



WORLD CHAMBERS COMPETITION 2011
The Category Applied
Best Corporate Social Responsibility (CSR) Project

ALANYA CCI
CONTINUING EDUCATION CENTER



ALANYA CHAMBER OF COMMERCE AND INDUSTRY

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SUMMARY

With its agricultural and tourism based developing economy, Alanya has an important place in Turkey. However, above the most important structural problems of commercial life of Alanya, lies the lack of qualified employees which concerns all sectors.

In order to meet this need and expectation more effectively and create sustainability, Alanya Chamber of Commerce and Industry has established the "Alanya CCI Continuing Education Center". In 2006, Alanya CCI Continuing Education Center was completed and opened with 5 classrooms, 20 computers, 1 computer class and a conference hall.



In the Center, short and long term Continuing Education Programs benefiting from various education institutions and university departments, in the form of certificate programs, courses or seminars are organized. The education programs are organized in order to present professions which are top priority regarding current economic activities and development of our members and the region. These programs increase the vocational knowledge, competence level and meet personal needs of the participants along with the changing needs, aims and objectives.

In this scope, 88 certified trainings on different subjects have been organized to meet the needs of labor market for construction and tourism sectors mostly. The number of training programs and participants since the establishment of Continuing Education Center of our Chamber are listed below:

Since the establishment of the Center, totally **14570 individuals**, mostly employees of different institutions and enterprises

THE SUBJECT OF TRAINING / YEAR	2007	2008	2009	2010	TOTAL
Total	1770	4322	2425	6053	14570

in Alanya and the region, unemployed people, prisoners, disabled people and housewives have attended to trainings and got certificates. The trainings are organized for free or at a low price by Alanya Chamber of Commerce and Industry. After the training programs, according to their demands, we can offer employment opportunities to the trainees through Alanya CCI Private Employment Bureau which has been established with the private authorization of the Turkish Employment Agency and that functions with legal permission. Alanya CCI Private Employment Bureau have helped unemployed women and young people who have attended training programs to find a job in the hotels or touristic facilities in Alanya. Especially, almost all of the employers of the accomodation facilities have been trained and certified by Alanya CCI Continuing Education Center.

In order to organize the trainings, a protocole has been signed with General Directorate of the Ministry of Culture and Tourism and Public Training Center of County Education Directorate. Besides, it has been agreed that the trainings given by the Institute of Turkish Standards will be organized by the Continuing Education Center of our Chamber in Alanya. By doing so, it is aimed to institutionalise the trainings and strengthen their effectiveness. In other words, the objective is to be able to give a certificate which is nationally valid and recognised by related institutions.

Within this project, it is aimed to enable equal oppurtinities in vocational training, promote specialization in labor market, create preventive activities against unemployment and match the needs of the employment and labor market; hence an important need of the people and the employment market in our county as well as the members of chamber will be answered. Also, when analyzed in the perspective of county tourism, the positive feedback received from the tourism sector, thanks to the service given by qualified employees has a positive effect upon economic situation of the county.



COMPLETE APPLICATION

ALANYA CCI INTRODUCTION

Alanya Chamber of Commerce and Industry officially completed its foundation works at the end of 1991, started service with 1947 members in 1992. It has currently 6713 active members in 2010 and has become one of the most effective profession institutions not only for our county but also for our region with its over ten thousand members after 18 years of its foundation.

Since the foundation, Alanya Chamber of Commerce and Industry's success has been noted on the agenda of the county, and the Chamber made significant contributions to the development of Alanya and Alanya's economic and commercial life in every way. The main objective of the Chamber is to give services which are needed by the members and county which is growing rapidly day by day in time without falling back to this development.



