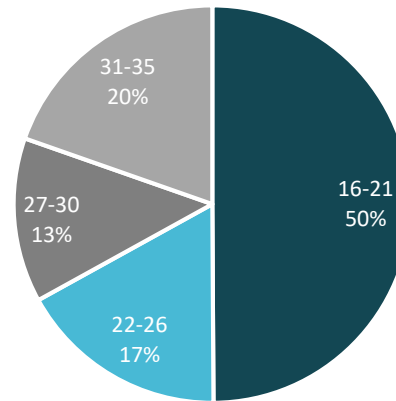
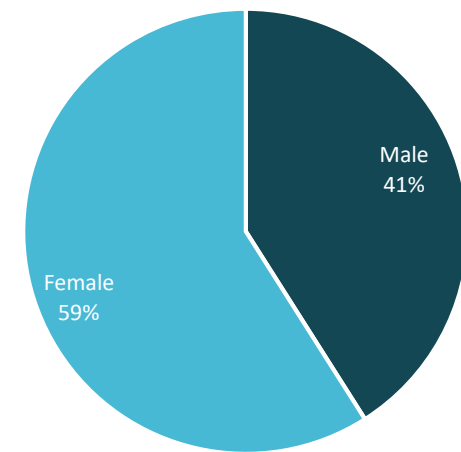


FIGURE 3 RESPONDENTS NUMBER BY GEMDER



- The majority of respondents were women (**59%**) and from **Tavush region**
- **50%** of the respondents were in the age category from **16-21 years old**, but the highest number from **Gegharkunik region** was in the age from **27-30**
- The distribution of respondents from cities and villages were almost equal **52% and 48% correspondingly**

RESEARCH OBJECTIVE 1: MAP JOB MARKET OPPORTUNITIES IN THE HOSPITALITY SECTOR OF THE TARGETED REGIONS, AND IDENTIFY DEMAND AND SUPPLY OF THE YOUTH WORKFORCE IN THE TARGETED REGIONS

FIGURE 4 CURRENT EMPLOYMENT

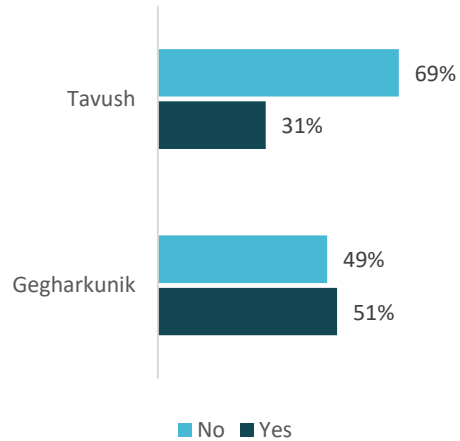


FIGURE 5 MAIN SECTORS FOR EMPLOYMENT

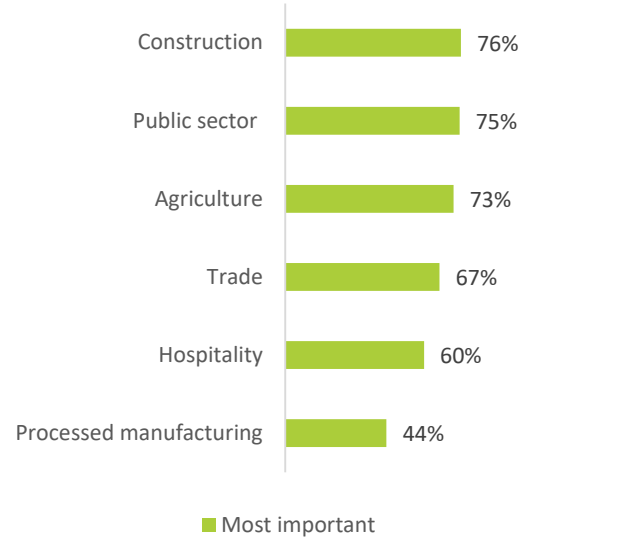
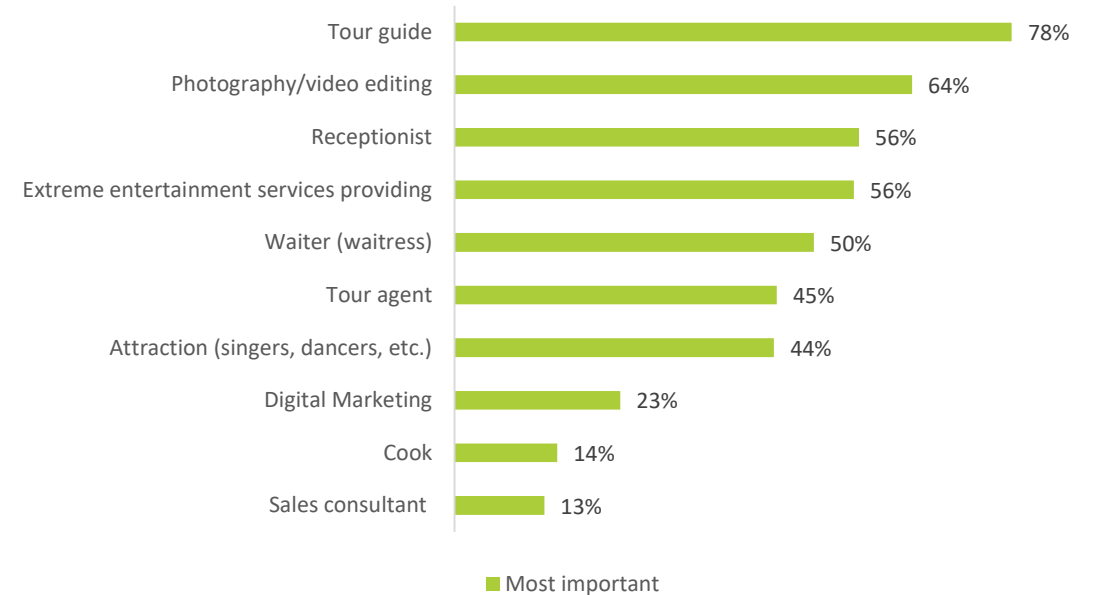


