



Inclusão Social com Capacitação Profissional

Português

Inglês

SOCIAL INCLUSION
ALONG WITH
PROFESSIONAL
CAPACITY-
BUILDING

Ministério
do Turismo



**SOCIAL INCLUSION
ALONG WITH
PROFESSIONAL
CAPACITY-BUILDING**

MINISTRY OF TOURISM – BRAZIL

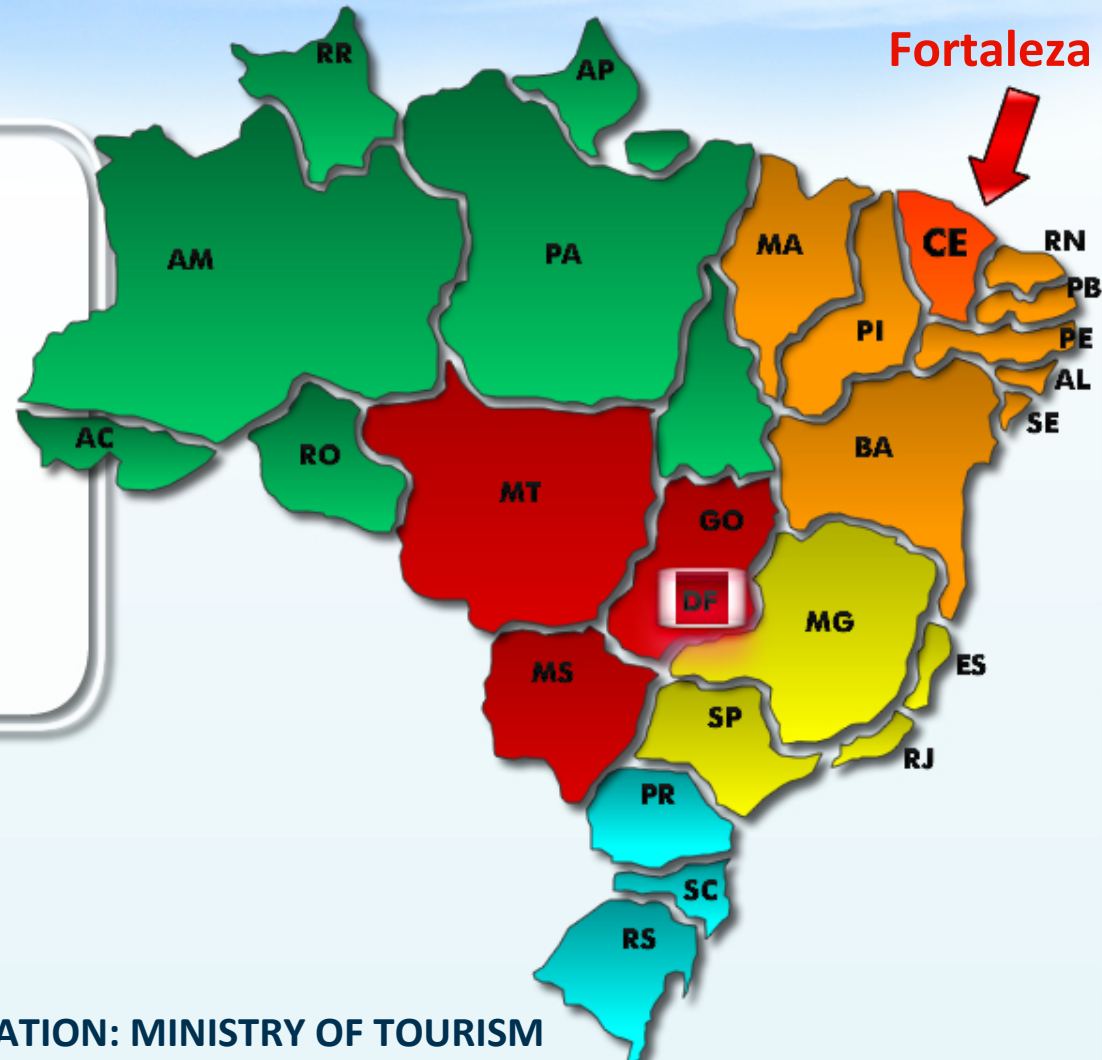
**PROGRAM FOR SUSTAINABLE TOURISM AND
CHILDHOOD**

MINISTER LUIZ EDUARDO BARRETTO

**PILOT PROJECT: “SOCIAL INCLUSION ALONG WITH
PROFESSIONAL CAPACITY-BUILDING”**

**SOCIAL INCLUSION
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**AN INNOVATING PROJECT,
IMPLEMENTED IN THE CITY
OF FORTALEZA, LOCATED IN
THE NORTHEASTERN STATE
OF CEARÁ, BRAZIL.**



**COORDINATION: MINISTRY OF TOURISM
IMPLEMENTATION: BRAZILIAN HOTEL INDUSTRY ASSOCIATION – ABIH.**

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**AIM: TO TRAIN AND PREPARE, TO
OCCUPY POSITIONS/JOB IN THE
TOURISM MARKET AND SEGMENTS, 300
YOUNG ADULTS, BETWEEN 16 AND 26
YEARS OLD, AS WELL AS THEIR FAMILY
MEMBERS, WHICH LIVE UNDER
CONDITIONS OF SOCIAL
VULNERABILITY.**

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STAGE 1

DEMAND:

BUSBOY; (160H/C)

CHAMBERMAID; (160H/C)

KITCHENHAND; (220H/C)

FRONTDESK; (160H/C)

EVENTS UNIT ASSISTANT; (160H/C)

SALES HOTEL UNIT PROMOTER; (160H/C)

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STAGE 2

GENERAL REQUIREMENTS FOR PARTICIPATION

PERSONS AGING FROM 16 TO 26 YEARS OLD,

INCOME BELOW MINIMUM WAGE,

UNEMPLOYED,

**ENROLLED AND ATTENDING ELEMENTARY, HIGH SCHOOL OR AN
ADULT EDUCATION COURSE,**

REGISTERED IN SOCIAL PROJECTS ENTITIES.

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RESULTS:

TOTAL NUMBER OF ENROLLED PERSONS: 360

TOTAL NUMBER OF CERTIFICATED PERSONS: 340

**PERCENTAGE OF EMPLOYED PERSONS AT THE END OF THE
COURSE IN JULY 2008: 7,5 %**

**PERCENTAGE OF EMPLOYED PERSONS AT THE END
OF THE COURSE IN FEBRUARY 2009: 20,11%**

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EXPANSION OF THE PROJECT IN 2008:

- 03 CITIES IN SÃO PAULO STATE**
- 04 CITIES IN PERNAMBUCO STATE**
- 05 CITIES IN PARAÍBA STATE**

TOTAL: 555 young people

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**Turismo
Sustentável
e Infância**

THANK YOU

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