



European
Commission

EUROPEAN TOURISM DAY

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AWARD CEREMONY
EUROPEAN CAPITAL OF SMART TOURISM
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DISCUSSION PAPER

SESSION 3: VALORISING HUMAN CAPITAL IN TOURISM MANAGEMENT

SMALL CONVERSATION I – THE FUTURE OF TOURISM JOBS AND SKILLS

Tourism and travel are labour-intensive sectors and account for almost 25 million jobs in the European Union (around 11 % of the total employment)¹. Tourism provides work both to highly qualified and low-skilled workers. It offers job opportunities to workers who enter the job market for the first time and to people re-entering the job market. It is the largest employer of migrant workers, part-time workers, as well as female workers², and young people³.

Tourism very much relies on the competences and skills of its human capital. High-quality service, provided by adequately skilled staff, is the key precondition for the competitiveness of the industry and tourism destinations. Yet, the industry struggles to find and retain employees with the right skills and competences.

New market trends and evolving consumer demands, global competition and the emergence of new travel markets, the rapid digital transformation, the demand for investment in innovation, as well as the adaptation to circular economy business models, require new, specific knowledge from employees as well as from tourism entrepreneurs. We need to build the resilience of our workforce, provide the right education and equip with right skills tourists professionals at all levels.

Tourism jobs can often involve irregular working hours and part time, temporary and seasonal work, along with lower pay, fewer benefits and limited opportunities for promotion and career development.

The European Union is deploying several actions to support skills development for tourism. Particularly, under the Blueprint for sectorial cooperation on skills, adopted in 2016⁴, it has set up a platform for cooperation between key stakeholder which will establish strategies in skills development, revise occupational profiles and corresponding skills needs, update and create curricula, influence and formulate recommendations for EU, national and regional policies, initiatives and intelligence.

1 WTTTC Travel and Tourism Economic Impact Report 2015 – European Union

2 More than 60 % of those employed in the sector are women.

3 40 % of those employed in HORECA are less than 35 years old.

4 <http://ec.europa.eu/social/main.jsp?catId=1415&langId=en>

Social policy aspects are addressed in the context of the Sectoral Social Dialogue for the Hotels, restaurants and café sector, set up by the Commission,¹ which is focussing inter alia on corporate social responsibility, training and lifelong learning, undeclared work and the mutual recognition of qualifications. It has created a section within EURES portal dedicated to hospitality and the Skills Passport².

The first small conversation of session 3 will focus on discussion and good practices around what the **jobs of the future** will be in tourism and how to **upskill and reskill tourism professionals** to maintain global competitiveness and social cohesion. In the framework of this conversation we will explore how adapting to new trends and policy priorities, such as digitalisation and the circular economy, can contribute to new job opportunities for tourism professionals.

SMALL CONVERSATION II – GENERATING SOCIAL VALUE THROUGH TOURISM DEVELOPMENT

Tourism has become part of the social economy and has significant capacity to generate positive social change for destinations in the European Union and in other parts of the world.

Today's travellers are increasingly interested in unique and authentic experiences, a trend that strongly influences the EU tourism market. A growing number of tourists are willing to pay for these special experiences, especially if it benefits local communities. Safety, the economic sustainability of the destination as a result of tourism, as well as social and cultural sustainability and interaction with local people are important to them.

Offering community-based tourism requires a shift of mind-set by both the local authorities and decision-makers, the businesses along the entire value tourism chain as well as from local communities. The main objective of tourism in this case is to generate social and economic value at local destination level to the benefit of the hosting community.

There are 2 million social economy enterprises in Europe, representing 10% of all businesses in the EU. More than 11 million people – about 6% of the EU's employees – work for social economy enterprises. Social economy works to make profits for people working in enterprises rather than for owners or shareholders and includes cooperatives, mutual societies, non-profit associations, foundations and social enterprises. They provide a wide range of products and services across the European single market, including in the area of tourism.

The second small conversation will demonstrate projects that help citizens and local communities capture the value from tourism-led development. Discussion and good practices will evolve around the role of local community in showcasing local identity, culture and creativity, the role of social enterprises in tourism, as well as innovative social tools to support local tourism projects.

1 <http://ec.europa.eu/social/main.jsp?catId=480&intPageId=1837&langId=en>

2 https://ec.europa.eu/esco/portal/escopedia/Skills_passport