Within this scope, activities are conducted in order to give better and more qualified service to our county which is at the same time a world city with 23.000 foreign national citizens. For this reason many comprehensive projects have been accomplished to support commercial, economic and social life in Alanya. One of them was a planned-development program organized by the scholars of Yildiz Technical University in 2002. With the collaboration of Alanya Municipality, Alanya Touristic Enterprises Organization and Alanya Tourism and Introduction Foundation this project has been prepared by the initiative of Alanya Chamber of Commerce and Industry in consultancy

with the Department of Architecture of Yildiz Technical University. Another project prepared for Alanya with the initiative of our Chamber is "Alanya Culture Tourism Development Project" which is a collaboration of university - city in 2009. Within this project which has a 10 year activity plan, it is aimed to enliven the economy by putting forward the cultural values of our city. Both of these projects are Social Responsibility Projects with no profit. Moreover, the execution of an international project granted by European Union is still continuing.

Also, in order to lighten the economy and commerce in our county, attempts were made to found a university. A vocational higher education school was founded by our chamber for Akdeniz University in Antalya. Lastly, initiatives to open two more faculties have been finalized.

Since its foundation, in order to develop the economic and commercial life of its members and provide solutions to the existing problems in our county, Alanya CCI has been making its active lobby functions.

ALANYA CCI CONTINUING EDUCATION CENTER

1. The Relevance of the Project

With its agricultural and tourism based developing economy, Alanya has an important place within Turkey. But there are some significant problems that exist within the commercial life of Alanya that we need to take important steps to solve and develop solution ways.

Above these important problems, the most significant problem is the lack of qualified employees which concerns all sectors. The lack of qualified employees or the lack of the continuity of qualified employee problem has been mentioned many times in the Committee Meetings of Alanya Chamber of Commerce and Industry and Council Meetings.

Besides, "lack of professionally trained employees or lack of continuity of these employees" were put forward among the weak perspectives of Alanya County in Alanya County SWOT Analysis, which was done according to AA1100 standards, within "Our Future in Tourism and Agriculture is Productivity for Alanya" project that started with the aim of discovering the current economic



potential of Alanya and evaluating the productivity problems of the organizations functioning in the region and foreseeing the needs related with increasing the productivity by National Productivity Center(MPM) organized by our Chamber in 2005. The participants in the SWOT Analysis are a group of 40 people who are members of major non-govermental organizations, associations and administrative staff. These non-govermental organizations and associations are Alanya Government, Alanya Municipality, Avsallar Municipality, Cikcilli Municipality, Kestel Municipality, Oba Municipality, Okurcalar Municipality, Emiřbeleni Municipality, İncekum Municipality, Kargıcak Municipality, Tosmur Municipality, Alanya Chamber of Commerce and Industry, Alanya Environmental Training and Blue Flag Association, Association of Encouraging Modern Life, Alanyas Touristic Hoteliers Association Alanya Vocational Education Center, Alanya Meteorological Service, Directorate of Civil Defence, Directorate of National Education, Directorate of Health, Directorate of Turkish Telecom, State Water Supply Administration, Youth Sports Organization.



After the strategic plan prepared following the Chamber Board elections done in 2005, it was asked by the members of our chamber to underline the "Chamber with Training Priority" mission. In order to meet this expectation, Alanya CCI Administrative Board placed great emphasis on vocational training. For this general mission, it may be possible to list the desired aims aroused in the meeting as below:

- Organizing training programs, seminars, courses and certificate programs,
- Leading the opening of High Education Institution in our County,
- Founding Alanya CCI Vocational Higher Education School of Akdeniz University by our Chamber,
- Founding Alanya CCI Continuing Education Center,
- Supporting the studies of Master Degree and PHD Thesis related with our County,
- Internship studies with the collaboration of University- Chamber.

In 2009, 4 years after this study, following the Chamber Board elections, it was realized that the similar problems were occurring in the Alanya CCI SWOT Analysis which was done by the elected members of the commission members of the chamber under the control of professors of Industry Design Department of the Middle East Technical University and within the content of strategic planning studies of our chamber.