FIGURE 6 JOBS TO START IN HTS SECTOR



Actual Demand for Youth Workforce

- Medium and large restaurants and hotels need **service staff**
- Need for receptionists, hostesses with **good level of English**
- Need for **cooks**
- Need for DJs and Hosts for entertainment
- There is a huge need for **English-speaking guides**

RESEARCH OBJECTIVE 1: MAP JOB MARKET OPPORTUNITIES IN THE HOSPITALITY SECTOR OF THE TARGETED REGIONS, AND IDENTIFY DEMAND AND SUPPLY OF THE YOUTH WORKFORCE IN THE TARGETED REGIONS

FIGURE 7 FORMAT OF CURRENT EMPLOYMENT

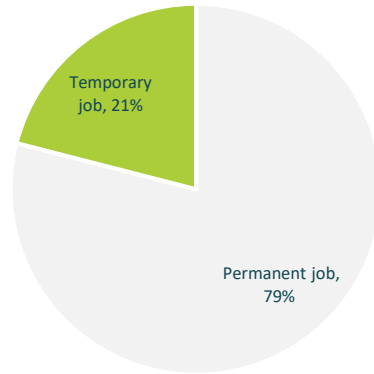


FIGURE 8 LOAD OF FUTURE EMPLOYMENT

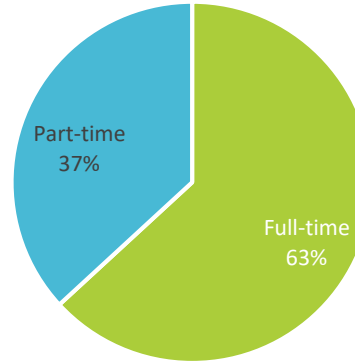
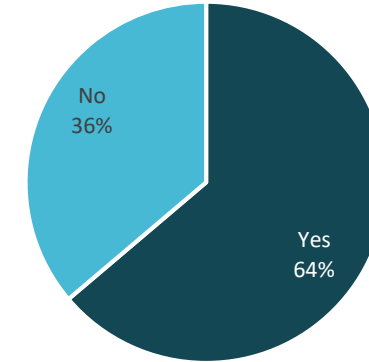


FIGURE 9 PLAN TO GET A NEW JOB/CHANGE CURRENT JOB



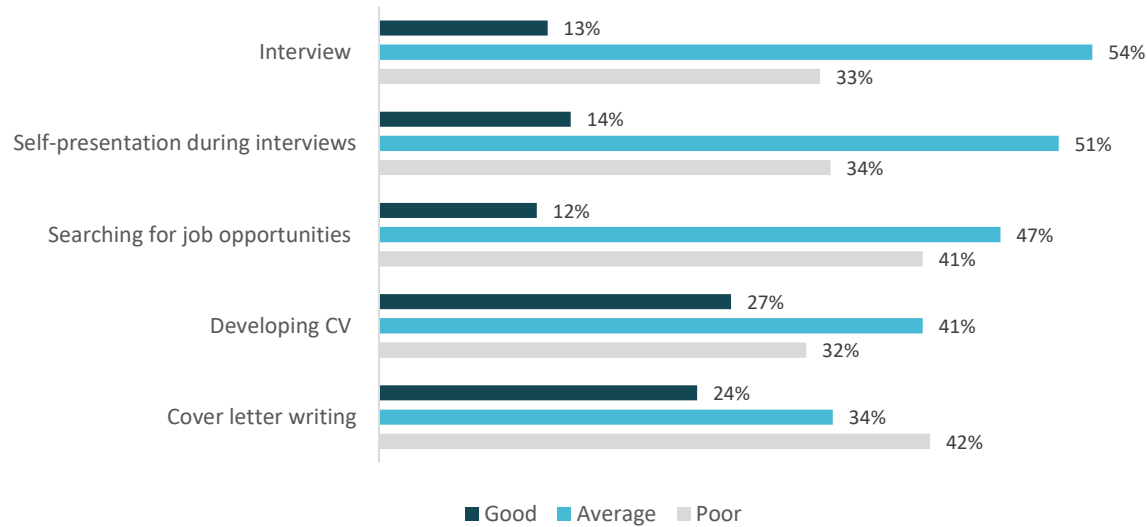
FG discussion participants mentioned, that the **most necessary requirements** are:

- Basic hospitality skills
- No actual need for a higher education as the curriculum does not include practical internships
- First contact establishment skills
- Patience
- Stress tolerance and flexibility

- In both regions most of respondents are looking for **full-time job**. In opposite, differences have been noticed in the gender preferences: only **one quarter of men** are searching for part-time job, meanwhile, almost **half of women** respondents will accept a part-time job offer
- Among the leader sector in which the respondents are willing to find a new job are **IT, design, SMM, service, health, education, service, finance**
- More women prefer to be involved in hospitality sector, in opposite, more men would like to find a new job in construction

RESEARCH OBJECTIVE 2: IDENTIFY HARD AND SOFT SKILLS NEEDED FOR YOUNG ADULTS IN THE TARGETED REGIONS IN ORDER TO BE EMPLOYED (SKILLS GAP ANALYSIS)

