

Improvement
of
Vocational Education and Training
(VET)
and
Internship Cooperation
between NL-TR

MAT08TR81

COMPLETION REPORT

Submitted to: EVD, Agency for International Business and Co-operation
Submitted by: NIHA, Netherlands Institute for Higher Education Ankara

Prepared by Jak den Exter
Ankara NIHAAnkara January 2008

Koza sokak 111
06700 GOP ANKARA
Tel. +90 - 312 437 33 47
cep/mobiel: +90 - 533 368 74 08
www.nihankara.org
Lekerwaard 136,
1824 HG ALKMAAR
mobiel/cep +31 - 627 033 292

TABLE OF CONTENTS

1. Introduction and summary

- 1.1. Introduction
- 1.2. Executive summary

2. Project outcome

- 2.1. Results
- 2.2. Program aims
- 2.3. Project effect
- 2.4. Sustainability

3. Lessons learnt and recommendations

- 3.1 Lessons learnt
- 3.2 Recommendations

ANNEX A: Overview of Turkish (Vocational) Education (in Dutch)
(NIHA-product used to inform educational participants to the november trade mission, partly based on information gathered during this Matra-flex project)

ANNEX B: Report on the Inception visit to Turkey (in Dutch)

ANNEX C: Report on the visit to the Netherlands (in Dutch)

ANNEX D: Report on the second visit to Turkey (in Dutch)

ANNEX E: Invitation to the finalising seminar

ANNEX F: Agreement signed on 26 November in Ankara

ANNEX G: Letter of Satisfaction

ANNEX H: Letter of Observation

ANNEX I: Audiovisual registrations:

- Project-film
- Short registration (film & photo's of closing session)

The accountancy report will be submitted separately by ICS Leiden University

1. Introduction and summary

1.1. Introduction

Together with the audio-visual products this report is the completion report of the project 'Improvement of Vocational Education and Training (VET) and Internship Cooperation between NL-TR'. The project had a start with an inception visit in May 2008 and came to an end with the closing seminar and signing session on 26 November 2008 at the İMKB Anatolian College for Hotel Management and Tourism in Çankaya, Ankara. This seminar was part of the educational program of the Netherlands Economic Mission that took place from 23 – 28 November 2008 and was headed by Minister Frank Heemskerk and State Secretary Marja van Bijsterveldt.

1.2. Executive summary

The main objective of the Matra-flex program of the Netherlands is to provide assistance on adopting the Acquis Communautaire to potential EU Member States like Turkey. Although there is no so-called hard acquis in relation to the topic of VET, the project does relate to the National Program for the Adoption of the Acquis Communautaire (NPAA) that has prioritised fundamental government facilities such as education and health care, but also employability of women, labour market participation for young people and the prevention of juvenile delinquency. VET is crucial in this respect.

Although restricted in both a geographical (Cappadocia and later on also Ankara and Kızılcahamam) and occupational field (tourism and hospitality), the project strengthened the overall bilateral relations between the Netherlands and Turkey. Mutual visits of experts in the field of VET gave a deeper understanding of each other's VET-systems and the possibility to implement suitable solutions to each other's problems. A more thorough knowledge of the Dutch VET-system and practice and strengthening the cooperation between Turkey and the Netherlands in the field of VET will bring the Turkish VET-system and practice closer to EU-standards.

The project resulted in:

- A general deepening of knowledge about each others VET-systems. More specific the most appropriate levels of cooperation between NL and TR and clarification of the possibilities to combine education under responsibility of MoNE and education under responsibility of YÖK in one organisational setting.
- A cooperation agreement between the DG Trade and Tourism Education and NIHA, following the inception visit.
- A strong NL-TR network in the field of tourism and hospitality which resulted in an agreement, signed during the closing session by 17 parties.
- A sustainable cooperation (even without any further action of NIHA) in certain subfields such as:
 - Vocational Qualification issues (VQA-MYK – Kenwerk)
 - Recognition of internship companies (Kenwerk)
 - Exchange of interns, teachers and students
- Choice of health care and elderly care as a new field of NL-TR cooperation to explore further via the Matra-flex tool.
- A firm contribution to the success of the Educational part of the Netherlands Economic Mission that took place from 23-28 November 2008.
- The definition of at least one follow up to deepen the results of the project and investigate the feasibility of the establishment of an English spoken TR – NL Associate Degree College.

