SALM Project

WP 4 – Good Practices: Examples of employment for young people in tourism senior and Social Services area

National Report - Portugal

According to the objectives defined for this WP, and using the information derived from:

a) Case studies (See WP3 -National Report);
b) Focus group (See Focus group Report);
c) Advisory Board (The members of AB analyzed the recent experiences considering innovative strategies, approaches and practices which are successful in promoting young people into labour market).

In order to identify the best practices and based on case studies conducted the following indicators were considered:

- Job creation (Total and less than 25 Years old);
- Qualification structure (improvement);
- Training of new competences;
- Gender opportunities;
- Key   performance indicators (Sustainability indicators):
  - i)   sources of income;
  - ii)   balance budget.

Two entities were selected, one from Tourism Senior sector and other from Social Services, respectively, INATEL Foundation and Santa Casa da Misericórdia da Amadora (SCMA).

A - INATEL (Tourism Senior)

INATEL was founded in 1935 as National Foundation for Joy at Work (FNAT). The INATEL Foundation, presently under the tutelage of the Ministry of Labour and Social Solidarity, is a Foundation that offers social services, in the areas of social and senior tourism, and social and

senior spas. It also provides and organizes leisure time, culture and popular sports, with profound concern of humanism and quality.

INATEL as a network of social hotels with 16 hotel unities, 3 parks for Camping , 2 Houses for Rural Tourism and two spas - which represents a global offer of 4 200 beds - and a permanent structure of social and senior tourism and also an organization for the holidays of the beneficiaries and their families; a Theatre - Teatro da Trindade; two sport Stadiums , besides support structures to popular culture and to amateur sport which, specifically, promotes the technical and financial assistance of the following movements: associative, cultural, sport, ethnographic, folkloric or recreational, which have a business or local base, in the Continent and Autonomous Regions.

Attending the selected indicators, INATEL have the following situation.

a) Job Creation 2008 -2012

<25 years old   - 5,1 % (it is a period of crisis)

Total: -5,2%

b) Qualification structure –
Significant increase of youth employment at ISCED 5-6 level + 92,5%

c) Training of new competences
- The requirements in training, certification and level of qualification are identified for all upcoming Senior Tourism packages and have to be met by the aspirants to monitor in each Program, such as animation activities, first aid, conflict management and sales.
- Training in behavioural and computer skills

d) Gender opportunities
Growth of female employment: 15,6%

e) Key performance Indicators:
  i) Sources of income: funding State according to the status of Foundation and own income derived from services provided, Income from contributions of their members
  ii) Balance Budget: Positive results over 3 years

B – Santa Casa da Misericórdia da Amadora (SCMA) - Social Service

The clear need for an organized social intervention which contributed to help poor people to overcome the difficulties expected in everyday life constitutes the mission of organization Santa Casa da Misericórdia of Amadora, (near Lisbon) which was created by law in August 1998.

In terms of location, we can characterize the Santa Casa da Misericórdia da Amadora, as a living institution, has evolved in order to create, diversify and consolidate valences in order to

amplify their contribution to solving the problems that confront the poorest different age populations.

The creation of specific and professional structures has been a constant struggle, from social services to all who request it, the area of Children and Youth and the Elderly. Cross-cutting areas such as Health and Social Inclusion also deserve the attention of Misericórdia.

The evolution of this trend can be summarized in general terms:

Strategic orientation guidelines: rigorous management of available resources in a realistic perspective, development of the internal and external training for all staff; constant and systematic integration of new technologies in daily life of the institution; further development of Volunteering; development and improvement of customer service to the public permanently.

According to the last Census, the territory where the SCMA is located has total Population (2011) – 175136, with the following distribution: males – 84066; and female – 91070. The senior population in 2011 was – 26380.

The Institution will remain active on new hypotheses or opportunities likely to develop and expand their ability to provide appropriate social intervention, fulfilling its commitment.

 Number of clients served last year in these different social services:

-Ageing: 150 residents, 170 not residents.

-Total clients 2000 (daily including health services) expand their ability to appropriate social intervention commitment.

Attending the selected indicators, SCMA have the following situation:

a)   Job Creation 2008 -2012

   <25 years old: -1%

    Total: - 5%

b)   Qualification structure

       2008- 2012 workers with more than ISCED LEVEL 5-6: +9%

   d) Training of new competences
       ICT competences
       Geriatrics, physiotherapists, psychologists and socio-cultural animators

   e) Gender opportunities- High level of woman employment (more than 80%)

   f) Key performance Indicators:

i)   Sources of income: own income derived from services provided namely health services, ageing services, home support, education and contributions from social security system

ii)   Balance Budget: Positive results over 3 years

Annexes

Entity name: INATEL Foundation

Telephone: 210 027 000   E-mail: inatel@inatel.pt

Address: Calçada de Santana, 180

Post Code: 1162-069   Municipality: Lisbon

Principal Economic Activity (s) - identify the code (s) of the economic activities classification - Statistical classification of economic activities in the European Community (NACE)

NACE: O84.1.2 - Regulation of the activities of providing health care, education, cultural services and other social services, excluding social security

II. ACTIVITY DESCRIPTION OF THE REPORTING ENTITY

II.1. For each field of sector in which your entity operates, please indicate with an X
what are the main activity undertaken.

