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HELIX: Entrepreneurial Learning Exchange Initiative for Sustainable Hospitality SMEs in the Balkan-Mediterranean Region

Contract No. BMP1/1.3/2616/2017

Workshop for building capacity of umbrella organizations to support sustainable hospitality

21 February 2019

Проектът е съфинансиран от Европейския съюз и националните бюджети на участващите страни.
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Theme:

Next Tourism Generation

21.02.2019
Varna, Bulgaria

Presenter: Maya Ivanova
Varna University of Management
Zangador Ltd.

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Generations Approach for the future

- **Who are the future travellers?**

Generation X, generation Y (Millennials) and generation Z (Google kids)

- **Who are the future tourism employees?**

Generation X, generation Y (Millennials) and generation Z (Google kids)

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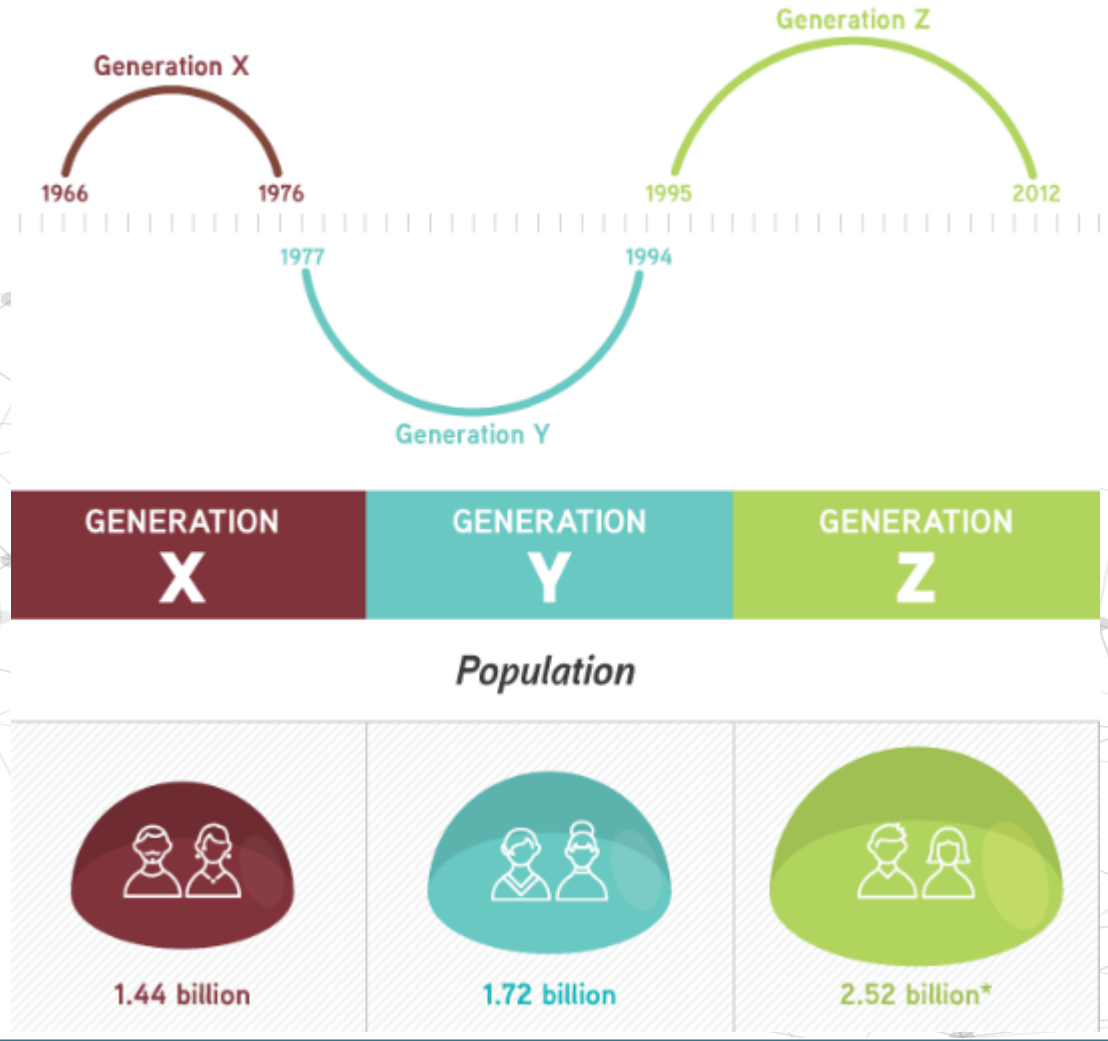

