



# Pathway to → **HOSPITALITY**

**Welcome to our third Pth newsletter!**

## Overview

**Jobs on trial experimentations**

**Project results available**

**Pathway to Hospitality at Tourisme Xplore in Caen**

The goal of Pathway to Hospitality is to address the pressing issue of understaffing and high staff turnover in the hospitality industry, which has been exacerbated by the pandemic.

Efforts will be made to improve the image of employment in the industry by working with vocational guidance agents, training centers, and businesses. Additionally, the project aims to promote sustainable practices and Corporate Social Responsibility within the industry, to enhance the corporate branding of the trade.

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# Job on Trial is officially taking flight

After training our ambassadors, the Job on Trial has been experimented in France, Hungary, and Estonia. Below, you'll find the initial feedback from this groundbreaking experience.

## « Jobs on Trial » in Hungary

The JOT took place at MMSZ Óbudai Technikum school and at Szakképző Iskola. It was organized by the Hospitality Messengers (István Hanula and Ágota Orosz) who were trained in Normandy in February.

The experimentation took place in March 2023.

The students of the 11th and 12th grades were involved to this role-play. They argued about the advantages and disadvantages of being a waiter/waitress, about the importance and beauty of this profession. The result of the argument was that: this profession is difficult and it takes your weekends and holidays too sometimes and tiring, but worth it. The participants enjoyed it and were very excited to make such a project.



To know more, you can watch the [video](#) in Youtube

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## The French Hospitality Messengers mobilize for a « Jobs on Trial »

The French Hospitality Messengers recently conducted a "Jobs on Trial" event at Arcisse de Caumont High School in Bayeux on July 6th. The event involved a simulation where professions of the catering industry were put on trial to challenge their appeal. Industry professionals, including restaurateurs and trainers, defended these professions, dispelling the prejudices against them. The verdict was clear: the professions were acquitted of all charges.



This event was organized as part of the European initiative "Pathway to Hospitality," coordinated by IFPRA Normandy and executed by Christophe, a Hospitality Messenger who received training in February 2023. Over 70 spectators attended the event, with trainees taking on roles such as lawyers, judges, and jurors. Special thanks were extended to all those involved in organizing the event.



## “Job on Trial” showed the importance of chef’s job in Estonia

“Jobs on Trial” in Kuressaare, Estonia, part of the Pathway to Hospitality project, featured 9th-grade students debating chef’s job.

Most students had positive experiences, with changed perceptions of the chef’s job. „It helped me to realise that chef’s job is popular and important. There are negative sides but they are mitigated by the positive,” was one of the participant’s feedback.



Mentoring before the hearing and debating skills are crucial for successful event. Valuable feedback highlighted the need for well-prepared participants, more hearings, and a longer process. This trial in April showcased the potential of “Jobs on Trial” to engage students in the hospitality sector, offering insights for future improvements in promoting hospitality careers.

