Design Thinking Workshop 1:
TVET for green hospitality and tourism

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INTRO (I)

- Tourism industry has huge potential to generate economic growth and create jobs

- It's indeed a «**capital saving and labour intensive**» sector

- It makes a substantial contribution to the EU economy: before the Covid-19 pandemic, it directly and indirectly supported **over 12 million jobs** and contributed to **around 10% of the total EU GDP**

INTRO (II)

- In Europe, **international arrivals will double by 2030**, with 500 million potential new tourists from Asia alone

- At the same time, an increasingly fierce competition is expected from **new emerging destinations** outside of Europe

WORKFORCE IN TOURISM INDUSTRY (I)

- **13% of tourism employees are aged under 25**.

- Tourism sector is, in this sense, one of the main entry points to the labour market, providing a **concrete answer to youth unemployment, gender opportunities and migrant workers.**

WORKFORCE IN TOURISM INDUSTRY (III)

- The competitiveness of the tourism industry relies on the **competences and skills of its workforce**, as:

  - ✓ *human capital is one of the most important assets* for companies in the entire service sector

  - ✓ *quality and professionalism of the services provided by human resources* (particularly those in more direct contact with clients) determines a *competitive advantage or disadvantage* for the companies for which they work

WORKFORCE IN TOURISM INDUSTRY (IV)

…. but there are also **dark clouds** on the horizon:

✓ *Demographic evolution:* less young people with better education that can pick the job

✓ *Working conditions in tourism:* work when friends take free time, intense working time, seasonality, salaries

✓ *Digitalization and automatization*

Quality and professionalism of the services provided by **human resources** (particularly those in more direct contact with clients) determine a *competitive advantage* for the companies for which they work. At the same time, they *improve stability and quality* of jobs

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- **Identifying skills needs and bridging skills gaps** in a highly seasonal sector, often involving short-term contracts in a fragmented industry, is a major challenge for **companies**, **education providers** and **public bodies**

- In order to remain globally competitive and locally attractive, the tourism industry needs to invest in the **upskilling and reskilling of its workforce**

THE RESPONSE (II)

- According to research «Realizing 2030: The next era of human-machine partnerships», carried out by the *Institute for the future* on behalf of Dell Technologies, 85% of the jobs that will be done in 2030 have not yet been invented and the **ability to acquire new skills** throughout a working life will be **more important than knowledge itself**

THE RESPONSE (III)

- These estimates clearly indicate a trend towards **disruptive changes in the coming years**, when:

  - ➤ the relationship between man and machine will become even deeper and more immersive

  - ➤ every company, even and especially in the tourism sector, will have to become a digital company in order to survive

EUROPE'S MEASURES

- **Sector Skills Alliances** in the leading industrial ecosystems of the continental economy (including tourism) with the task of developing a Blueprint (a targeted strategy and a concrete action plan to close the skills gaps in each mean economic sector).

- For tourism, the **Blueprint for Sectoral Cooperation on Skills** brought together businesses, education and training providers, professional associations, chambers of commerce, social partners and other relevant stakeholders through the **NTG Project**

Co-funded by the
Erasmus+ Programme
of the European Union

NTG
Next Tourism Generation Alliance

THE PROJECT

ITALY, UK, IRELAND, SPAIN, HUNGARY, GERMANY, NETHERLANDS, BULGARIA

Title	The Next Tourism Generation Alliance (NTG)
Programme	Erasmus+
Action	Cooperation for innovation and the exchange of good practices
Member States	Italy, Hungary, Bulgaria, UK, Spain, Germany, Netherlands, Ireland
Donor	European Commission - EACEA
Duration	4 years
Timeline	1st Jan 2018 - 30th Dec 2021
Budget	4ml €

4 universities, 1 polytechnic university, 2 industry-driven academy, 2 transnational organisation (education and tourism industry), 5 national entrepreneur organizations

NTG SECTORS AND SKILLS SETS
«Skills for the next generation of tourism»

Sectors

- Accomodation
- Food & Beverage Operations
- Travel Agencies & Tour Operators
- Visitor Attractions
- Destination Management

Digital skills

Green skills

Social skills

THE NEXT TOURISM GENERATION ALLIANCE (II)

- Over the 4 years of the project implementation, the NTG team analysed the gaps and shortages in the skills required to work in the tourism industry, also in light of the profound transformation following the sudden (and disrupting) appearance on the scene of the Covid-19 pandemic.

