



The Next Tourism Generation project publish a Blueprint Strategy and Action Plan for addressing digital, social and green skills needs in the European tourism

WHY a Blueprint?

Building on previous work by the European Commission and sectoral partners to address skills gaps in tourism, the NTG Alliance is one of the Sector Skills Alliances set up as part of the Blueprint for Sectoral Cooperation on Skills. Each Sector Skills Alliance is funded by the European Commission Erasmus + KA2 programme and was tasked with setting up a Blueprint to help direct the way forward for skills development across a wide range of stakeholders. Thus, the NTG Alliance has developed the first Pan-European Skills Blueprint for the Tourism Industry, presented in this document. The Blueprint provides a roadmap for addressing digital, social and green skill needs in the tourism sector in Europe through transformational collaboration between industry, education, social partners and government.

This Blueprint sets out a comprehensive methodology to respond to the need for a sectoral skills strategy that is innovative, relevant, and responsive to the current and future skills scenario for the tourism sector. Importantly, it also builds on previous research such as the European Commission's Tourism Skills Mapping exercises and Panorama Skills in Tourism and work by the European Centre for the Development of Vocational Training.

Target Audience

Based on their involvement in sectors covered by the tourism ecosystem, the main stakeholders are businesses, higher education institutions and Vocational Education Training (VET) Providers, social partners, government, and other skills based organisations such as quality assurance agencies, trade associations, private training providers.

Blueprint Contents

The Blueprint consists of several key elements and associated tools (highlighted below), to support skills development and identify skills gaps for employers, employees, students and training organisations. The Blueprint takes a solutions-focused approach to addressing skills needs within the tourism and hospitality industry in a coherent and coordinated way.

- The NTG Skills Assessment Methodology (SAM) aims to help government departments and major employers to continuously and longitudinally identify, assess, and monitor skills needs.
- The NTG Tourism Sector Skills Toolkit provides a practical tool for industry and education providers to offer innovative, flexible and relevant learning and training methods within the core areas of digital, green and social skills.
- The NTG Skills Matrix, is a flexible international careers platform and competency skills database to help support training development. The technical version is available as the Online Skills Matrix.
- The NTG Skills LAB builds on the Skills Matrix to create a wider series of practical functionalities to assess skills gaps for end-users including employers, employees, HR professionals, trainers, students, universities, local authorities and companies.
- The Quality Skills Standards Framework explains and illustrates the different national organisations working to support quality standards and integrating new skills into training & educational curricula. This will help stakeholders to recognize the key factors, which influence the integration of new skills content and quality skills delivery for education institutions and industry training providers.

Future engagement in skills development

The NTG Alliance has, over the past four years, delivered a series of tools and outputs with a practical focus to support upskilling, reskilling and acquisition of new digital, green and social skills within the tourism sector, to help reduce the impact of COVID-19 and other external forces on tourism. As we emerge from the COVID-19 crisis into a recovery phase, the NTG Alliance will continue to support skills development through addressing priorities and supporting actions. The NTG tools described in this blueprint will play a key role in these activities.

Throughout the project the NTG partnership actively supported the European Commission in the implementation of the Pact for Skills in the tourism sector. This included participation in the process of engaging key stakeholders, and in defining the Pact's key performance indicators, thereby ensuring the exploitation of the wealth of knowledge, methodologies and operational tools developed by the NTG project. Additionally, eight of the NTG project partners are part of the PANTOUR consortium, tasked with implementing the Blueprint for tourism skills development for the sector over the next four years. The PANTOUR project will build on the substantial collaborations, achievements and outputs of the NTG project, ensuring that skills shortages, gaps and future needs of the tourism sector in the European Union, particularly in the area of digitalization and sustainability, continue to be addressed.

About NTG

The Next Tourism Generation Alliance (NTG) is the first European partnership and alliance for improving a collaborative and productive relationship between education and industry. The NTG Alliance will provide employees, employers, entrepreneurs, teachers, trainers and students with a set of Core NTG modules in digital, green and social skills. In total, 14 partners represent the whole tourism sector including specialists in hospitality, food and beverage, travel agencies, attractions, and recreation. Drawn from 8 EU countries (Italy, UK, Spain, Bulgaria, Hungary, The Netherlands, Germany and Ireland), the consortia comprise: Federturismo Confindustria, Technological University Dublin, UnionCamere, University of Sopron, European Federation of Rural Tourism, Cardiff Metropolitan University, Deutsches Seminar für Tourismus (DSFT), Alicante University, People 1st, Breda University of Applied Sciences, VIMOSZ, Varna University of Management, CEHAT, ATLAS.

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