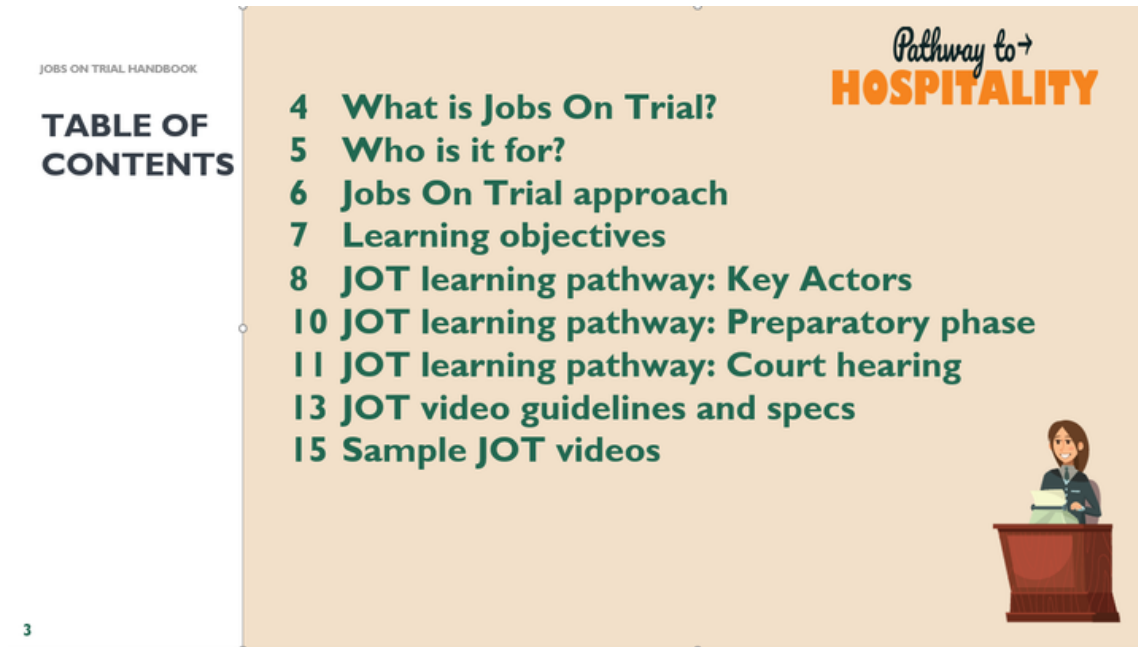


The team organizing and mentoring the students was trained at Pathway to Hospitality’s LTTA in February 2023 in France.

To know more, you can watch the [trailer](#) and [long video](#) in Youtube

# Discover the latest project results, now ready for deeper insights!

## JOB S on TRIAL handbook



### Jobs on trial: A Dynamic Tool for Exploring Hospitality Jobs

Jobs on trial is an innovative career guidance tool designed to showcase the diverse opportunities within the hospitality industry. This engaging activity combines role-playing and trial simulations to vividly illustrate the potential of various hospitality jobs.

The specifications and implementation guidelines for Jobs on trial are now available in all the languages of the partnership:

[English](#)  
[Estonian](#)  
[French](#)  
[Hungarian](#)  
[Italian](#)  
[Polish](#)

# Discover the latest project results, now ready for deeper insights!

## Position Paper

Our "Pathway to Hospitality Messengers" position paper is a comprehensive document that serves the purpose of deconstructing any preconceived notions or biases associated with professions within the hospitality industry.

The document aims to provide a fact-based perspective on these professions, offering a balanced and informed viewpoint. It can play a crucial role in reshaping perceptions and promoting a better understanding of the opportunities and benefits within the hospitality industry.

The position paper is now ready and translated in all the partnership languages:

[in English](#)  
[in Estonian](#)  
[in French](#)  
[in Hungarian](#)  
[in Italian](#)  
[in Polish](#)



**Common Prejudice** X

Human resources management has a very bad reputation: long working hours not compatible with social and family life, no free weekends and very few days off.



### Counter argument



Employees are required to work in the weekends, at nights, and when the other people are on holidays.

However, as better explained in the following section, the counterpart to this sacrifice are worth the effort.

This is a very **stimulating sector**, where you can decide to work today in a restaurant or hotel in Rome and, six months later, in one in London or in New York. This is only possible in the hotel industry.

**Managerial positions** in the biggest hotels and restaurants in the world are occupied by men and women who, in the past, have worked their way up through the ranks, working all kinds of hours and tasks.

And do not forget that **remuneration is generally higher** than in other sectors, this is an advantage, particularly to the younger ones who want to build their own family.

If you agree with the above statements, as future **HOSPITALITY MESSENGERS**, you should now **take action to attract new talent to the industry**

You are invited to read and subscribe to the following section, which summarises the key points of the message that you will have to convey to the potential professionals in the sector.