- The basic priorities underlying the NTG project were threefold:

    - To maintain and consolidate the primacy of the EU as the leading tourist destination worldwide.

    - To make Europe a greener, digital and tourist-friendly area.

    - To ensure that, in the next decades, tourism continues to be a "capital saving and labour intensive" sector within the EU economic system.

THE NEXT TOURISM GENERATION ALLIANCE (III)

On the basis of these strategic goals, the **NTG Alliance**:

1. built a mechanism in each country together with tourism stakeholders for continuously **tracking and bridging the gap between current and future tourism skills**;

2. improved the **relationship between tourism enterprises, education system and governments**;

3. provided employees, employers, entrepreneurs, trainers and students with a set of tools and training modules in **digital**, **green and social skills**.

LESSONS LEARNED (I)

- Different frameworks in different countries

- Different needs in different countries, regions and locations

- Common global trends

    ➢ **Emerging technologies impact**

    ➢ **Sustainable tourism needs**

    ➢ **Health and safety issues**

    ➢ **Increasingly fast changing demand**

A humanoid robot at a hotel reception (Japan)

LESSONS LEARNED (II)

Strategy in **two directions:**

- Formal education (HE and VET) – **long-term qualification**

- Re- and Upskilling of exiting workfoce – **short-term response**

- Issues and constraints:

  - ➢ **Detect new trends in real time**

  - ➢ **Quick response to fast change**

  - ➢ **The formal system is slow to adapt**

  - ➢ **Quality of private training offer**

  - ➢ **Reach the small, micro and nano**

  - ➢ **Resources to implement training**


Theory and practice ...

LESSONS LEARNED (III)

Practical approach:

- One-fits-all solutions do not work

- Support adequate solutions by providing tools and Best Practice

Took-Kit concept

- ➢ Skills assessment and intelligence
- ➢ Skills Matrix
- ➢ Quality Skills Standards framework
- ➢ Occupational profiles
- ➢ Training session plans
- ➢ Technical templates (lesson plans, skills audit, job descriptions, …
- ➢ Online tools for end users (Skills Lab)
- ➢ Collaborative framework
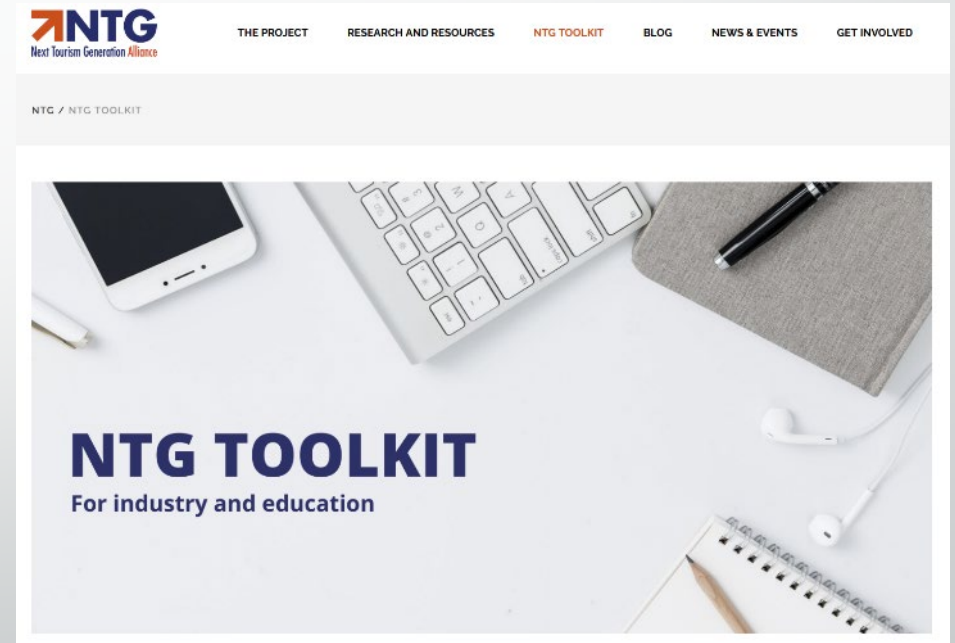
LESSONS LEARNED (IV)

The Pact for Skills in Tourism

- Transversal initiative of the European Union across 14 sectors ("industry ecosystems")

- Builds on results of the NTG Alliance

- Set up January 2023 by **63 supporting organizations**

  - European and national industry umbrella organizations and companies (23)

