





EUROPEAN WEEK OF  
REGIONS & CITIES

2003 - 2022

## WORKFORCE IN THE TOURISM INDUSTRY

New Challenges for  
Europe's Cohesion

- **13% of employees are aged under 25** (tourism is one of the main entry points to the labour market and a concrete answer to youth unemployment)
- Tourism is also the largest employer of **migrant workers, part-time and seasonal workers**, as well as **female workers** (58% of people employed in this industry are women) and it provides large job opportunities also to **workers re-entering the job market**



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## GAPS AND SHORTAGES TO BE FILLED (I)



- Tourism businesses, especially MSMEs, **struggle to find, attract and retain skilled employees**, because:
  - the human capital working in the tourism sector is generally less skilled than the EU average working population (**around 25% of the workforce has low-level qualifications**)
  - **over 90% of tourism enterprises employ less than 10 people** and the skills training for employees is often left behind





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## GAPS AND SHORTAGES TO BE FILLED (II)

- Other issues:
  - **negative perception** of job quality, seasonality and limited career prospects
  - **difficulty for many entrepreneurs to keep up** with the rapid changes of digitization
  - **limited understanding of employers' requirements and travellers' expectations** by education and training providers





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## GAPS AND SHORTAGES TO BE FILLED (III)

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- So, identifying skills needs and bridging skills gaps in a highly seasonal sector, often involving short-term contracts, is a major challenge for **companies**, **education providers** and **public authorities**



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## FUTURE CHALLENGES (I)

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



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## FUTURE CHALLENGES (II)



- 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

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## EUROPEAN COMMISSION'S RESPONSE 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 action plan to close the skills gaps in each main economic sector).
- So, also for the 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**







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



## 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 €

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## THE NEXT TOURISM GENERATION ALLIANCE (I)



- The **basic priorities** underlying the NTG project:
  - ❖ To maintain and consolidate the primacy of the EU as the leading tourist destination worldwide
  - ❖ To make Europe an ever 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

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## THE NEXT TOURISM GENERATION ALLIANCE (II)

- On the basis of these strategic goals, the **NTG Alliance**:
  1. built a mechanism for continuously **tracking and bridging the gap between current and future skills**
  2. improved the **relationship between tourism enterprises, education system and governments**
  3. provided employers, employees, trainers and students with a set of tools and training modules in **digital, green and social skills**



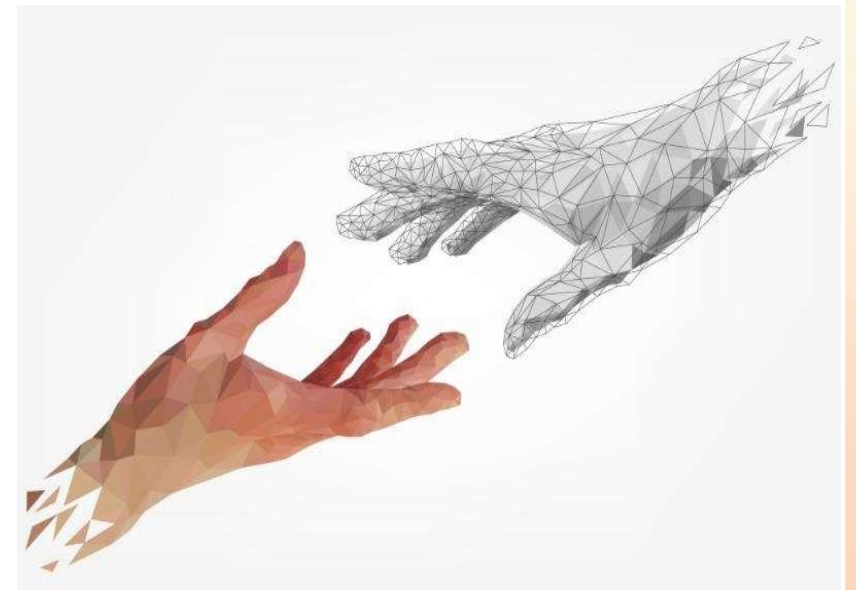
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## DIGITAL SKILLS

- As part of the NTG project, a Europe-wide survey found out which skills are considered **most lacking from a future perspective** in the tourism industry.
- **The top 5 skills with the biggest gaps to be bridged are all digital:**
  1. Artificial Intelligence and Robotics skills
  2. Skills related to digital hardware technologies (VR/AR)
  3. Data Analytics, Business Intelligence, Big Data skills
  4. Website Development skills
  5. Computer Programming skills

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«High Tech with a Human Touch»



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## SOCIAL SKILLS

- Social skills are extremely important too: these are **soft, transversal and relational skills** (such as being able to listen and communicate effectively, or show understanding and empathy towards clients and their needs)
- They are often **innate and difficult to teach** (as opposed to hard skills) but essential for companies to work successfully in this sector
- The pandemic made even more evident the need of creative and flexible human resources, able to **solve problems in real time, work in a team, manage stress and adapt to new needs**





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## GREEN SKILLS (I)

- ✓ Fostering environmental sustainability
- ✓ Working 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
- ✓ Reduction of water consumption
- ✓ Use of recycled water



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## GREEN SKILLS (II)



- ✓ Use of biodegradable detergents
- ✓ Systematic use of renewable energy sources
- ✓ 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

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## PACT FOR SKILLS IN TOURISM (I)

- The NTG partnership actively supported the EC in the implementation of the **Pact for Skills in Tourism**.
- As a central element of the **European Skills Agenda**, the Pact promotes **joint action** to maximise the impact of investing in improving existing skills (**upskilling**) and training in new skills (**reskilling**)
- It calls on social partners, public authorities, employment agencies, education and training providers to **work together and make a clear commitment to invest in training** for all working age people across EU