In the project plan the purpose and results to be achieved were formulated as follows:

Purpose:

To stimulate the cooperation between the Netherlands and Turkey in the field of Vocational Education and Training (VET) by increasing the knowledge of the Turkish and Netherlands VET-systems in both countries and by creating the possibilities for internship for Dutch VET students in Turkey, particularly in the hospitality sector in Cappadocia.

Results:

- 1. Theoretical and practical knowledge of VET-systems in both countries so that the Netherlands and Turkish educational institutions will have a clear view on possible cooperation*
- 2. Contacts between Netherlands and Turkish VET institutes which will lead to cooperation in VET internship exchange in the hospitality sector.*

In terms of number of educational institutions involved on both sides, enthusiasm on further cooperation, practical cooperation agreed upon, this project can be called very successful. Together with the central counterparts Kenwerk and the Ministries of Education, NIHA hopes to further results in the near future.

2. Project outcome

2.1. Results

The results of the project can be listed as follows:

- ***A general deepening of knowledge about each others VET-systems***

A general deepening of knowledge about each others VET-system on the one hand has been reached upon by mutual exchange of knowledge (documents, Powerpoint presentations), on the other hand by informal talks and especially experience in the several schools and institutions visited.

More specifically the following strong and weak elements in the society and VET-system in relation to further cooperation TR-NL in the field of tourism and hospitality have been traced:

Strong

- Young, enthusiastic population
- Enthusiastic teamleaders and teachers
- Growing cooperation between schools and companies
- Huge need for skilled working force
- Aim of the Turkish government to raise the VET participation rate from about 37% to over 50% in the period 2008-2012
- Commitment of big companies like Koç Holding to improve VET participation rate and quality of VET
- Also regarding VET Turkey is in the middle of a big accession-process. Large EU-projects aimed at improvement of VET in Turkey (capacity building & introduction of modular system) either just finished or just started.
- The ambitious targets of the Ministry of Culture and Tourism on the growth of tourism. Within 10 year the nummber of foreign tourists has to grow from 10 to 23 million per year.
- The enthusiasm of a vast majority of participants to the Matra-flex project.
- Enthusiastic reactions of Turkish schools and students to the idea of exchange of students, interns and teachers.
- The fact that Turkey is allowed to participate in several educational programs of the EU, such as the Socrates Program.
- The huge private donations & investments in establishing schools.
- The strength of the central state in implementing changes.
- The possibility to implement European standards in some fields that are new for Turkey (like EQF) better and more easily than European countries which have already implemented their own rules rather than EU-standarts.
- The possibility to switch between formal and informal educatiion in a quick and easy way.
- The uniqueness of some regions like Cappadocia with its rich combination of history, culture and nature and great potential in several touristic fields (spa, nature, faith-tourism, trekking, canoing, ballooning, horseriding, etc.)
- The stable tourist influx in the region Cappadocia (about 2 million, half of which are foreigners) with a relatively equal spread over the seasons.
- Possibilities to house students and interns in the region.
- Contacts in Ankara and Kızılcahamam offer extra possibilities and are a back-up possibility for students and interns that are not succesfull in Cappadocia.
- The existance of NIHA that functions A.O. as a Dutch information and support office for VET.