FIGURE 10 LEVEL OF SKILLS IN RESPONDENTS OPINION



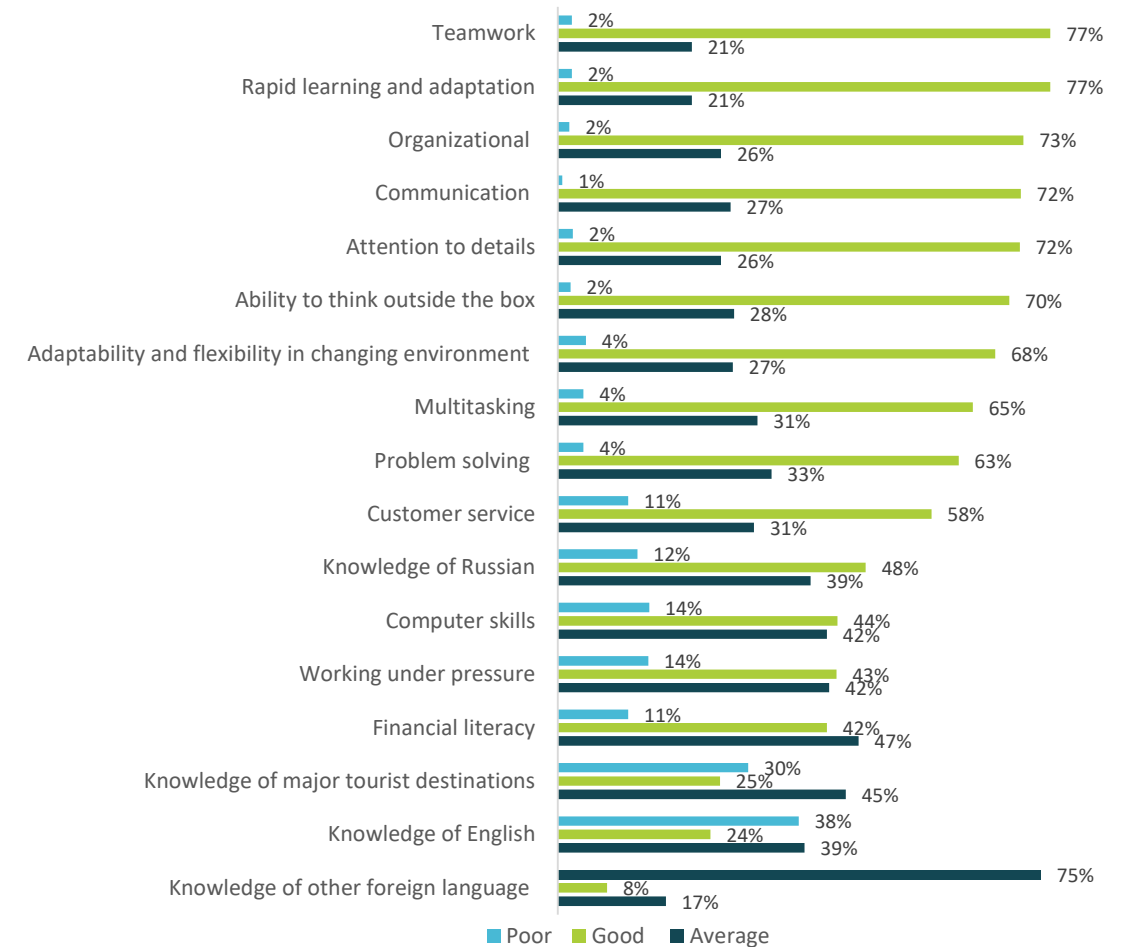
Soft skills necessary for employment according to HTS sector representatives are:

- Hospitality and service skills
- Communication skills
- Patience
- Flexibility
- Empathy

Hard skills necessary for employment according to HTS sector representatives are:

- Foreign languages knowledge
- Digital engagement
- Sales skills
- Tour packaging skills

FIGURE 11 EVALUATION OF SKILLS AND KNOWLEDGE IN RESPONDENTS OPINION



RESEARCH OBJECTIVE 3: GENERAL MAPPING OF ENTREPRENEURSHIP OPPORTUNITIES IN THE HOSPITALITY SECTOR OF THE TARGETED REGIONS

FIGURE 11 CURRENT ENGAGEMENT IN ENTREPRENEURSHIP

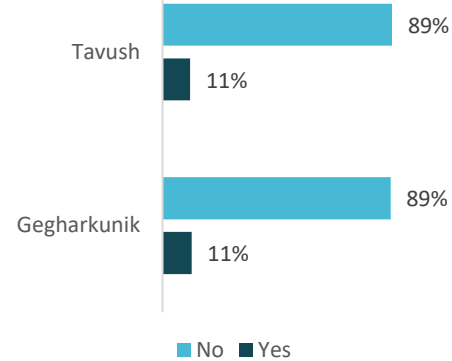


FIGURE 12 PLAN TO BECOME AN ENTREPRENEUR

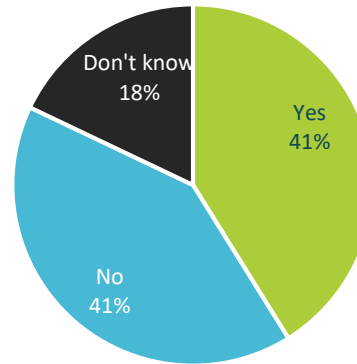
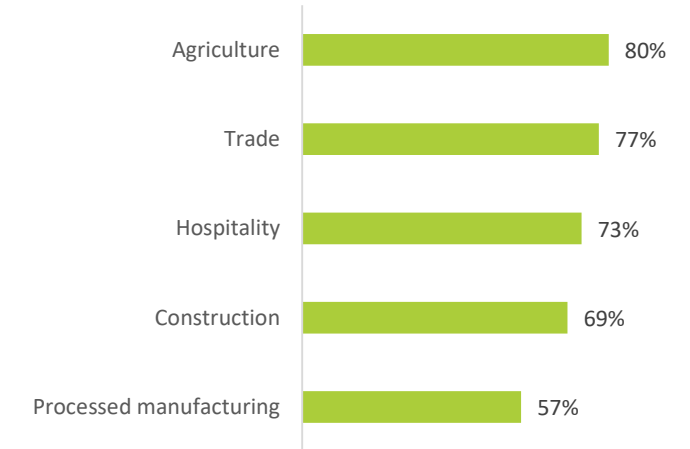


