



International Labour Office
CINTERFOR

The Inter-American Centre for Knowledge Development in Vocational Training

RESEARCH AND DEVELOPMENT OF TRAINING METHODOLOGIES BASED ON ICTs FOR MSMEs

THE GUATEMALAN EXPERIENCE
OCTOBER 2011



BACKGROUND

ILO/CINTERFOR suggested this project in 2009 with the aim of providing support for vocational training institutions.

GENERAL OBJECTIVE:

To improve the productivity of MSMEs through the development of innovative strategies to leverage vocational training based on ICTs and so increase employment and make progress in the fight against poverty.



BACKGROUND

THROUGH THE FOLLOWING ACTIONS

- **Development of a preliminary research stage into the following subjects:**
 - **Training in the workplace for MSMEs.**
 - **Good international practices in the use of ICTs for providing training for MSMEs.**
 - **Description and debate of the opportunities for using ICTs in conglomerates of MSMEs in Latin America and the Caribbean.**

BACKGROUND

- 2. The construction of a methodological guide for designing training strategies based on ICTs for MSMEs.**
- 3. The implementation of a virtual community that fosters the exchange of innovative strategies among VTIs, the sharing of knowledge and the promotion of learning through the dissemination of good practices in services for MSMEs.**

In order to achieve the proposed objectives, we developed a training programme on the steps for preparing the methodological guide with the work teams in each institution.

THE INTECAP PROJECT

IDENTIFICATION AND SELECTION OF THE CONGLOMERATE:

Selection of the most suitable conglomerate for the pilot study was carried out jointly with the Vice Ministry for Small and Medium-sized Enterprises of the Ministry of Economy.

SELECTION CRITERIA

- **Tourism is the second industry in terms of producing an inflow of foreign funds.**
- **Tourism generates around 27,000 jobs annually.**





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THE INTECAP PROJECT

- The industry consists mainly of micro and small enterprises (70%).
- In the rural and urban areas of the country there are approximately 2,700 small hotels.
- A recently adopted legislative package stimulates the tourism industry's development and productivity.





- **APEHGUA, Asociación de Pequeños Hoteles de Guatemala (Small Hotels of Guatemala Association) was appointed as counterpart.**





- **A participatory workshop was used to detect training needs.**
- **Priority was given to training actions involving the use of ICTs.**
- **The strategies were defined in collaboration with the conglomerate in order to adjust actions to its requirements.**
- **We promoted the action to be developed and provided training in the use of the virtual platform.**
- **The training activities were carried out in November and December 2010 and included a Strategic Marketing course for executives.**



MAIN RESULTS

- **A positive rapprochement with the small hotels sector, developing a long term intensive training plan to be repeated throughout the country.**
- **Appropriation of the methodological Guide as a practical tool for establishing training strategies based on ICTs for MSMEs.**
- **Revision of the processes used for defining specific strategies for MSMEs, considering that success of these activities depends on the involvement of the target industry.**



MAIN RESULTS

- **Participants in the training action reported a 98.9% degree of satisfaction, which indicates that the defined and applied strategy was adequate for the requirements of the conglomerate.**

FOR STRENGTHENING THE NETWORK OF VTIs

- **Experts from the VTIs made contacts and learnt the developments in other countries.**
- **Dissemination of the VTI's knowledge and creation of opportunities for cooperation.**

MAIN RESULTS

- **The VTIs operate as a network, making partnerships in order to foster innovations for the benefit of MSMEs.**
- **The collective construction of knowledge was successful and relevant; it was a good experience for other ILO/CINTERFOR activities and projects.**



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IMPORTANT CONSIDERATIONS

- **Success of the actions for MSMEs through ICTs will depend on the degree of involvement of the interested counterpart.**
- **To achieve more efficient actions it is necessary to establish joint guidelines and strategies with the conglomerates.**
- **There is considerable demand of technical assistance actions using ICTs.**





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IMPORTANT CONSIDERATIONS

- **Employees of small and medium sized enterprises should be offered remedial courses in the use of ICTs before developing programmes based on these technologies.**
- **Partnerships should be made with government or non-government agencies, associations and other organisations involved in the development of SMSEs.**





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ACTIONS CARRIED OUT IN 2011

- **Development of the Innovation Management programme for SMSEs based on ICTs, with financial support from the GTZ and the Vice Ministry for Small and Medium-sized Enterprises of the Ministry of Economy.**



- **Development of the capacity-building programme for 105 community tourism operators in the Western Region of the country, with financing from the European Union under the LRDP (local rural development programme).**



UNION EUROPEA

LINKS BETWEEN THIS PROJECT AND INSTITUTIONAL STRATEGY

INTECAP's 2010-2015 Strategic Plan includes the following objectives:

- **Strengthening services for Micro and Small Enterprises.**
- **Increasing its activities with Distance Learning programmes.**

This includes the creation of a Distance Learning Unit, using ICTs as its main tool.



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**THANK YOU FOR YOUR
AUDIENCE**