Weak

- The still quite traditional structure of Turkish education (classical and hierarchical) and companies (hierarchical and not very creative)
- Losing momentum because of the, at least in Turkish eyes, too slow decisionmaking processes in the Netherlands.
- Abundance of prejudices against Turkey in Dutch society.
- The from time to time rising problems in the relation between the EU and Turkey.
- Cultural differences between Turkey and the Netherlands (school, internship place, living climate, youth culture)
- Communication and language problems, largely due to the minimal amount of Turks speaking English.
- Imbalances in the touristic structure of the region Cappadocia and vulnerability of tourism as such in Turkey.
- The bad image of Vocational Education versus University Education in Turkish society.
- The lack of involvement of companies in the strengthening of vocational education in many places.
- Problems with visa and all kinds of permits in both countries.

- ***A cooperation agreement between the DG Trade and Tourism Education and NIHA, following the inception visit***

After return from Cappadocia during the inception visit a meeting was held in Ankara at the office of Sadettin Sabaz, former DG of Trade and Tourism Education of the Ministry of National Education in Ankara, During this visit a general cooperation agreement between the DG and NIHA was signed. (see film, Annex I)

- ***A strong NL-TR network in the field of tourism and hospitality which resulted in an agreement, signed during the closing session by 17 Parties*** (see Annex F)

The letter of intent, signed on the 26th of November, during the seminar on NL-TR cooperation in the field of VET in Tourism and hospitality, provides a framework for further bilateral and multilateral agreements and future cooperation in the following fields:

- Exchange of students, interns and teachers
- Preparation of projects and cooperation within European projects
- Preparation of lectures, seminars and workshops
- Formation of a chain of recognised internship-places
- The establishment of an information and support point in both the Netherlands and Turkey
- Strengthening of the quality of the Tourism and Hospitality sector in both countries
- Standardisation of all kind of processes, procedures in line with international European standards like EQF
- Strengthening of the cooperation between VET-institutes and the business world

Some partners already signed bilateral agreements or have specific aims. Some examples:

Kenwerk and Koninklijke Horeca Nederland

- Based on the outcome of a conversation with representatives of KHN, TÜROFED and NIHA, Kenwerk is working on an outline both for Thermal and Spa-tourism/care under conditions of insurance companies and on 6-star accommodations for the rich. Both plans will be discussed with the board of TÜROFED by NIHA.
- KHN provides an English and possibly also Turkish translation of the digital content of 'Passie voor Horeca'.
- Kenwerk arranges contacts between ms. Sema Aydın of Kızılcahamam AOTML and ROC-Friesland on the diet kitchen-project of Ms. Aydın.

- Kenwerk started with the recognition of internship companies (erkend leerbedrijf). State secretary Van Bijsterveldt handed out a first recognition shield to the manager of the Dedeman-hotelchain. Others will follow.

ROC van Amsterdam

- Together with ROC Eindhoven; small groups of staff and students (5 students en 2 teachers, one of them being teacher English) of the following Turkish colleges will visit Amsterdam and Eindhoven:
 - AOTML Nevşehir
 - AOTML Kayseri
 - AOTML Kızılcahamam
 - AOTML Beşevler
- Cooperation with the private 2-year Professional Academy in Mustafapaşa (AD)
- Cooperation with the private TÜRSAB AOTML in Ankara (exchange).
- Cooperation with Çankaya İMKB AOTML on exchange of students (interns) and teachers. ROCvA could also be intermediary for other ROC's that want to cooperate with this big college (1000 students);
- Give support to the improvement of Bakery-education
- Give support to improvement of education of English and education in English.

ROC Eindhoven

- See first bullet ROCvA
- Cooperation with the private TÜRSAB AOTML in Ankara (exchange).
- Sending interns to recognised internship companies.

