



## EUROPEAN COMMISSION

Directorate-General for Internal Market, Industry, Entrepreneurship and SME's

Innovation and Advanced Manufacturing  
**Tourism, Emerging and Creative Industries**

### **Consultation on how better target EU initiatives and funding opportunities for developing skills in the tourism sector**

The objective of this consultation is to investigate whether the key stakeholders of the tourism sector at European, national and local level:

- have participated to/known about European initiatives for skills development
- have made use of EU financial and technical tools developed in order to facilitate skills development and mobility.
- Have suggestions for concrete initiatives to enhance skills and mobility for the sector

The survey will only take 10 minutes of your time to complete.

Please, make sure you return the survey **by June 27, 2016**

**to be addressed to :**

**GROW-TOURISM-CONSULTATION@ec.europa.eu**

Please, note that position papers will not be taken into account.

Thank you very much for your help!

#### **Background**

In order to respond to President Juncker's Commission's objectives of stimulating growth and jobs in Europe, the industry needs to find better skilled employees. Developing the right skills is of paramount importance to overcome mismatches between demand and supply. This is of particular importance for the tourism sector that needs to get ready for a fast-changing market. Supporting mobility across Europe is also important if we consider that some European regions are in need of

skilled professionals for the tourism sector while other regions have high percentages of qualified jobseekers for the sector (usually young unemployed).

The Commission is well aware that job creation and growth is possible also - and maybe overall - through the development of the right skills. Over the past years, a series of policy actions and tools were put in place and promoted, namely:

1. The section dedicated to the hospitality sector in EURES<sup>1</sup>, the European Job Mobility Portal, to facilitate better matching of offer and demand on the labour market for the hotel and restaurant sector.
2. The Skills lists for three tourism subsectors – adventure, cultural and blue tourism, which were integrated into "EURES' Skills passport for tourism industry"
3. The Tourism Business Portal<sup>2</sup> and a pilot series of webinars on digital skills in tourism
4. The contribution to ESCO taxonomy – a structured model of Skills/Competences, Occupations, and Qualifications needed in the hospitality sector.

Moreover the Commission published two important studies:

1) The study 'Improving information on accessible tourism for disabled people'<sup>3</sup>, mapped the skills needed to improve the accessibility and safety of tourism services for disabled people and people with special needs. It analysed the availability and the performance of training (both vocational and educational).

2) More recently, the "Study to map the supply side of education and assessing the skills' shortages in the tourism sector" was published last February 2016<sup>4</sup>, with the aim of determining whether the tourism education and training systems are fit for purpose in providing the necessary skills for the labour market also in the light of future market developments. The study was completed through desk research and consultations at European level, as well as in each of the 28 EU countries.

In particular, this second study has identified major skills gaps in tourism education and training, related to soft skills, language, ICT and interpersonal skills.

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<sup>1</sup><http://ec.europa.eu/eures/>

<sup>2</sup><http://ec.europa.eu/enterprise/tourism-business-portal>

<sup>3</sup><http://bookshop.europa.eu/en/improving-information-on-accessible-tourism-for-disabled-people-pbNB6004587/>

<sup>4</sup>[http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item\\_id=8762&lang=en&title=EU-tourism-skills%3A-'Mapping-and-performance-check-of-the-supply-side-of-tourism-education-and-training'](http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8762&lang=en&title=EU-tourism-skills%3A-'Mapping-and-performance-check-of-the-supply-side-of-tourism-education-and-training')

The "New Skills Agenda" to be adopted by the Commission in June 2016 establishes specific actions in six pilot sectors. Among those, the Commission has selected the tourism sector. In more detail, the Commission will set up a platform of sectorial key stakeholders who will propose policy recommendations and an action plan for the forthcoming 5 years.

In view of better outlining the scope and objective of this platform and of the future actions in the framework of the "New Skills Agenda", it is now crucial to involve key stakeholders in order to complete the picture of the sector's needs.

#### A. ABOUT YOU OR YOUR ORGANISATION

*Please provide information to help us build your profile as a respondent. In accordance with Regulation 45/2001, all personal data collected through this survey will be kept securely and will ultimately be destroyed.*

##### 1. Personal data (non-compulsory)

First name

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Last name

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City

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Country

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E-mail address

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##### 2. What is the name of your organization?