FIGURE 13 MAIN SECTORS TO START A BUSINESS



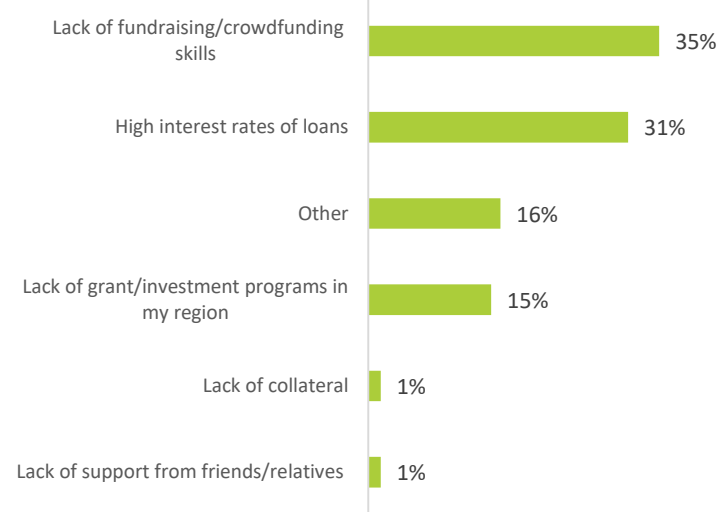
- The majority of respondents involved in entrepreneurship are **from 27-30 years** old. Most of respondents have mentioned that their business is in **other sector such as service, finance, art, education, IT etc.** In Gegharkunik the majority of entrepreneurs are involved in **agriculture**, meanwhile, in Tavush predominant sector is **hospitality**
- Most of **men** respondents prefer to be involved in **trade, hospitality and agricultural sector**, meanwhile **women** prefer other sectors such as **IT, education, service, design, etc.**
- The percentage of **women** engaged in entrepreneurship in both regions is low (**around 1 out of 10**). The majority of respondents involved in entrepreneurship are from 27-30 years old

RESEARCH OBJECTIVE 3: GENERAL MAPPING OF ENTREPRENEURSHIP OPPORTUNITIES IN THE HOSPITALITY SECTOR OF THE TARGETED REGIONS