	Residential	Not Residential	At Home	Health Tourism	Leisure Tourism	Religious/ Cultural Tourism
Social Services						
Senior Tourism				x	x	x

II.2.What are the population targets (male, female, ageing, handicapped, etc)

Limiting our response to INATEL's offer in the array of Senior Tourism, the population targets are male, female, 60 over, with specific conditions for accompanies – under
60% handicapped escort and without age limitation.

II.3. Number of clients served last year in these different social services/senior tourism

INATEL Tourism Programs for seniors involved 27.122 participants throughout 2012

III. CHARACTERIZATION OF HUMAN RESOURCES

III.1. Please indicate the average number of employees with less than 25 years old in your organization in the year 2008 and 2012, taking into account: their ISCED level, the working time arrangements and the gender.

2008	Fulltime		Part-time or Sporadic service		Voluntary	
ISCED	Total	Women	Total	Women	Total	Women
0-2 level	8,42	4,08	0	0	0	0
3-4 level	6,42	2,83	0	0	0	0
5-6 level	0,33	0,33	0	0	0	0

2012	Fulltime		Part-time or Sporadic service		Voluntary	
ISCED	Total	Women	Total	Women	Total	Women
0-2 level	2,25	1	0	0	0	0
3-4 level	5,75	3,17	0	0	0	0
5-6 level	4,42	4,42	0	0	0	0

III.2. How many employees your company has (year 2012):

There were approximately 900 employees in 2012 attending overall activities of the Foundation.

III.3.1 How many workers have specific training in the field of social service or tourism senior?

Considering only INATEL's Senior Tourism, there are 15 fulltime permanent employees working in the headquarters and 38 monitors contracted under a

need-to-need basis. There are employees, posted in our hotels and guesthouses, entangled on operations level of Senior Tourism. However their intervention is not exclusive to the activities foreseen in Senior Tourism, but merged with the regular flow of services in managing our facilities.

III.3.2.What was (were) the training course(s) attended last year (2012)?

The attendance of further training or recycling courses is an exclusive initiative of the monitors. The requirements in training, certification and level of qualification are identified for all upcoming Senior Tourism packages and have to be meet by the aspirants to monitor each Program, such as animation activities, first aid, conflict management and sales.

III.3.3. What kind of training courses must be attended by the employees to avoid the main mismatches?

There are mandatory training hours forecasted to each worker by law, thus for the 15 employees directly involved in INATEL's Senior Tourism we have insisted on training in behavioural and computer skills. More recently we felt the need to allocate resources in sales and accounting.
In the case of monitors please recall our response in
III.3.2.

III.4. What are the 3 types of qualifications / skills / training you have had more difficulty in finding for your entity?

III.4.1. Sociocultural activities

III.4.2.Treasury

III.4.3. Non-qualified workers in hotel operations

III.5. What were the main reasons for these difficulties?

III.5.1. Lack of individuals with the right professional profile

III.5.2. Budget difficulties intended for hiring professionals.

III.5.3. Barriers or other institutional constraints

III.5.4. Other reasons. Please specify: the practice of a lower salary policy from the current existing in labour market.

IV. FUTURE PROSPECTS

IV.1. What is the activity in each sector that will experience the <u>greatest growth</u> over the next five years?

Bearing in mind the experience from our division accountable for the Senior Tourism segment and the forecasts of a steadily increase of senior population in the near future INATEL will continue to strive to deliver the best proposals in tourism honoring its tradition as the Portuguese entity more qualified in this field known by its programmes addressed to this target.

IV.2. What will be the <u>employment prospects</u> in your entity in the next five years:

IV.2.1. Additional jobs will be created, for existing occupations or for new occupations?

Yes. (Mainly Cultural A n i m a t o r s directly p r o p o r t i o n a l t o t h e n u m b e r o f S e n i o r T o u r i s t s involved).

IV.2.2. Some jobs will be substituted (replacement needs)?

No.

IV.2.3. Certain jobs will be eliminated?

No.

IV.2.4. Existing jobs will be redefined?
No.

IV.3. What kind of <u>qualifications, skills or training</u> your entity will need more in the next five years referring to:

IV.3.1.   Personal   qualities/attributes   (self-control,   assertiveness,
            initiative, responsibility, etc)

We would emphasize specific training for Animators, overall classified under "social-cultural skills".

IV.3.2. Communication   skills   (communicate   ideas,   written   and   oral
expression…)

Taking into consideration the importance of up-scaling our results in this field we would benefit from a development in selling skills.

IV.3.3. Human Relations and Interpersonal Skills (Coaching, dealing with conflicts, Interaction and collaboration with peers, Cooperation and team working, sharing of information)

Dealing with conflicts is an absolute plus whenever there are contacts with customers, suppliers and senior citizens.