  - Trade unions (3)

  - Education providers - university and VET (19)

  - Regions and destinations (18)

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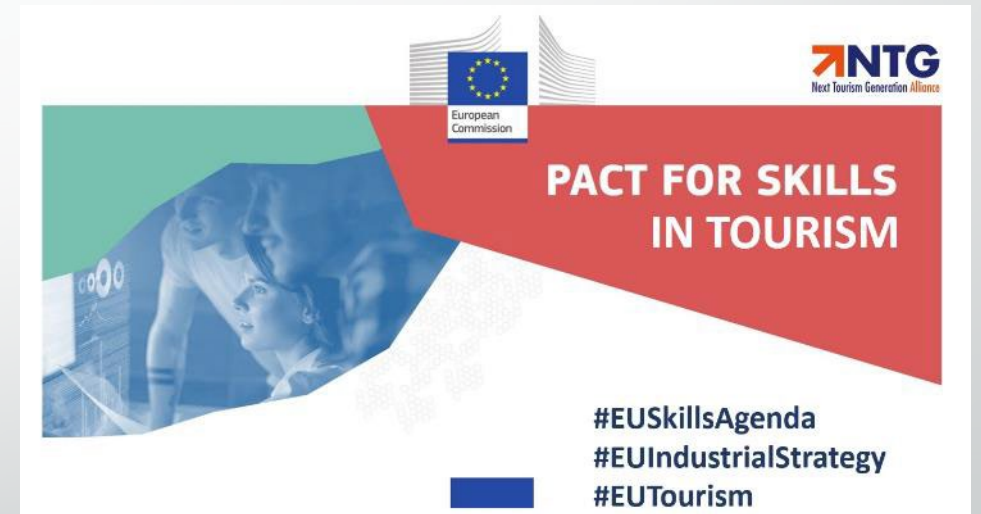
LESSONS LEARNED (V)

The Pact for Skills in Tourism -2

- [Baseline document](#)

- Commitment to 12 KPI

- Monthly online coordination meetings

- Own governance (management committee)

- [Survey](#) about priorities of signatories

- Best practice exchange, information forwarding, partner search, …

12 Key Performance Indicators

1. Establish Skills Partnerships by mid-2022
2. **Up/re-skilling for 10% of workforce per year**
3. Enabling conditions – access to training for all
4. Increase blended Learning in training actions
5. Increase participation by 40% / 80% over current figures
6. Increase training certifications by 10% p.a.
7. Formal recognition of work practice experience
8. **Mean duration per training action: 50 hs/participant/year**
9. **Skills Intelligence: 2 new skills / 3 occupational profiles p.a.**
10. Real-time detection system of new skills and gaps
11. Special attention to disadvantaged groups
12. Quality assurance of training actions

Total workforce **13.000.000**
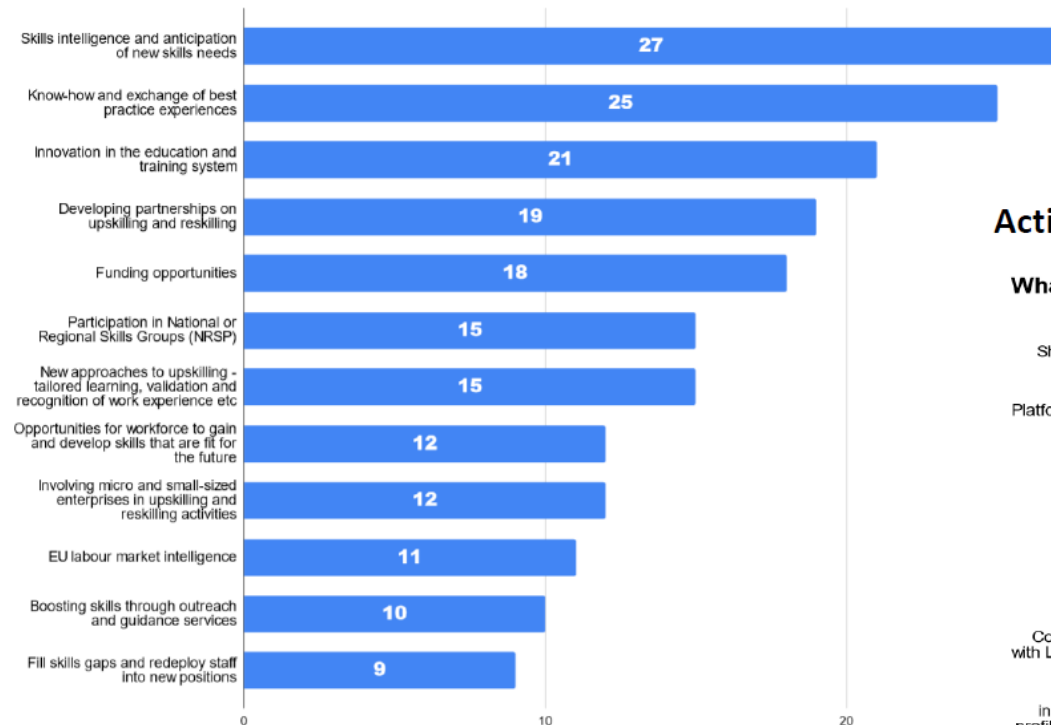=
1.300.000 persons per year