FIGURE 14 REASONS OF NOT PLANNING TO BECOME AN ENTREPRENEUR



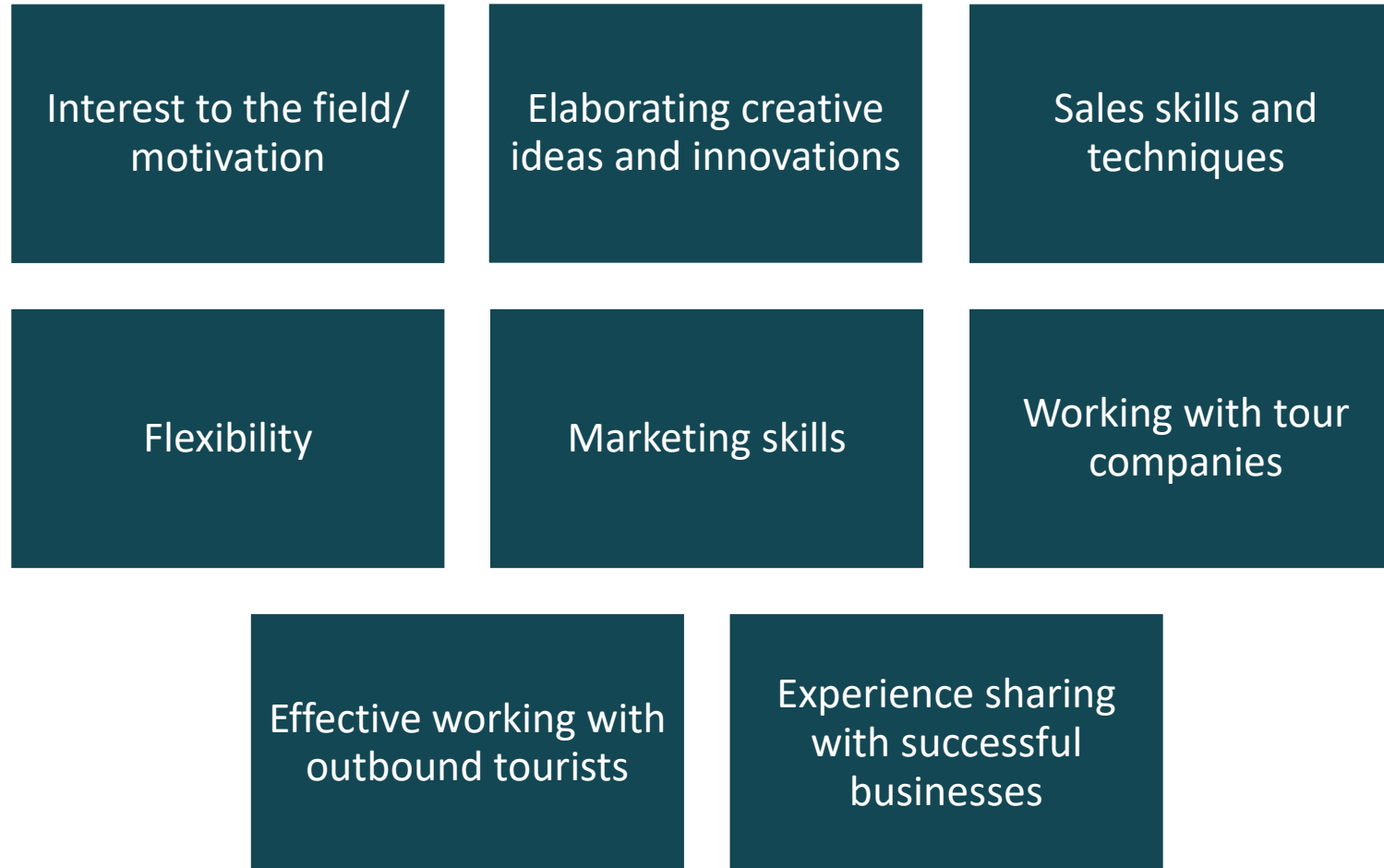
FIGURE 15 MOST IMPORTANT CHALLENGES IN SOURCING FINANCIAL RESOURCES



ENTREPRENEURSHIP OPPORTUNITIES

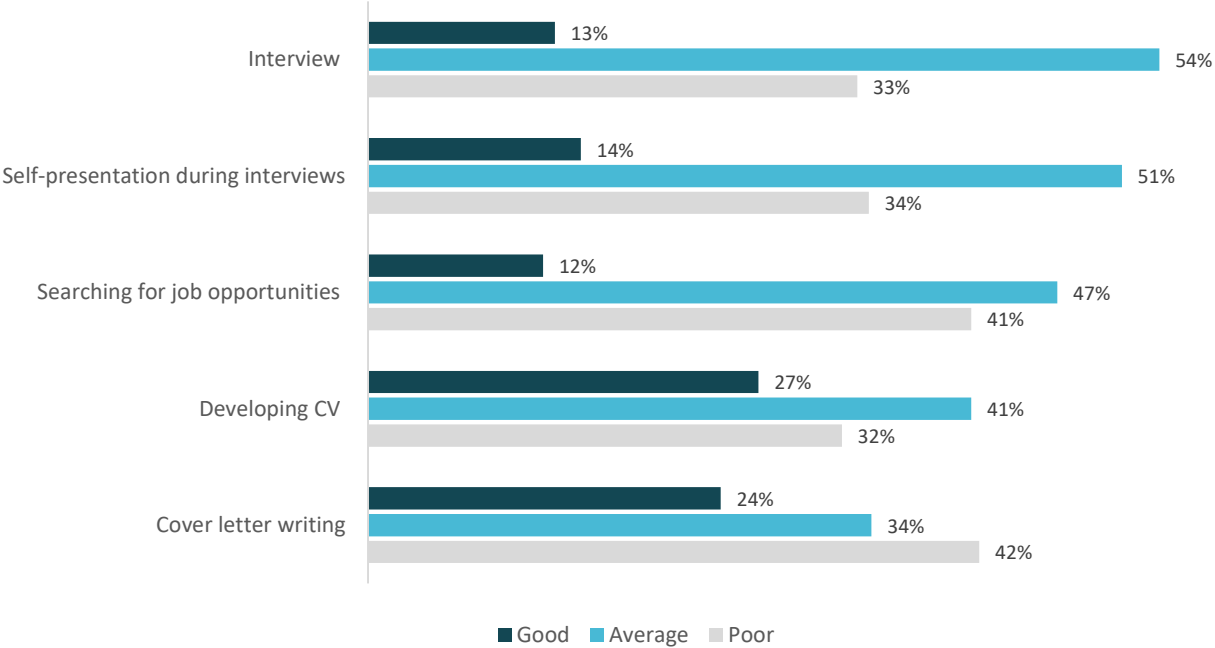
- 1
- Large food stocks
- 2
- High quality crops sowing
- 3
- Wine and other beverages production
- 4
- Quality meat products
- 5
- Interior Design Services
- 6
- Tent tourism services
- 7
- Opportunities for active tourism
- 8
- Opportunities for participatory tourism

\ RESEARCH OBJECTIVE 4: IDENTIFY HARD AND SOFT SKILLS NEEDED FOR YOUNG ADULTS IN THE TARGETED REGIONS IN ORDER TO BE SELF-EMPLOYED OR SET UP A BUSINESS (START-UP)



RESEARCH OBJECTIVE 5: IDENTIFY NEEDS AND OPPORTUNITIES FOR A PRACTICAL JOB INTERVIEW AND ON THE SHORT TERM ON-THE-JOB TRAINING EXPERIENCE (E.G. JOB-SHADOWING) AVAILABLE FOR THE YOUNG ADULTS IN THE TARGETED REGIONS

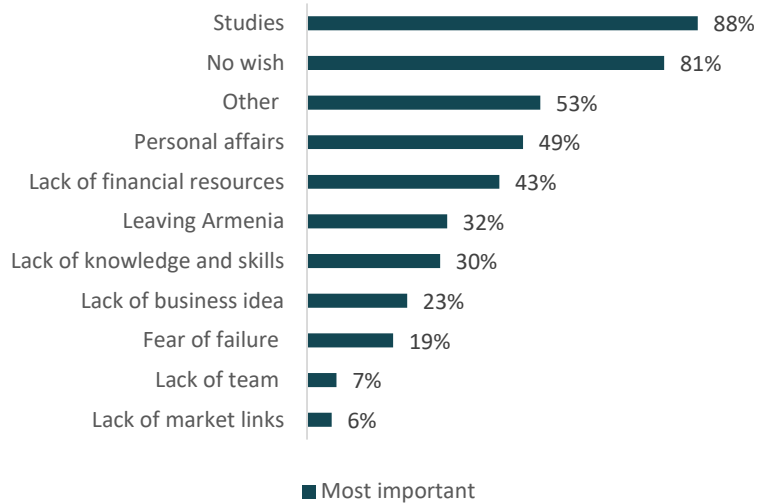
FIGURE 16 LEVEL OF SKILLS IN RESPONDENTS OPINION



- 1 Lack of skills in all mentioned areas
- 2 Practical learning is the preferred training method
- 3 Youth in target regions uses online platforms to search jobs
- 4 “Word of mouth” is a quite popular method too
- 5 Huge need for trainings for youth from rural areas

RESEARCH OBJECTIVE 6: IDENTIFY THE OBSTACLES FOR ENTREPRENEURSHIP IN THE HOSPITALITY SECTOR FOR THE YOUNG ADULTS IN THE TARGETED REGIONS