NHTV-Breda

- Establishing education on AD level on Mustafapaşa's 2 year professional Academy to Bachelor-level in Breda.
- Follow-up of the first contact with the ambitious new rector of Nevşehir University.
- Investigation of the possibilities to set up a research program with the new 4-year Higher Tourism school of Erciyes University, the 2-year school in Mustafapaşa and the 4-year Higher Tourism school of Bilkent in Ankara. Central person in Turkey can be Kurtuluş Karamustafa, director of Nevşehir Higher Tourism school, who will become director of the new 4-year Higher Tourism school of Erciyes University in Kayseri in the summer of 2009.
- Cooperation with the 4-year Higher Tourism school of Bilkent, that has been visited by NHTV-colleague Erdiñ Çakmak earlier in 2008,
- ***A sustainable cooperation (even without any further action of NIHA) in certain subfields***

See 2.4.

- ***Choice of elderly care as a new field of NL-TR cooperation to explore further via the Matra-flex tool.***

During the several activities within the project some very interesting adjacent subject came up. Via two major bridging subjects (diet-kitchen and thermal resorts) further investigation of cooperation possibilities in the field of health care (especially elderly care) was decided upon. First contacts on this matter have already been established.

○ ***A firm contribution to the success of the Educational part of the Netherlands Economic Mission that took place from 23-28 November 2008***

The closing session of the project took place in the İMKB Anatolian College for Hotelmanagement and Tourism in Çankaya, Ankara (see Annex E for the invitation) and was one of the key seminars within the educational part (lead by state secretary Marja van Bijsterveldt) of the largest Netherlands Economic Mission ever. The seminar was opened by Deputy Undersecretary of MoNE, mr. Sadettin Sabaz, former Director General of Trade and Tourism Education. Also the newly appointed Director-General, mr. Murat Bey Balta, attended the seminar. Due to the fact that she was invited to visit prime minister Erdoğan at the same time Ms. Van Bijsterveldt could not visit the seminar.

Over 50 representatives from the Netherlands and Turkey participated. A panel moderated by Yakup Aykut Pekcan, Deputy Director of Bilkent Higher Vocational School consisted of the following members:

Mehmet Afşaroğulları (MoNE)

René Rijnbout (Kenwerk)

Loes van Tiem (MBO-raad)

Sepp Rickli (KHN)

And mr. Çağtay, a representative of İŞKUR

○ ***The definition of at least one follow up to deepen the results of the project and investigate the feasibility of the establishment of an English spoken TR – NL Associate Degree College***

In 2009 NIHA hopes to be able:

- to explore a new field, elderly care under the Matra-flex program, (with diet-kitchen and thermal resorts being bridges between this field and the tourism and hospitality project). A basis for this new project has been developed during 2008.
- to develop a 'hands on' feasibility study for one or more TR-NL Associate Degree cooperations. Most probable partners are NHTV and HBO-Raad from Dutch side and KMYO, Bilkent MYO, Nevşehir MYO and Kayseri MYO, all being institutions on higher professional (HBO) level. Cooperation on the level of colleges (meslek lisesi, ROC/MBO) should be established with at least ROC van Amsterdam and ROC Eindhoven together with MBO-raad, Kenwerk on Dutch side and the Anatolian Colleges for Hotelmanagement and Tourism (AOTML) in Kayseri, Nevşehir, Aksaray, Ankara (Beşevler and Çankaya) and Kızılcahamam in close cooperation with the Turkish Ministry of National Education.

2.2. Program aims

How small the effect on the big issue of integration in the EU may be, the project has contributed to both strengthening of the bilateral relations between the Netherlands and Turkey and the further integration of Turkey in the EU.

Together with the past and present bigger EU-projects on VET in Turkey (like MEGEP and İKMEP) and smaller often bilateral projects like the MATRA-flex project on NRP by Colo, also this project contributed to the convergence of VET-systems, mutual understanding and more intensive cooperation. All together a convenient and workable system of student, teacher and intern exchange can be established. Exchange is the very basis of a real future cooperation.

2.3. Project effects

A detailed description of the effects of the several activities can be found in the attached visit reports. The project has resulted in the establishment of a vast network of schools on middle and higher level to cooperate with each other.