1.3 million persons
=
65.000.000 hours of training per year

Until 2030
=
>18 new skills detected
> 27 new occupational profiles
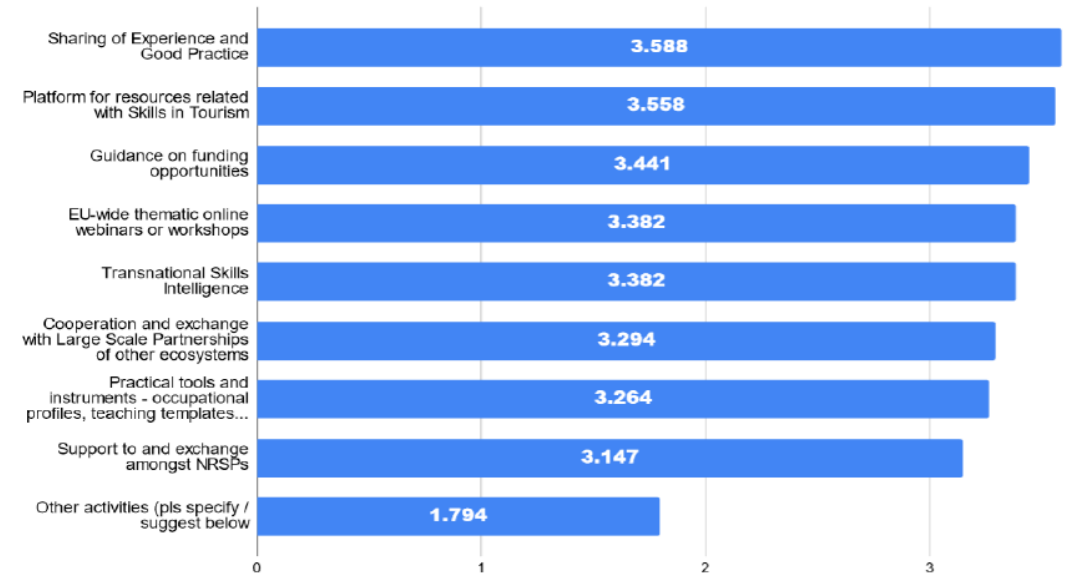
PRIORITIES as expressed by signatories

EXPECTED BENEFITS

What are the most important benefits that you expect from being a member of the Pact for Skills in Tourism?

Benefit	Value
Skills intelligence and anticipation of new skills needs	27
Know-how and exchange of best practice experiences	25
Innovation in the education and training system	21
Developing partnerships on upskilling and reskilling	19
Funding opportunities	18
Participation in National or Regional Skills Groups (NRSP)	15
New approaches to upskilling - tailored learning, validation and recognition of work experience etc	15
Opportunities for workforce to gain and develop skills that are fit for the future	12
Involving micro and small-sized enterprises in upskilling and reskilling activities	12
EU labour market intelligence	11
Boosting skills through outreach and guidance services	10
Fill skills gaps and redeploy staff into new positions	9

Activities that the PfST should develop *(mean priority from low to very high)*

What Activities or Events should the Pact for Skills in Tourism develop and organize?

