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Director

Milos Educational Women's
Collaboration for Activities
in Tourism

No one left behind



Vulnerable for Exclusion

Needs and strategies to include the population of remote regions into the Information Society

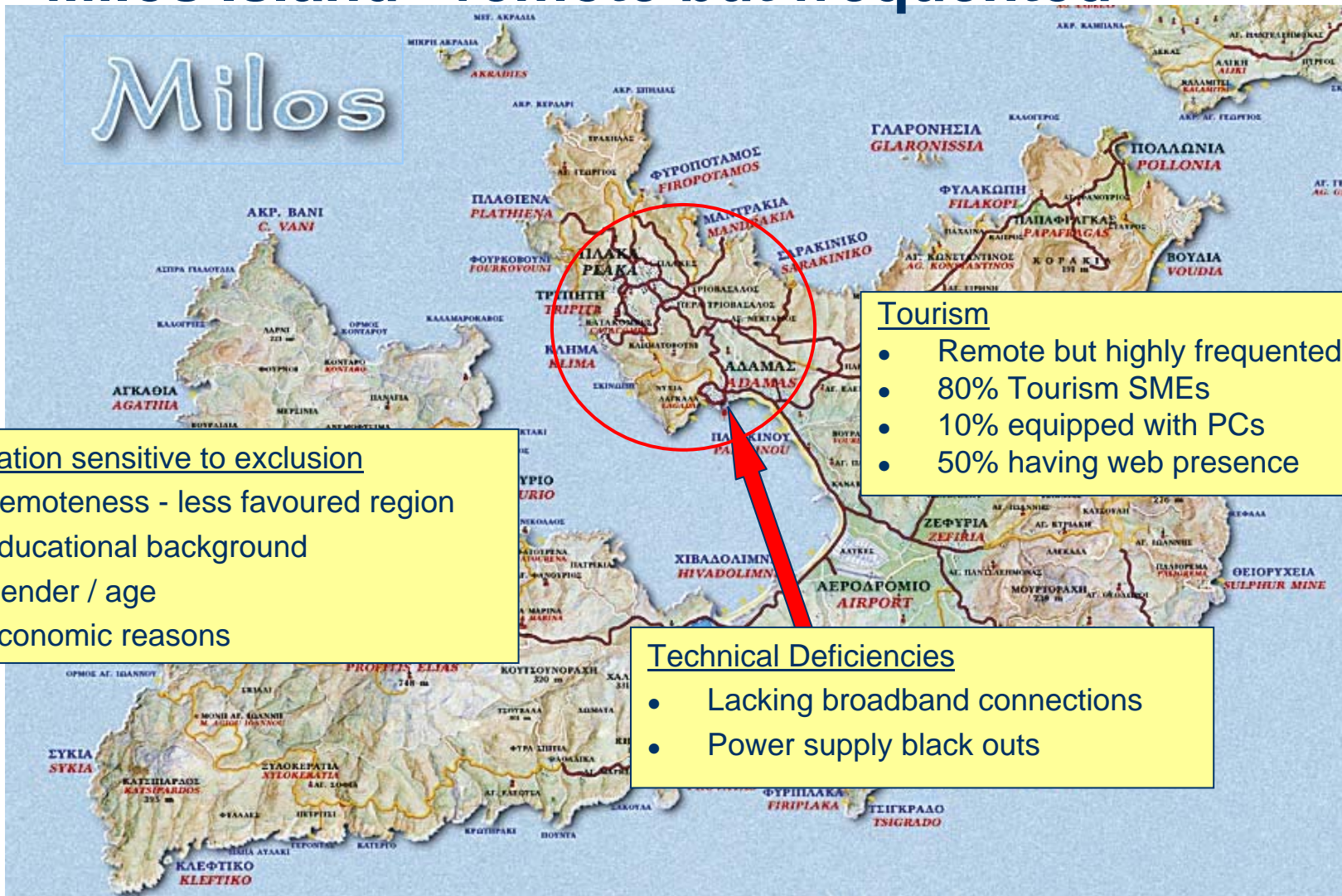
Case Study:

Women involved in Tourism Businesses on Milos Island

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Milos Island - remote but frequented



Tourism

- Remote but highly frequented
- 80% Tourism SMEs
- 10% equipped with PCs
- 50% having web presence

Population sensitive to exclusion

- Remoteness - less favoured region
- Educational background
- Gender / age
- Economic reasons

Technical Deficiencies

- Lacking broadband connections
- Power supply black outs



Topics addressed and supported with audio visual material

- Needs of population for digital literacy
Information Society brings benefits to all
- Identifying necessary skills and key competences
- Existing skill gaps - causes
- Challenge for e-inclusion
Models for successfully overcoming barriers



Needs of population for digital literacy Information Society brings benefits to all

- Breaking isolation / social contact and communication
- Commercial and professional benefits
- Tourism Industry
 - In service training / Life long learning
 - Communication / Administration
 - Advertisement / Competition on the market



Identifying necessary skills and key competences

- Basic language skills
 - Basic communication skills
 - Basic writing and reading skills (emails)
 - Internet Vocabulary