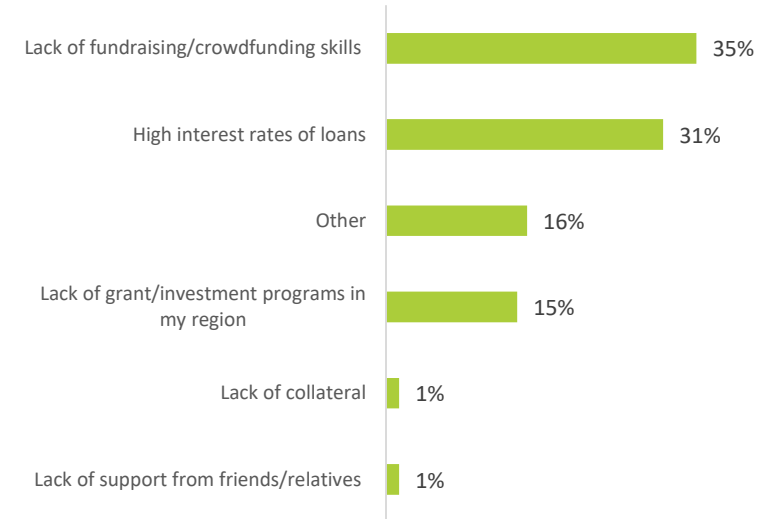
FIGURE 17 REASONS OF NOT PLANNING TO BECOME AN ENTREPRENEUR



✓ As the most important reason for not becoming an entrepreneur in near future is considered the **willingness of the respondents as well as the current studies**

✓ In Gegharkunik region the most important reason for not planning to become an entrepreneur **was the wish, meanwhile in Tavush was studies**

FIGURE 18 MOST IMPORTANT CHALLENGES IN SOURCING FINANCIAL RESOURCES

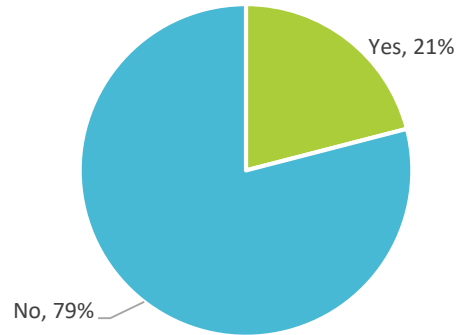


✓ Among women and men the differences is between these reasons: **men don't have wish and women are studying**

✓ In **Gegharkunik** region the majority of respondents have mentioned that the **high interest rates of loans** is the most important challenge for financing. On the other hand, most respondents from **Tavush region** have named the reason of **poor skills in fundraising/crowdfunding**

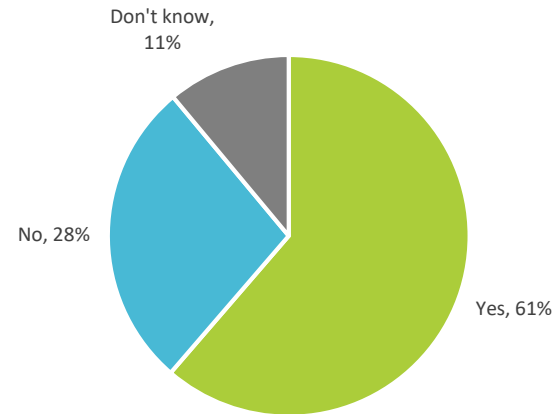
RESEARCH OBJECTIVE 7: IDENTIFY FORMAL AND INFORMAL HUMAN-CENTRED TRAINING OPPORTUNITIES TO PROMOTE CREATIVE, CRITICAL AND INNOVATIVE THINKING AVAILABLE FOR THE YOUNG ADULTS IN THE TARGETED REGIONS

FIGURE 19 PARTICIPATION IN THE TRAININGS IN THE LAST 2 YEARS



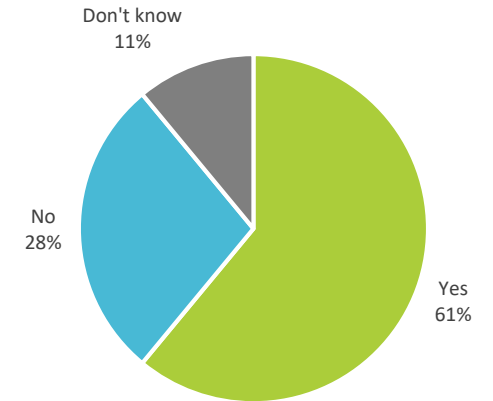
- ✓ The majority of the respondents have mentioned that **they haven't participated in any courses/trainings** during the last two years, but would like to participate. Moreover, most of them are willing to pay for the courses/trainings
- ✓ More participants from Tavush region have participated in the courses/trainings during the last two years. In addition, more women than men have participated in the courses/trainings during the last two **years 25% and 16% correspondingly**

FIGURE 20 CONSIDER PARTICIPATING IN TRAININGS



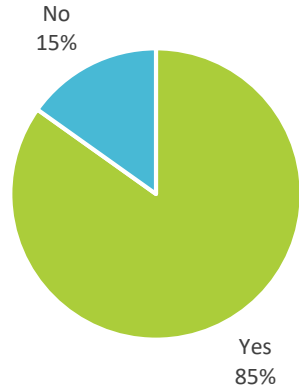
- ✓ No differences have been registered among the age categories of the respondents. One third of respondents don't want to participate in courses/trainings, the highest rate is among men.
- ✓ **7 out of 10** employed respondents again mentioned that would not like to take part in courses/trainings. In comparison to women's opinion more men are not ready to pay for the courses/trainings