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## PACT FOR SKILLS IN TOURISM (II)



- For all these reasons we can define the PfS as a **shared engagement model for skills development in Europe**
- Why the EC consider skills to be so important?
  - Businesses need skilled people to **innovate and grow**
  - Skills are critical to our **recovery from the pandemic crisis** and for **mastering the digital and green transitions**
  - Skills gaps are increasing (while a lot of people are at **risk of unemployment**)

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## PACT FOR SKILLS IN TOURISM (III)

- While in other key industrial ecosystems there are large companies able to provide significant references for skills development policies, **tourism is a sector marked by the preponderance of small and micro enterprises**
- It's hard to aggregate a significant number of **industrial partners** able to inspire and support initiatives aimed at improving the human capital employed in this sector



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## PACT FOR SKILLS IN TOURISM (IV)



- In order to involve more effectively the main stakeholders in such a large and fragmented sector, the rationale behind the Pact for Skills was to **capitalize on the work already done by the Sector Skills Alliance implemented through the NTG project**
- This allowed to exploit methodologies and tools developed by the NTG project team both in engaging **stakeholders** and in determining the **key performance indicators**

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## PACT FOR SKILLS IN TOURISM (V)



- The partnerships created in the partner countries with the NRSGs (**National/Regional Skills Groups**) will assure continuity in the PfST implementation also in the coming years, allowing to constantly **monitor the skills needs** in the tourism industry and to **guide investment in upskilling and reskilling**

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## PACT FOR SKILLS IN TOURISM (VI)

- To **join the PfST**, the process is very simple
- Please do the following steps:
  1. **Send an email** to DG GROW (Ms. Elfa Kere, [elfa.kere@ec.europa.eu](mailto:elfa.kere@ec.europa.eu)) and in CC to [engagement@nexttourismgeneration.eu](mailto:engagement@nexttourismgeneration.eu) with a short text expressing the support to the PfST and its baseline document;
  2. **Provide a logo** of your organization



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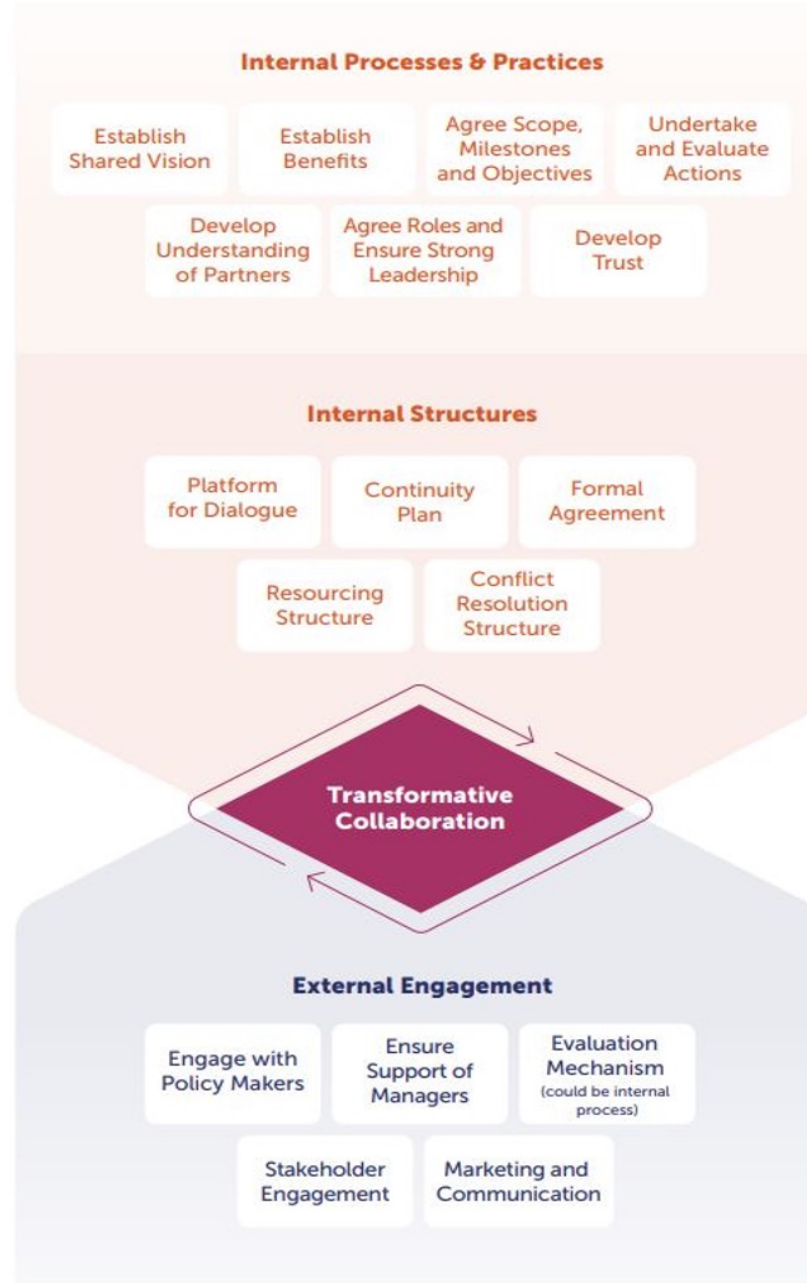


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- Once received your email and logo, we include you in the list of signatories of the PfST document, adding your organization to the contact list for future communication

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NTG Collaborative Governance Framework

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## PACT FOR SKILLS IN TOURISM (VI)

- Currently we are holding open online meetings for all interested stakeholders – both signatories and potential future members – every 2 months.





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**THANK YOU  
FOR YOUR ATTENTION!**

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