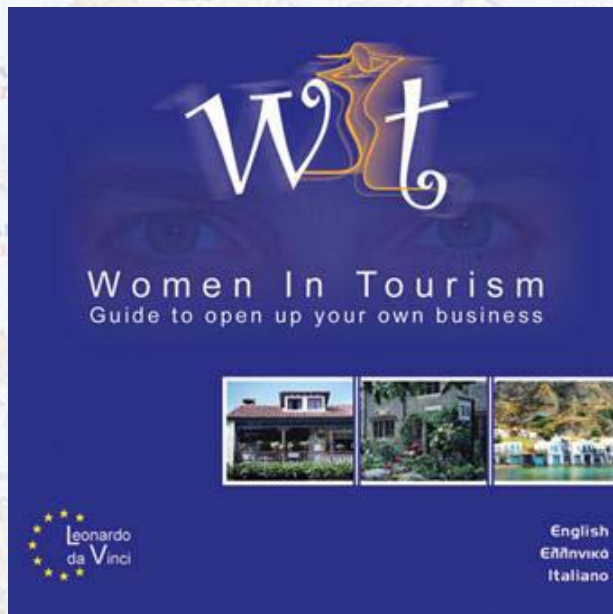


Play video



Identifying necessary skills and key competences

- Business skills
 - Administration / Book keeping
 - Advertising
 - Communication
 - PC use, Internet use



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Identifying necessary skills and key competences

- Digital literacy e-skills
 - Internet use
 - E-mail communication
 - Use of administrative programmes
 - Use of vocational training material



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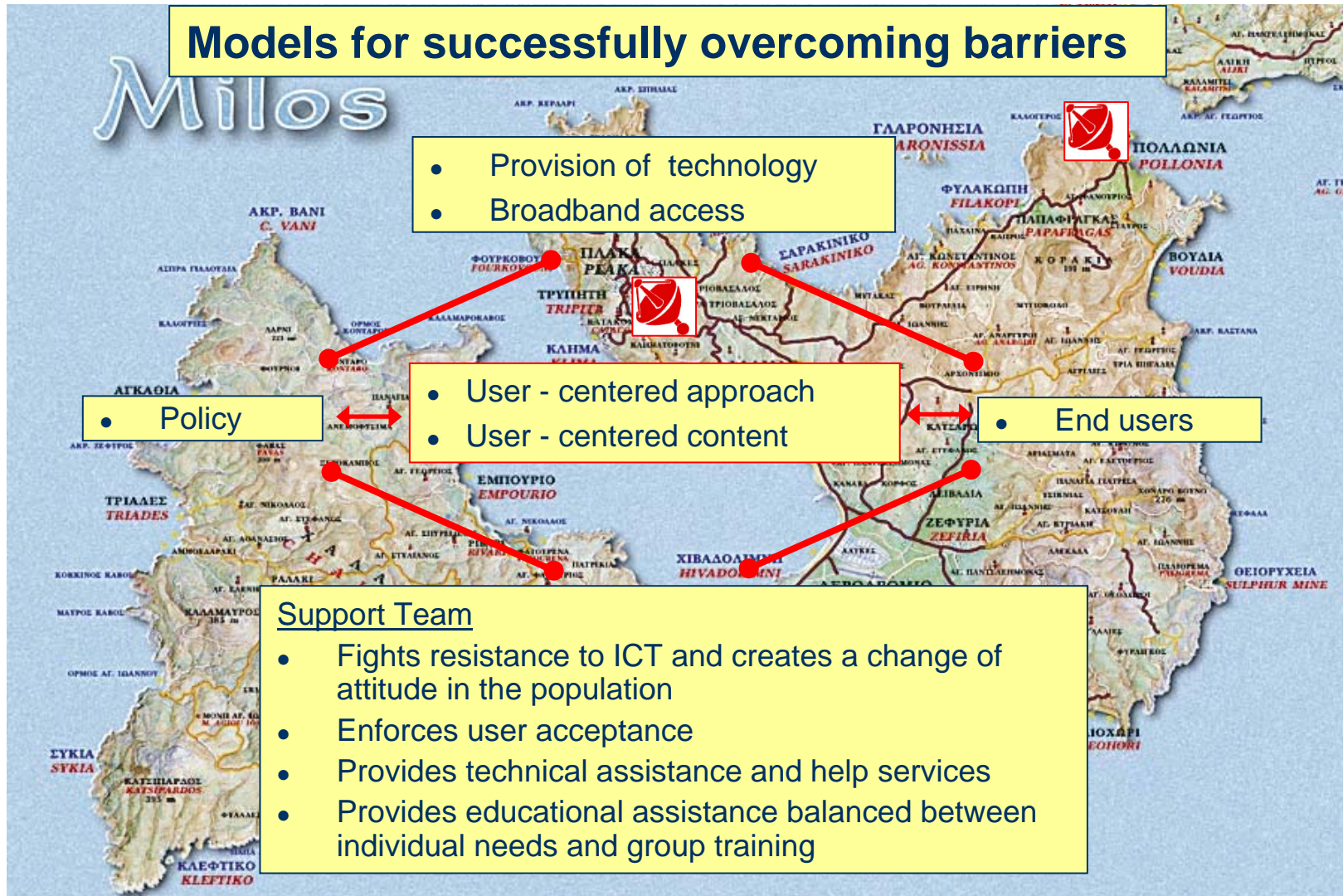
Existing skill gaps – causes and prevention of failure

- Technological & economic factors
 - Technical deficiencies
 - High prices for Internet Connections
- Educational factors
 - Language barriers
 - Alphabet
 - Basic knowledge
- Social & Psychological Factors
 - Resistance to new technologies
 - Fear of technical difficulties and failure
 - Discrimination



Change towards e-inclusion

Models for successfully overcoming barriers





e-INCLUSION

ICT for an Inclusive Society

Ministerial Conference
Riga 11-13 June 2006

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