There are some certain reasons underlying the lack of qualified employees or lack of continuity of qualified employees mentioned in many channels during long years. There is a need for qualified employees because: all of the service sectors in Alanya are related with tourism, a high number of unqualified employees from the other cities migrate to Alanya due to widespread tourism activities, the season is limited with 8-9 months, the touristic enterprises are closed between the period of October to May and therefore the companies dismiss the employees and for this reason the employees working in tourism sector are generally seasonal employees. This need has been mentioned in periodic monthly meetings of our chamber committees, it was assessed as a serious problem of county economy. For this reason, since 2002, our chamber has been organizing sectoral vocational trainings.

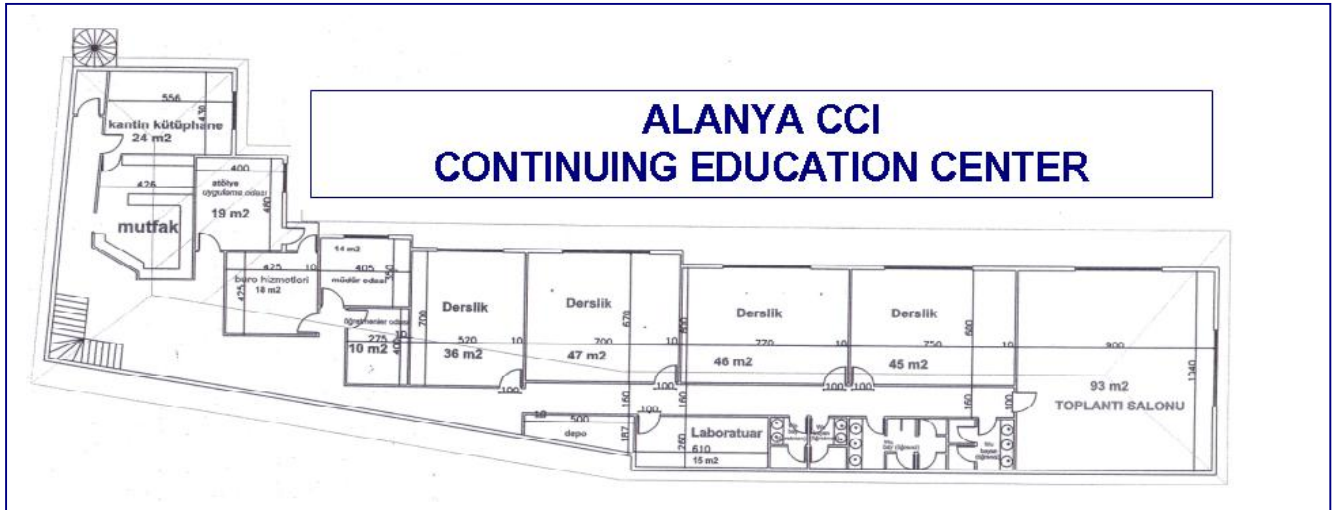
In order to understand better the need for the foundation of Continuing Education Center, we also need to consider the sectoral growth. For example, we can summarize the development of the tourism sector in accommodation facilities as follows. While there were 30.467 rooms and 65328 bed capacity in 226 facilities in 2008, in 2009 these numbers changed as 225 facilities, 32.394 rooms and 68.681 bed capacities. It is also beneficial to evaluate the number of tourists coming to Alanya. As it may be seen from the statistical information, over one million six hundred tourists chose Alanya. With this number, our county has a permanently increasing share in Antalya general.



For the Food and Beverage sector in Alanya, there is a similar scheme. We will take 2010 as an example for food and beverage sector. In total of 1570 enterprises from various categories, 12.855 people have been employed. Based on this information, creating continuing and regular training programs will contribute to the increase of service quality and customer satisfaction and continuing preference of Alanya as a touristic destination.