FIGURE 21 READINESS IN PAYING FOR TRAININGS



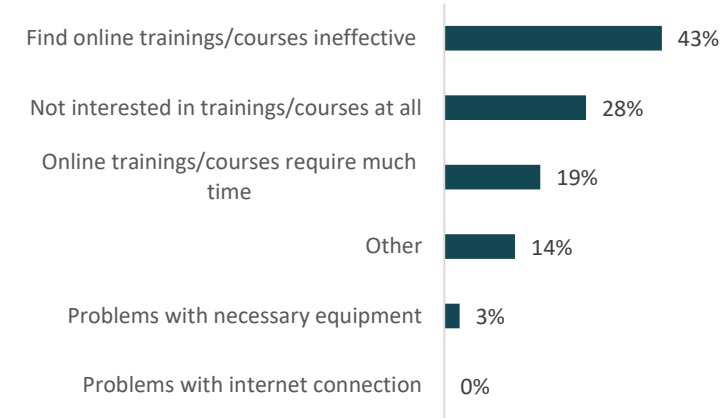
RESEARCH OBJECTIVE 7: : IDENTIFY FORMAL AND INFORMAL HUMAN-CENTRED TRAINING OPPORTUNITIES TO PROMOTE CREATIVE, CRITICAL AND INNOVATIVE THINKING AVAILABLE FOR THE YOUNG ADULTS IN THE TARGETED REGIONS

FIGURE 21 CONSIDER PARTICIPATING IN ONLINE TRAININGS



- ✓ Most of respondents would like to participate in online trainings dedicated to hospitality sector. No differences have been registered among women and men preferences as well as between the regions.
- ✓ The main reason for not participating the trainings is that the majority of respondents **consider online trainings ineffective**

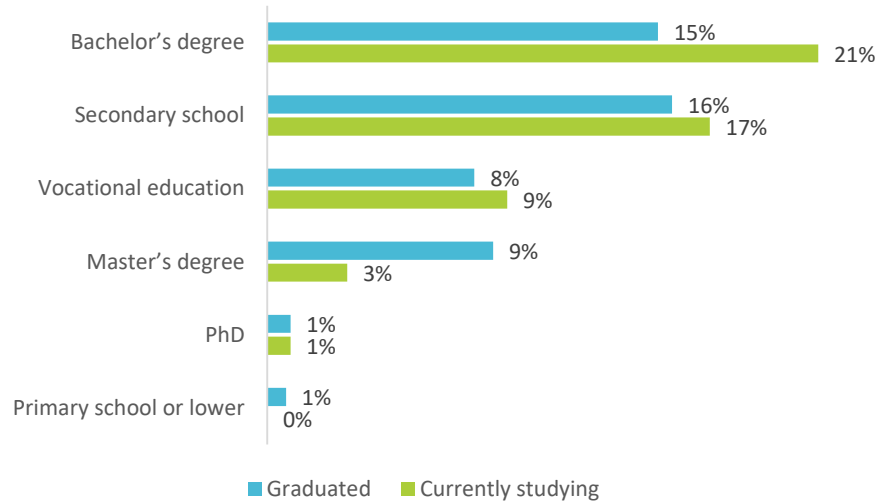
FIGURE 22 REASONS FOR NOT PARTICIPATING IN ONLINE TRAININGS



- ✓ **Practical learning** is the preferred training method. Most of the focus group participants state the prevailing effectiveness of practical, in-house learning over theoretical lectures. Experience-sharing, success stories and demonstration of best practice is the most effective way

RESEARCH OBJECTIVE 8: IDENTIFY EDUCATIONAL NEEDS AND OPPORTUNITIES FOR YOUNG ADULTS IN THE TARGETED REGIONS

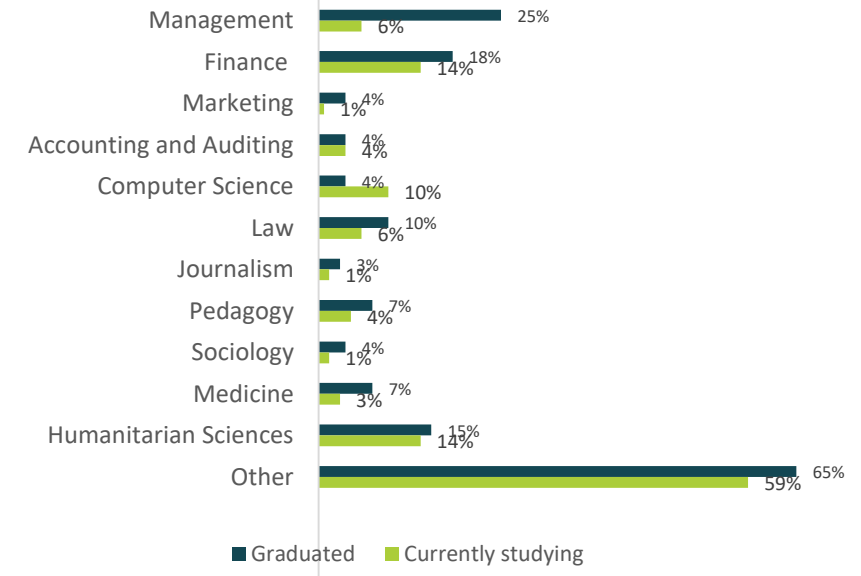
FIGURE 23 HIGHEST LEVEL OF EDUCATION ACHIEVED



- ✓ The highest number of current studying respondents for **Bachelor's degree** are **women**. The majority of current studying respondents for **Vocational education** are **men**.

- ✓ Most of respondents have chosen the special education for different reasons such as **own decision, there was no any other option, for getting a job with high salary etc.** Both respondents from Gegharkunik and Tavush region consider that **proximity to residence/home and the reputation** are the main reasons for choosing the specific educational institution

FIGURE 24 HIGHEST LEVEL OF EDUCATION ACHIEVED

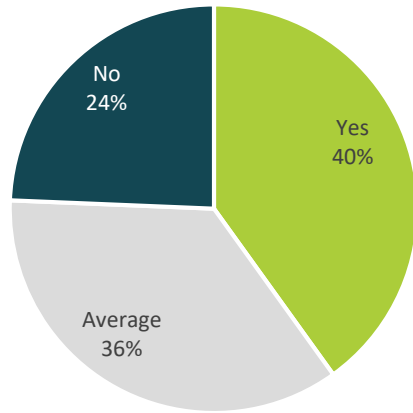


- ✓ The majority of respondents among graduated/currently studying on vocational or higher education level think that the gained knowledge **meets the labour requirements**. Similarly the same amount of respondents from Gegharkunik and Tavush regions consider that the received knowledge in average meets the labour market requirements 18% and 23% respectively.

