

Blueprint for Sectoral Cooperation on Skills in Tourism: Enhancing the Image of Careers in the Tourism Sector

New Skills Agenda: Career Development in Tourism
European Parliament

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Blueprint for Sectoral Cooperation on Skills in Tourism

Enhancing the Image of Careers in the Tourism Sector

Client: EASME & DG GROW

Objectives:

- facilitate the upgrade of skills
- enhance visibility and upscale the use of existing tools and initiatives
- improve the image of tourism careers
- help jobseekers understand the positive aspects of tourism careers
- help entrepreneurs in the tourism sector to reinforce positive aspects of tourism careers and to attract new and adequate talents”

Task 1: Analysis of the expectations of jobseekers and tourism entrepreneurs

Task 2: Communication activities

PARTNERS:



SUBCONTRACTORS:



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Enhancing the Image of Careers in the Tourism Sector

Some high-level findings

- Careers in tourism have a **bad image** – but hold tremendous potential
- People who have worked in tourism have a more positive image of tourism careers
- Job seeker issues: **Image, Salary & benefits, Contract types, Skills, Career advancement**
- SMEs struggle to provide training opportunities, which is perceived as important
- Stronger links are needed between industry (especially SMEs) and educators
- Soft skills are considered the most important, but other skills may also be increasing in importance

The report on the results of the research has more details – It will be published later this year

Thank you