



## Tourism in Wallonia is:



- A protected natural potential
- A European Capital of Culture
- 7 EDEN excellence travel destinations
- A wide range of happenings
- Many activities combining sport and nature
- Famous sport events

## Tourism in Wallonia in 2014:



- 4.223 authorized accommodation facilities
- Nearly 70.000 beds in those accommodation facilities
- 300 tourist attractions and museums
- 300 tourist offices

## Tourism in Wallonia in 2014:



- 6,12 % of Wallonia GDP
- 732 millions € yearly tourist spending
- 75% leisure / 25 % business
- 8.600.000 overnight stays in authorized accommodations
- 10.035.000 visitors in tourist attractions and museums

# Tourism Employment in Wallonia



- Difficult identification (tourist activity rate, public services, indirect tourist jobs, seasonal workers, ...)
- Collaboration between the Tourism and Employment Offices for research and global analysis
- Estimated tourist employment : about 60.000 jobs, among which over 50% salaried workers and 30% self-employed
- Current specific study in hotel business

# Tourism skills in Wallonia: networks and innovation



- Collaboration between 2 universities, 3 colleges and the Competence Centre for Tourism of FOREM (Walloon vocational training office)
- 3 years experience in that new degree
- 38 graduates during the 2 first years: 21 workers of the Tourism sector and 17 job seekers
- A good match for the field realities: CGT (Walloon Tourism Office) and professional associations are represented in the steering committee

**Tourism and Leisure Management  
Certificate (1 year University degree)**

# Tourism skills in Wallonia: networks and innovation



## Wallonia Quality Destination label

- Collaboration between CGT and job training offices
- Continuous quality improvement process
- Focus on hosting quality
- Upgrading of tourism skills
- Improvement of operators professionalism

210 WDQ labeled operators

Best practice exchange



# Tourism skills in Wallonia: networks and innovation



- A political priority -> skills upgrading in tourism sector.
- Task force “Tourism skills” (Tourism office, Tourism Competence Centre, business associations):  
identification of the training needs and best practice exchange



# Skills priorities

- Learning of creative and innovative management & communication methods
- Knowledge of the new generations behavior, needs and expectations (ex: Dutch market, generational shift...)
- Multilingualism
- Quality oriented management
- Knowledge and analysis of the Tourism markets
- Destination management and marketing

Wallonia  
- Europe :

**Shared reports ⇒ shared actions?**

Thank you for your attention