- ✓ Most of the respondents mentioned that the main reason for the discrepancy is the that **the curriculum does not meet the requirements of the labour market** as well as other reasons such as the absence of job opportunities or not proper employee selection process.

RESEARCH OBJECTIVE 9: IDENTIFY MEDIUMS AND ASSESS THEIR EFFECTIVENESS IN LINKING THE DEMAND AND SUPPLY OF THE YOUTH WORKFORCE IN THE TARGETED REGIONS

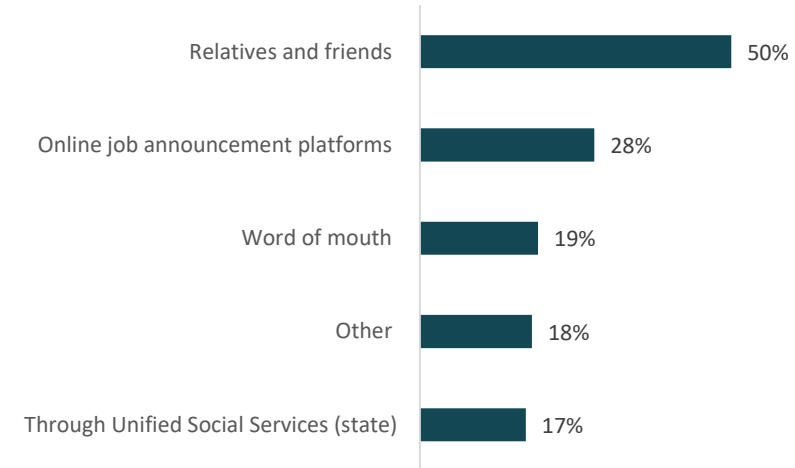
FIGURE 25 ENOUGH JOB OPPORTUNITIES IN THE REGION



✓ Half of respondents mentioned the most important means for a job search the **factor of relatives and friends**. More than half of respondents from Gegharkunik (**56%**) agree with this statement, meanwhile, one quarter of respondents from Tavush have mentioned the **online job announcement platforms**

✓ More **men find relatives and friend** more useful means for finding a job, though, in opposite, more **women mentioned Unified Social Services(state)**. The opinion among respondents age category do not differ: the majority consider the most important factor the relatives and friends factor and as a second way the online job announcement platforms.

FIGURE 26 MOST IMPORTANT MEANS FOR A JOB SEARCH



✓ Findings from the focus groups shows that youth in target regions uses online platforms to search and apply for jobs, and also uses the recommendations of their friends/relatives. However, the findings show a lack of writing skills when it comes to CVs and motivation letters among some of the unemployed, which is a huge training need, especially for youth from rural areas of regions.

\ RECOMMENDATIONS

1

Conduct soft-skills training with practical components which are considered to be the most effective ones according to the focus group participants

2

Soft skills which are necessary for employers are: **communication skills, basic hospitality skills, time management skills, stress resistance and conflict management skills**

3

Hard skills which are necessary for employers are: **sales and marketing skills, foreign languages knowledge, digital engagement skills**

5

Skills which are underdeveloped for youth people in order to find a job are: **CV writing skills, unawareness of online platforms and writing skills overall**

6

Entrepreneurship activities are at a very low level. Youth are unaware of possible grant opportunities, need **financial literacy as well as sales and marketing skills**

AREA	KNOWLEDGE & SKILL GAP	TRAINING NEED	EXPECTED RESULTS	
HOSPITALITY AND TOURISM				
	Basic Hospitality sills	Workshop on hospitality skills, international best practices and tools(online/offline).	Young adults skills meet the requirement of employers.	
	Communication skills	Practical exercises on hospitality skills improvement (case studies, digital tools, spreadsheets and registers) (online/offline).	More than 50% of participants to find jobs in hospitality sector	
	Low awareness on online tools used in hospitality and tourism sector	Training series on best practices of online tools both in sales and marketing used in tourism and hospitality sector (online/offline)	Practical usage of online tools by young adults.	
	Foreign languages	Theoretical sessions on English and Russian languages (online/offline).	B1 level of knowledge	
		Practical trainings of English and Russian languages in hospitality sector.		
JOB SEARCHING AND APPLYING				
	Awareness gaps in online platforms to find jobs	Theoretical training session on best Armenian and remote platforms to find jobs (online/offline)	Youth is aware of best Armenian and international platforms for jobs finding	
	CV writing skills	Theoretical and practical sessions on internationally accepted CV writing methods and frameworks	Youth can create CV which meets employers requirements	
	Self-Presentation skills	Sessions to increase self-presentation skills with practical examples	Developed self-presentation skills	
ENTREPRENEURIAL SKILLS				
	Knowledge gaps in financial products offered by banks and micro-finance institutions (loans, leasing, etc.)	Short and regular workshops/consultations on different financial offerings (online/offline)	Higher awareness on financial products	
	Ineffective marketing and branding practices	Short training courses on offline and online marketing campaigns, digital marketing and branding (online/offline)	Participants of trainings understand marketing and branding terms and are able to cooperate with experts/agencies	
DIGITAL LITERACY				
	Young adults lack computer and digital skills	Training sessions on basics of digital literacy (online/offline).	Increased access to digital technologies	

CIVITTA

A person is silhouetted against a vast mountain landscape. They are standing on a small rock in the foreground, looking out over a valley. The sky is a deep teal color, and the mountains in the background are also in silhouette. A bright light source, possibly the sun, is visible on the right side of the image, creating a lens flare effect. The overall mood is serene and contemplative.

\ THANK YOU