Activity	Value
Sharing of Experience and Good Practice	3.588
Platform for resources related with Skills in Tourism	3.558
Guidance on funding opportunities	3.441
EU-wide thematic online webinars or workshops	3.382
Transnational Skills Intelligence	3.382
Cooperation and exchange with Large Scale Partnerships of other ecosystems	3.294
Practical tools and instruments - occupational profiles, teaching templates...	3.264
Support to and exchange amongst NRSPs	3.147
Other activities (pls specify / suggest below	1.794

COVID-19 IMPACT ON TOURISM SKILLS NEEDS

- Regarding the impact of Covid-19 pandemic on the tourism sector, now we have to devote even more attention to the skills needs related to:
  - ✓ crisis management
  - ✓ emergency insurance
  - ✓ health safety
  - ✓ cybersecurity
  - ✓ blockchain technology
  - ✓ artificial intelligence
  - ✓ big data
  - ✓ predictive modelling analysis.

GREEN SKILLS

GREEN SKILLS (I)

- Skills and knowledge related to sustainable tourism were first listed and defined around 1988 by ECOTRANS.

- The topic of Tourism Sustainability became officially recognized as relevant through the Tourism Sustainability Group (TSG) in 2007

- Green and sustainability-related skills form part of the «new skills in tourism» triangle, together with digital and social/soft skills

- **In NTG research, «green» skills ranked in the middle.**

- However they gained importance through the COVID-19 pandemic

GREEN SKILLS (II)

- Foster sustainability and green growth
- Work with local supply chains
- Apply the principles of the circular economy
- Use, in restaurants, of zero-km food products
- Reuse of the wet fraction of organic waste
- Reduce water consumption

GREEN SKILLS (III)

- Use of recycled water

- Use of biodegradable detergents

- Systematic use of renewable energy sources

- Active participation in climate change mitigation programs (such as carbon offsetting or low energy systems)

- Support for the protection, conservation and management of biodiversity and local landscapes

- Availability, in hotels and restaurants, of rooms and tables fully accessible to guests with disabilities
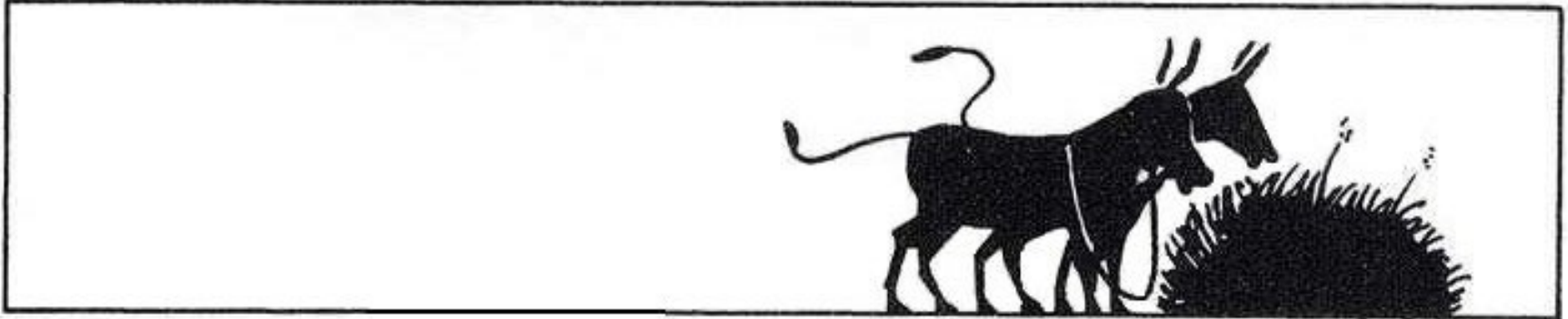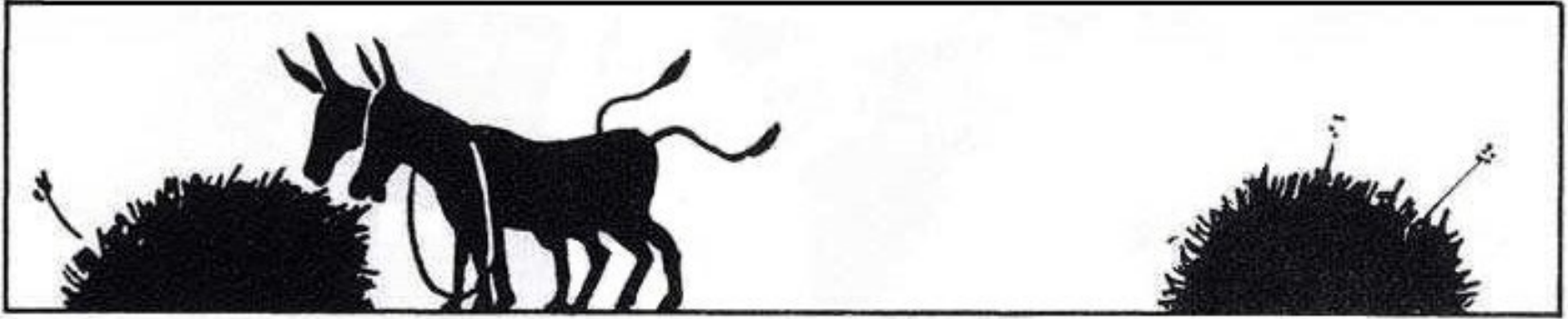
GREEN SKILLS (IV)