Pathway to  
**HOSPITALITY**



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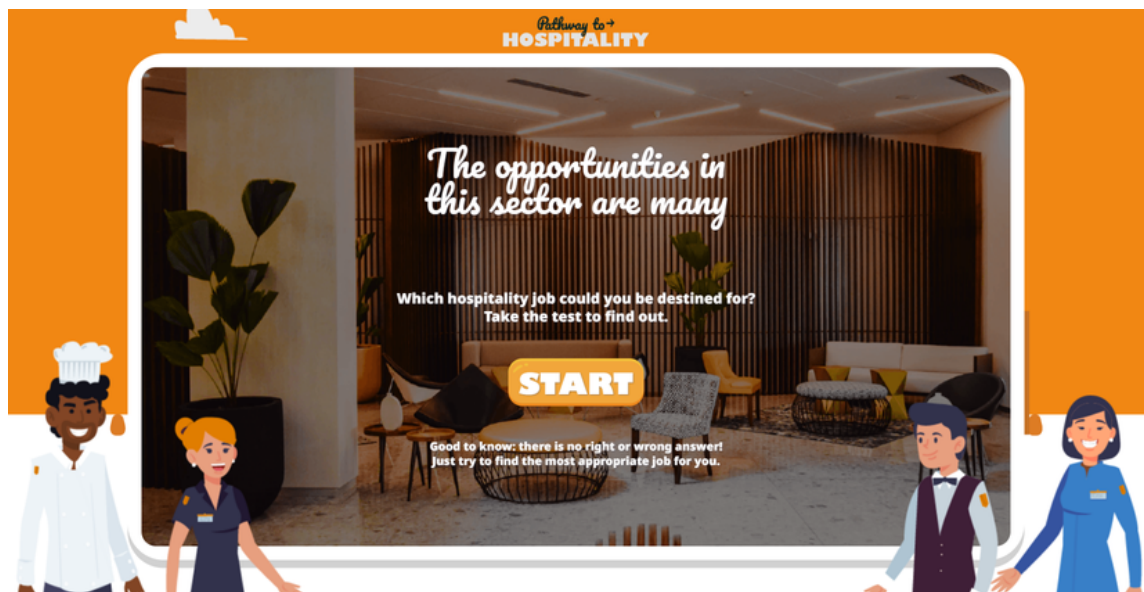
# Stay tuned, we are also finalising the GAME

## The Pathway to Hospitality Serious Game

We are now putting the finishing touches on our serious game, an enjoyable and immersive experience to explore the world of hospitality professions

Stay tuned for the announcement coming your way:

The first version of the game is about to drop soon!



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# Unlocking “Pathways to Hospitality”

## Our PTH project joins the Tourisme Xplore in Caen, France

In partnership with Pathway to Hospitality, Normandy Chamber of Commerce and Industry (CCI) is organising a big event on 8th November in Caen to promote employment in the tourism industry with a strong focus on Hospitality issues.

Two P2H « Jobs on trial » sessions will be key parts of the event undertaken by the GRETA trainees and their educational teams (adult education) It targets youngsters from secondary schools, job seekers and professionals of the trade.

The event is supported by the regional vocational guidance agency (AROM Normandie), the businesses’ associations, the French employment agency (Pôle emploi), the rectorat of Caen ( ministry of education), the training networks.

Follow the event on CCI Caen Normandy [FB page](#)

The banner features the event title 'TOURISME XPLORE' in large, bold, green letters with a white outline, set against a dark green background. Below the title is the tagline 'Découvrez les métiers du tourisme !' in white. To the right, a dark blue arrow-shaped box contains the text 'GRATUIT' in white, followed by '08 | à la CCI Caen nov. | Normandie' in white. The bottom of the banner is a collage of images: a woman at a computer, a man in a suit, a chef, a group of people on bicycles, and a man in a blue shirt holding a glass. In the bottom left corner, there is a small logo for 'CCI CAEN NORMANDIE' with the text 'Un événement' above it.



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## DID YOU FIND US ON SOCIAL MEDIA?

Dont' forget to follow us on [Facebook](#) and [website](#) for all the latest news about the project!