IV.4. What kind of training providers will be more appropriate to guarantee the skills and qualifications required?

Concerning the Tourism Senior monitors, the common skills requested are mainly in the field of Social-Cultural Animation.

As for the full time permanent employees, their varied qualifications' are usually complemented with in-house training.

IV.5. Does the training provided in education centers meet the needs of jobs required in your institution?

Tourism Senior Monitors	Nothing	Not much	Enough	Much
University				x
polytechnic		x		
VET		x		
Continous Training				x

Permanent Employees	Nothing	Not much	Enough	Much
University			x	
polytechnic		X		
VET	X			
Continous Training		x		

Entity name:
Santa Casa da Misericórdia da Amadora

_____

Telephone: **E-mail**:
00351214722200   santa.casa@misericordia-amadora.pt
Address:
Estrada da Portela, 2610 Amadora

_____

Post Code: 2610   **Municipality**: Amadora

_____   _____

Principal Economic Activity (s) - identify the code (s) of the economic activities classification - Statistical classification of economic activities in the European Community (NACE)

NACE: 87 and 88 Social Activities

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II. ACTIVITY DESCRIPTION OF THE REPORTING ENTITY

II.1. For each field of sector in which your entity operates, please indicate with an X what are the main activity undertaken.

	Residencial	Not Residencial	At Home	Health Tourism	Leisure Tourism	Religious/ Cultural Tourism
Social Services	X	X	X			
Senior Tourism						

II.2.What population targets (male, female, ageing, handicapped, etc).

Total Population (2011) – 175136   Males – 84066   Female – 91070

Ageing population (2011) - 26380

II.3. Number of clients served last year in these different social services/senior tourism

-        Ageing: 150 residents (70% females)

-        Ageing: 170 not residents (65% females)

- Total clients 2000 (daily including education and health services)

III. CHARACTERIZATION OF HUMAN RESOURCES

III.1.Please indicate the <u>average number of employees with less than 25 years old</u> in your organization in the year 2008 and 2012, taking into account: their ISCED level, the working time arrangements and the gender.

2008	Fulltime		Part-time or Sporadic service		Voluntary	
ISCED	Total	Women	Total	Women	Total	Women
0-2 level	7	7	1	1		
3-4 level	11	11	2	2		
5-6 level	1	1	4	4	5	5

2012	Fulltime		Part-time or Sporadic service		Voluntary	
ISCED	Total	Women	Total	Women	Total	Women
0-2 level	6	4	1	1		
3-4 level	10	8	2	2		
5-6 level	1		3	1	6	5

III.2. How many employees your company has (year 2012): 361 employees

III.3.1 How many workers have specific training in the field of social service or senior Tourism? 90% of employees have specific training

III.3.2.What was (were) the training course(s) attended last year (2012) ?

Continuous training for lows skilled workers with an average duration course of 25 hours and also an awareness action to the problematic of old people. The workers with higher qualification benefit of training action developed by training providers

III.3.3. What kind of training courses must be attended by the employees to avoid the main mismatches?
More recently we felt the need to allocate resources in soft skills and ICT domains of training.

III.4. What are the 3 types of qualifications / skills / training you have had more difficulty in finding for your entity?

III.4.1. Geriatrics
III.4.2. Communication to the senior population
III.4.3. skills to work in team

III.5. What were the main reasons for these difficulties?

III.5.1. Lack of individuals with the right professional profile
III.5.2. Budget difficulties intended for hiring professionals X
III.5.3. Barriers or other institutional constraints
III.5.4. Other reasons. Please specify:

IV. FUTURE PROSPECTS

IV.1. What is the activity in each sector that will experience the <u>greatest growth</u> over the next five years?

The development of non-resident equipment

IV.2. What will be the <u>employment prospects</u> in your entity in the next five years:

A moderate growth of employment

IV.2.1. Additional jobs will be created, for existing occupations or for new occupations?
Yes. Mainly physiotherapists, psychologists and socio-cultural animators

IV.2.2. Some jobs will be substituted (replacement needs)?
No

IV.2.3. Certain jobs will be eliminated?

No

IV.2.4. Existing jobs will be redefined?

Yes. We need reconvert current home helpers to raise their competences and TIC knowledge.

IV.3. What kind of <u>qualifications, skills or training</u> your entity will need more in the next five years referring to:

IV.3.1. *Personal qualities/attributes (self-control, assertiveness, initiative, responsibility, etc) X*

IV.3.2. *Communication skills (communicate ideas, written and oral expression…) X*

IV.3.3. *Human Relations and Interpersonal Skills (Coaching, dealing with conflicts, Interaction and collaboration with peers, Cooperation and team working, sharing of information) X*

All these skills are relevant to the social service. We would like to focus on communication skills and team work

IV.4. What kind of <u>training providers</u> will be more appropriate to guarantee the skills and qualifications required? See III.3.2

IV.5. Does the training provided in education centers meet the needs of jobs required in your   entity

	Nothing	Not much	Enough	Much
University			X	
polytechnic		X		
VET			X	
Continous Training				X