1.1. Relevance of the Project and Its Impact on the Chamber and/Or the Business Community

In order to meet the expectations within the light of this information more effectively and provide sustainability; as Alanya Chamber of Commerce and Industry, we have started the foundation of a Continuing Education Center which will be qualified to meet the expectations and needs of all our members and county. ALTSO Continuing Education Center has 5 classrooms within the size of 550 meter square closed area, 20 computers and 1 computer class and conference hall. ALTSO Continuing Education Center is established in an independent building, in ALTSO Bazaar which used to belong to Alanya Municipality in 2006 and whose constructions were completed by our chamber. Alanya Chamber of Commerce and Industry has spent 300 billion TL for the construction and furnishing.



In Alanya CCI Continuing Education Center, short and long term Continuing Education Programs benefiting from various education institutions and university departments, high quality and repeated according to the demand certificate program, course or seminars are organized. Organized education programs are arranged in order to present professions which are top priority in means of current economic activities and development of our members and region, increase the professional and vocational information and competence level and meet personal needs and these are planned according to the demands and needs of public or private companies that want to provide benefits for the individuals from all parts of the society or for its employees.

2. Measurable Outcomes: People Involvement and Partnership Development with Other Organizations

In order to realise these trainings, a protocol has been signed with General Directorate of the Ministry of Culture and Tourism and Public Training Center of County Education Directorate. Besides, it has been agreed that the trainings given by Institute of Turkish Standards will be organized by Continuing Education Center of our Chamber in Alanya. The main idea in signing this protocol was to disseminate the idea of Total Quality Management in Alanya. Individually these training programs cost big amounts. However, when we organize these trainings in the Continious Training Center, these programs cost less.

Also, trainings have been organized in Alanya L type Closed Prison following the protocol which was signed in 2008 in order to make the prisoners of Alanya L type Closed Prisons gain professions and to facilitate their adaptation to the social life at the end of the sentence period.



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These trainings were funded by Alanya Chamber of Commerce and Industry. In order to conduct these trainings given in prison, a coiffeur department funded by Alanya Chamber of Commerce and Industry again was created and the coiffeur started operating for both its employees and customers being prisoners. Since now, 729 prisoners are trained in the training programs in order to acquire a profession and to integrate in social life easily after they have been released.

2.1. Measurable Outcomes: Participation Rates

The number of training programs and participant numbers since the establishment of the Continuing Education Center of our Chamber are listed below:

Number Of People Attending The Trainings According To Years (General Total)

THE SUBJECT OF TRAINING / YEAR	2007	2008	2009	2010	TOTAL
General Total	1770	4322	2425	6053	14570

Training Programs given in Continuing Education Center

No:	THE SUBJECT OF TRAINING / YEAR	NUMBER OF PEOPLE ATTENDING TO THE TRAININGS				
		2007	2008	2009	2010	TOTAL
1	Plaster Decoration	-	20	-	-	20
2	Electrician	48	20	-	-	68
3	Real Estate Commissioning	-	170	41	36	247
4	First Aid and Health	-	43	-	-	43
5	Building Painting	-	20	-	-	20
6	Construction Forging	39	40	-	-	79
7	Construction Stonework	17	-	-	-	17
8	Construction Faience	25	20	-	-	45
9	Construction Molding	19	71	-	-	90
10	Construction Plastering	18	-	-	-	18
11	Plumber	88	88	28	-	204
12	Elevator Training	17	20	-	-	37
13	Cold Forging	20	-	-	-	20
14	Radiator Stroking	-	23	-	-	23
15	Pool Operating	-	123	-	-	123
16	Parquet Upholstery Wall Boarding	-	20	-	-	20
17	Ground And Wall Boarding	-	-	25	-	25
18	Residence Financing Course	-	117	-	-	117
19	Responsible Managing	67	-	-	-	67
20	Food Production	38	250	35	29	428
21	Service	31	223	69	56	379
22	Pre-bureau	28	141	47	24	240
23	Flat Services	21	410	152	208	791
24	Social Behaviors	108	-	15	-	123
25	Increasing the Quality in Tourism Training	-	1577	-	-	1577
26	Training of Managers	67	-	94	-	161
27	Legionella Disaster Seminar	-	-	-	65	65
28	Sale Technics	-	-	-	55	55
29	Entrepreneurship	-	-	29	-	29
30	Customer-based Sale	-	-	65	-	65
31	Effective Communication and Body Language	-	-	28	100	128
32	Time Management	-	-	35	-	35
33	Trainings for Increasing Productivity and Determination	-	-	34	-	34
34	Basic Export Training	-	-	34	-	34
35	Ergonomics in Business Life	-	-	20	-	20
36	Motivation and Time Management	-	-	167	-	167
37	Anger Management Seminar	-	-	-	288	288
38	Welcoming and directing patients and relatives of patients and Communication	-	-	-	30	30
39	Problem Solving and Determination Technics	-	-	34	-	34
40	Customer Relations and Customer Commitment	-	-	83	-	83