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please indicate whether your organization is registered in the Transparency Register

Yes

No

if yes, please enter your identification number in the Transparency Register

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please specify the type of organization

- national governmental authority
  - regional or local governmental authority
  - international institution/umbrella organization
  - industry association
  - higher education provider
  - Vocational Education and Training (VET) provider
  - Other – please specify
- 

3. Which country your organisation is based in?

- |   |                                      |   |
|---|--------------------------------------|---|
| <input type="checkbox"/> Austria        | <input type="checkbox"/> Germany     | <input type="checkbox"/> Poland         |
| <input type="checkbox"/> Belgium        | <input type="checkbox"/> Greece      | <input type="checkbox"/> Portugal       |
| <input type="checkbox"/> Bulgaria       | <input type="checkbox"/> Hungary     | <input type="checkbox"/> Romania        |
| <input type="checkbox"/> Croatia        | <input type="checkbox"/> Ireland     | <input type="checkbox"/> Slovakia       |
| <input type="checkbox"/> Cyprus         | <input type="checkbox"/> Italy       | <input type="checkbox"/> Slovenia       |
| <input type="checkbox"/> Czech Republic | <input type="checkbox"/> Latvia      | <input type="checkbox"/> Spain          |
| <input type="checkbox"/> Denmark        | <input type="checkbox"/> Lithuania   | <input type="checkbox"/> Sweden         |
| <input type="checkbox"/> Estonia        | <input type="checkbox"/> Luxembourg  | <input type="checkbox"/> United Kingdom |
| <input type="checkbox"/> Finland        | <input type="checkbox"/> Malta       |   |
| <input type="checkbox"/> France         | <input type="checkbox"/> Netherlands |   |

## B. YOUR OPINION ON SKILLS DEVELOPEMENT IN THE TOURISM SECTOR

**1. Over the past years the Commission has developed a number of initiatives and funding programmes to help:** a) better Vocational Education and Training (VET) and higher education provision; b) modernization of the education systems; c) reducing the early school leaving and the drop out; d) mobility across Europe; e) development of better skills; f) young apprenticeship programmes, dual education systems and employability. These initiatives are of benefit for the tourism sector among the others.

**Below you find a list of the most relevant initiatives/programmes.**

**Do you know about these initiatives/programmes, and to what extent?**

	no, I don't	very little	well	very well
Erasmus Plus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
European Alliance for Apprenticeships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
European Skills Alliance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Youth guarantee	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
European Social Fund	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Erasmus for young entrepreneurs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**2. Have you ever participated in one of the above initiatives/programmes?**

Yes

No

**3. If yes, how do you think these initiatives can be better adapted to the needs of the tourism sector?**

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**4. Over the past years the Commission has developed specific ICT platforms to promote the development of better skills through work mobility, internships and apprenticeships. These platforms are available for the tourism sector among the others.**

**Below you find a list of the most relevant platforms.**

**Do you know about these platforms, and to what extent?**

	no, I don't	very little	well	very well
Eures	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drop' pin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism Business Portal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. Have you ever used one of the above platforms?**

Yes

No

**6. If yes, how do you think these platforms can be improved to meet the needs of the tourism sector and increase the mobility across Europe?**

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**7. What are, in your opinion, the skills that need to be further developed in view of future market challenges?**

	irrelevant	fairly important	important	very important
intercultural skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Inter-personal skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
green/blue skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
digital skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

skills to improving accessibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Knowledge of languages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Managerial skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing/promotional skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cooking skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entrepreneurial skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other - please specify	<hr/>			

**8. In your opinion, through which means/actionsthe EU initiatives, programmes and platforms promoting skills development can be better adapted to the tourism sector?**

	irrelevant	fairly important	important	very important
by fostering mobility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
by creating better synergies with national/regional levels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
by focussing on specific sub-sector or industry segments (e.g. hospitality, tourism agents ...)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
by creating better synergies with the industry	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
by improving the image and perception of jobs in the sector	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
other - please specify	<input type="checkbox"/>	<hr/>		
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	<hr/>			

**9. Please suggest which concrete initiatives could be taken at EU level to promote a stronger link between education providers, mobility and the labour market. Please select all that applies.**

- Establish a platform to consolidate performance check of tourism education and to identify priorities and actions to be rolled out at national level
  
- Promote and enhance existing EU initiatives and tools for skills in the tourism sector (e.g. European Skills Alliance, European Alliance for apprenticeships, Eures, Dropp'in) , particularly through the ESF and Erasmus+ mechanisms

Promote information about skills needs and effective approach to skills development in the tourism sector through relevant existing mechanisms (e.g. Virtual Tourism Observatory, EU skills Panorama, etc.)

Promote tools for mobility of apprentices and trainees across the EU, for the tourism sector

Support and develop common European curricula in VET and higher education for the tourism sector

Support the establishment of a European Academy for tourism

other - please specify

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**10. Please identify actors needed. Select all that applies.**

European Commission (DG GROW, EMPL, EAC)

Erasmus+ national agencies

Vocational education

Higher education

Management schools

Tourism industry and associations

National and local authorities involved in tourism policy

National and local authorities involved in education

Trade unions

Other - please specify

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**11. Please suggest some concrete initiatives to be taken at EU level to promote the image and perception of tourism careers:**

Awareness –raising campaigns

Information campaigns through schools and higher education

Brochures

Blogs

Webinars

Other - please specify

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***Thank you very much for your contribution!***