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The new trends in tourism

Adventure and wellness trips go on the top

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The new trends in tourism

New destinations emerge to reflect the climate changes

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The new trends in tourism

- **Ecological and educational tours are in demand**

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The new trends in tourism

- **Travellers enjoy local experience, culture and atmosphere**

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The new trends in tourism

- **Total invasion of technologies throughout the whole tourism and hospitality industry**

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How the future employees to approach the future travellers, considering the future trends?

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Project title: The Next Tourism Generation Alliance

Programme: Erasmus+

Key Action: Cooperation for innovation and the exchange of good practices

Countries: Italy, UK, Spain, Germany, Netherlands, Hungary, Ireland, Bulgaria

Duration: 4 years

Start date: 1st Jan 2018

Budget: almost € 4 ml

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Next Tourism Generation Alliance

https://www.facebook.com/nexttourismgeneration/

https://twitter.com/NTGAlliance

#NTGskillsalliance

https://www.linkedin.com/company/next-tourism-generation-alliance/

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Project scope:

To establish a BluePrint for Sectoral Skills Development in Tourism

1. To create transformative cooperation in five key tourism sub-sectors: accommodation, food and beverage operations, travel agencies/tour operators, visitor attractions, destination management
2. To define a scalable mechanism model for embedding new skills in an alliance of the industry and educational organizations at regional, national and European level
3. To contribute to a more competitive tourism industry in Europe by integration of digital, green and social-cultural skills and Specialist Sub-Sector Skills Sets in the preparation, training and learning of tourism professionals

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Project objectives:

- to improve the relationship between Industry and Educational Providers in the Tourism sector
- to provide concrete innovative and highly relevant Skills Products and Tools and respond to skills needs
- to provide a detailed assessment of the current and anticipated skills shortages, gaps and mismatches in the sector
- to develop a common methodology for assessing the current situation, anticipating future needs and monitor progress to respond to skills gaps
- to identify, describing and indicating priorities for the review or the establishment of new qualifications
- to improve image of tourism career pathways at company and educational level

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Professional and Personal Skills:

- **Digital/technological**: online marketing, data analytics, use of AI, robotics, mobile technology, VR/AR applications, conversational interfaces.
- **Green**: Resource management to recycle and manage waste, water and energy services including principles of circular economy in the design and management of tourism value chains, sustainable design and management techniques of hotels and sustainable tour packages.
- **Social**: Behavioural and practical attitudinal competences in interpersonal communication, accessible tourism knowledge, gender equality, cross-cultural understanding and customer service

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NTG End Users:

The Blue Print strategy will directly assist destinations, enterprises and higher education institutions to support regional strategies and plans in employment and sustainable development.

The NTG approach, modules and learning methods will be integrated into the current European VET system, providing a standard benchmark for sustainable tourism management, digital and technological innovation and social skills in tourism.

Target Countries: **Italy, UK, Ireland, Spain, Hungary, Germany, Netherlands, Bulgaria**

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NTG Short-Medium Term Results:

- Skills Assessment Methodology
- Industry Led Skills Groups (i.e., associate partner groups)
- NTG Skills Matrix
- European Framework for NTG products (ECVET, EQAVET, ESCO)
- Case Studies of Best Practices
- New European NTG Modules quality tested
- Guidelines for Human Resources Departments/Educational Organizations
- NTG Skills Toolkit

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NTG Long term results (2019-2020 and beyond)

1. BluePrint Strategy and Action Plan
2. The NTG Established Partnership
3. N.3 NTG start-up hubs
4. Multiplier effects through regional funds in the eight countries and beyond

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The NTG survey is on right now!

We would like to ask you to participate and contribute to the idea

This is the best way your voice is heard and considered by the European institutions!

Please, answer the questions and return back the sheets or send them by e-mail!

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Thank you for your attention!

Contacts:

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