The strength of the network is enhanced by continuing involvement of both ministries of education (OCW & MEB), the Turkish Higher Education Council YÖK, the expert centre Kenwerk and NIHA.

The foundation for future cooperation is strengthened by starting recognition of some hotels and hotel chains as organisations where interns from the Netherlands can do their internships.

2.4. Sustainability

As already declared in the summary all reasons mentioned in the project plan seem to guaranty sustainability. In short:

- The internationalization agenda of the Netherlands Ministry of Education, Culture and Science;
- The vast concern of Turkish Government and Society with vocational education;
- The expectation that State Secretary Van Bijsterveldt in one way or the other will make possible the 'export' of Study Financing for students at vocational colleges;
- The interest in Turkey from many Dutch educational institutions (being proven again in this project);
- The interest in internships in Turkey among especially Dutch students with a Turkish background;
- The explicit wish of Turkey to meet EU-standards;
- The expectation that NIHA will get regular tasks in the field of VET and for this purpose basic funding (which State Secretary Van Bijsterveldt declared to happen from 1-1-2009 onwards);
- The foreseen visit of State Secretary Van Bijsterveldt to Turkey in November 2008, at the Final phase of the project; (which indeed took place)
- The Building of a consortium during the project that may be expected to carry out bigger projects in this field in the future (which indeed happened; Kenwerk took the lead in the Netherlands. KHN, NHTV, ROC van Amsterdam and ROC Eindhoven to be central partners);
- Showing and/or creating concrete possibilities for cooperation between Turkish and Netherlands vocational colleges in the field of VET can be expected to have, at least to some extent, a follow up;
- When the project results are satisfying projects on a larger scale, for instance through a MPAP project or Twinning project, will be granted more easily;
- When the project results are satisfying the Ministry of National Education will spread the results over a vast area if not Turkey as a whole;
- By collaborating with Turkish experts on a professional basis and by giving them input on a number of topics (after conducting a needs analysis), the visiting Dutch experts will provide a solid basis for action learning within and between Turkish networks. These processes will have an immediate and practical value to the professionals involved. Analysis and reflection about their own work will help them to further improve and develop their work, and to share their expertise with others.

Moreover

- State Secretary Van Bijsterveldt gave NIHA the opportunity to write two small projects to further NL-TR VET-cooperation. NIHA planned to choose as topics,

- further recognition of hotels and hotel chains to receive interns from the Netherlands (together with Kenwerk)
- 'hands on' feasibility study on the deepening of VET-cooperation in the field of Tourism & Hospitality (together with NHTV-Breda)
- A sustainable cooperation (even without any further action of NIHA) has been reached upon in certain subfields such as:
 - Vocational Qualification issues (VQA-MYK – Kenwerk)
 - Recognition of internship companies (Kenwerk)
 - Exchange of interns, students, teachers on College-level and in Higher Education
- Possible activities of NIHA in bridging areas like diet kitchen and thermal facilities can strengthen both further cooperation in the field of Tourism & Hospitality and the field of Health Care & Elderly Care

3. Lessons learnt and recommendations

3.1 Lessons learnt

- It is possible to achieve quite a lot with small amounts of money, good partners and a solid plan.
- Cooperation both with VET-colleges and institutions for higher education in Turkey is possible but only with the necessary respect for the legal boundaries between the different parts of the education system. Even when cooperation between the Higher Education Counsel and the Ministry of National Education seems quite well possible legal constructions still are an obstacle.
- Cooperation with the 4 year VET-colleges should be restricted to the last two years. Not only the job specific theory but also the practical training in those years makes cooperation possible.
- All projects between NL and TR on VET should contain a plan on the introduction of professional English.

3.2 Recommendations

- If possible without creating new bureaucratic procedures some kind of coordination between all bigger and smaller European and bilateral projects should be introduced.
- As long as it has success the Matra-flex program should grant at least one project in a new field each year. In 2009 this could be elderly care.