NTG toolkit resources include:

❑ **Occupational profiles** such as *Heritage Manager* or *Environmental Education Officer*

❑ **Lesson plans** on reducing *plastic waste* and *food waste*, adaptation to the *climate change*, *communicating sustainability, climate change, or the concept of sustainable tourism*

AND TO FINISH …
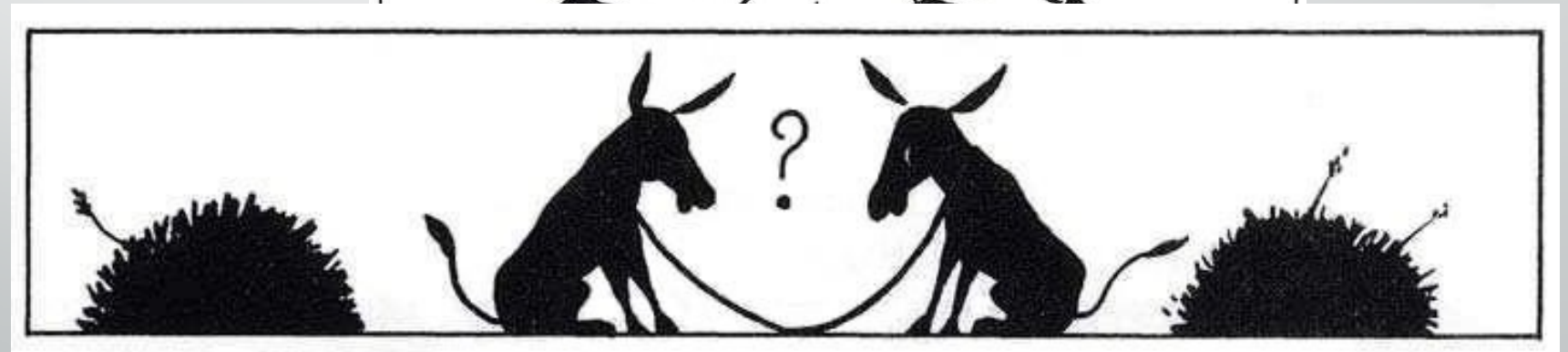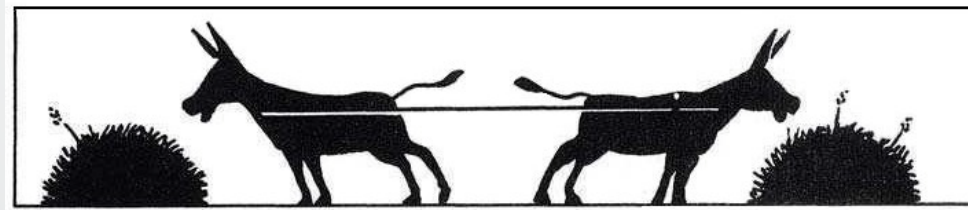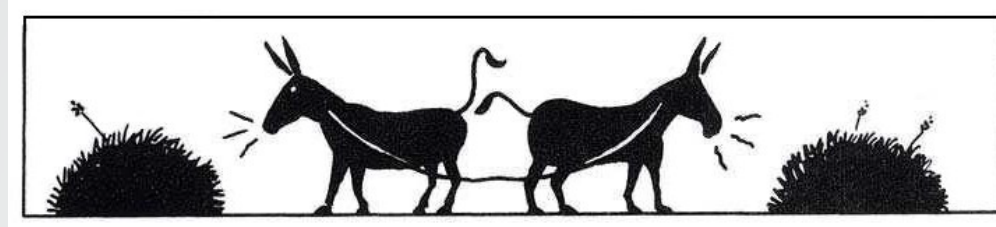
THANK YOU
FOR YOUR ATTENTION!

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