42	Hygiene Responsible Training	112	144	-	-	256
43	Foreign Language Teaching Technics	-	-	-	11	11
44	Sale through Customer Relations	-	220	-	-	220
45	Human Resources Management	-	-	25	-	25
46	Handling Stress and Stress Management	288	-	-	-	288
47	Effective Communication Abilities	-	150	-	-	150
48	Environmental Health and Hygiene	-	-	19	-	19
49	Touristic image	-	-	43	-	43
50	Leading in Local Management	-	-	48	-	48
51	Creating a Product and Marketing Technics	-	-	33	-	33
52	Basic Coaching Abilities	-	-	58	-	58
53	External Commerce Opportunities for SMEs in Competing Situation	-	-	-	20	20
54	Methods of Understanding and Preventing Naughtiness in Children, The Development Features of 3-6 Years Children	-	-	-	63	63
55	NLP Supported Professional Sale Technics	-	-	-	41	41
56	Conscious Support and Safe Future	-	-	-	88	88
57	Communication in Business Life	-	-	-	294	294
58	Visual Sale in Shopping Sector	-	-	-	7	7
59	Emotional Intelligence in Business Life	-	-	-	24	24
60	Ability to Manage The Stress of Life with Rhythm	-	-	-	58	58
61	Guest Relationships	-	-	-	180	180
62	Mobbing Seminar	-	-	-	34	34
63	Communication in Social Life	-	-	-	162	162
64	Public Relationships	-	-	-	50	50
65	Institutionalism in Family Companies	-	50	-	-	50
66	Diction – Elocution to the Community – Effective Communication	-	-	-	114	114
67	Creating Institution Culture	-	64	-	-	64
68	Basic Training of Work Health and Safety	72	25	1132	1464	2693
69	Jewelry	60	-	-	-	60
70	EU Funds Using Conditions	76	-	-	-	76
71	TTK Company Structuring	53	-	-	-	53
72	Bringing Accounting Assistant Course	-	-	23	18	41
73	Basic Excel Training	-	-	-	25	25
74	Medical Secretariat	-	-	9	-	9
75	Employee Management updated with 5510 and 4857 Numbered Laws	-	-	-	22	22
76	Stable Mobile Marketers Communication Training	-	96	-	-	96
77	Google Adwords Internet Advertisement	-	-	-	13	13
78	Police Employees Communication Training	-	40	-	-	40
79	ISO 9001 Quality Basic Training	127	30	-	-	157
80	TS 13001 Danger Analysis Training	-	28	-	-	28
81	Documentation Training	110	-	-	-	110
82	TS ISO 22000 Food Safety Basic Training	162	-	-	-	162
83	Internal Study Training	59	21	-	-	80
84	Environment Management System Basic Training	-	30	-	-	30
85	KYS Basic Training 2008 Version	-	-	-	23	23
86	Total Quality Management	-	-	-	14	14
87	TS 10002 Customer Satisfaction System Basic Training	-	-	-	12	12
88	Statistical Process Training	-	28	-	-	28



In order to increase the effectiveness of Continuing Education Center, at the end of 2007, Programs and Training Offering System has been developed to understand the training programs which were asked to be organized by members and meet the needs of the members. With this new system, the institutions or companies may demand special training programs for their employees within their own structure, and Continuing Education Center organizes these programs as a provider. In order to detect the need of training, we have published a "Training- Program Recommendation Form" on the website of the Chamber. The



members of the chamber and other people may demand the training program he/she wants to have personally or institutionally from the Center just by visiting the website of chamber. So with this system, after implementing this system 27 training programs were recommended and organized. 2600 people qualified for a certificate by attending these trainings. With this system Alanya Chamber of Commerce and Industry try to disseminate the idea of corporate social responsibility within the members. So the Training Program Recommendation Form is a very good method for this practice.

After implementing this form, 27 training programs have been organized and 2600 people have been trained from the organizations; Alaiye Resort Hotel, Alanya Police Department Gold City Tourism Complex, İncekum Beach Resort Hotel, Long Beach Hotel Pascha Bay Hotel, Alara Group Hotels requested training programs for their employees and Alanya CCI Continuing Education Center has organized the training programs.

2.2. Measurable outcomes: Business and job creation

With its everyday increasing capacity, the information gathered until today at Continuing Education Center give us an idea about the possible training need in the next period. Since its foundation, total 14570 people gained certificate by attending training. As long as the commercial life continues in Alanya, the need for qualified employees will continue. For this reason, our Center continues to give trainings permanently by improving itself.

The center used to give service with 1 administrative personnel at the time of its foundation, in order to meet the increasing demand, another employee has been appointed for the center to enhance the service quality we provide.

Within our chamber structure, we present employment opportunities to the attendants of the trainings through Private Employment Bureau which has started to give service with the private permission of Turkish Employment Agency (ISKUR). Within the scope of this bureau, in 2010, 669 people applied for employment and 185 company applied for an employee. Until today, 680 job interviews were done and 106 people who applied for employment have been employed in many companies.

In order to conduct trainings, a protocol has been signed together with General Directorate of Ministry of Culture and Tourism and Public Training Center of County Education Directorate. Besides, it has been decided that the trainings given by Institute of Turkish Standards will be organized by Continuing Education Center of our Chamber in Alanya. In this respect, it is aimed to institutionalise the trainings and strenghten their effectiveness. In other words, the aim is to be able to give a certificate which is nationally valid and recognised by related institutions.

2.3. Measurable Outcomes: Financial

The finance of the trainings organized within Continuing Education Center is accomplished with the equity capital. Continuing Education Center founded within the aim of serving the members of Alanya CCI may be accomplished with shares such as chamber registration fees, dues incomes, fees that are taken for services, hall usage incomes. But for some special subjected training, symbolic prices which are quite lower than the general market may be demanded from the participants. All of the maintenance costs of the Continuing Education Center are again met by the incomes of Alanya Chamber of Commerce and Industry.

3. The Relevance Of The Project In The Target Category

The project application is made within "The Best Corporate Social Responsibility" category. Considering the problems above and the trainings and employment ratios, our project presents an institutional social responsibility solution which may also set an example for other chambers. Within this project, it is aimed to enable equal opportunities in vocational training, promote specialization in employment market, create preventive activities against unemployment and match the needs of the employment and labor market; hence an important need of the people



and the employment market in our county as well as the needs of the members of chamber will be met.

4. Potential for the Project to Be Successfully Adopted By Other Chambers Of Commerce throughout the World

As also stated above, firstly the problems and needs of employment and labor market of the county have been taken as basis and arranged with the need analysis done in the scope of scientific studies. Alanya CCI Continuing Education Center, which was formed for this context has been enhanced with the collaboration of institutions such as General Directorate of Ministry of Culture and Tourism and Public Training Center of County Education Directorate. Alanya CCI has opened a center building by using the facilities. Thus, our project may be successfully applied internationally by the chambers through their own facilities, local partners and collaborations with other stakeholders.

