



A solution-focussed approach to attracting and retaining staff in tourism and hospitality



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PANTOUR hybrid event

1-year anniversary tourism LSP

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EU TOURISM ECOSYSTEM

FACTS & FIGURES



>20 Million employees



10% of GDP



99.8% SMEs



Micro-enterprises



37% under 35



Seasonality



25% low-skilled



Lacking 1 million workers!



Low wages



Short-term contracts

Still -EU #1 tourist and travel destination in the world!

Transition Pathway for Tourism

- Actions and measures towards achieving the twin **green + digital transitions**, strengthening **resilience** of the sector
- Relevant topics and actions related to **skills** (under resilience):
 - Awareness raising on **skills needs**, changes in tourism demand and opportunities;
 - Developing and renewing **tourism education**, new skills **profiles**, national, regional and local **skills partnerships** through the Pact for Skills;
 - **Fairness** and **equality** in tourism jobs (stable and decent employment, fair and equal pay, respect of worker's right, working contracts and gender equality)

EU Skills Agenda

- **the EU needs a paradigm-shift on skills, lifelong upskilling and reskilling need to become the norm**, to harness the digital and the green transitions and achieve a prompt and fair recovery from COVID-19 crisis, ensuring:
 - sustainable competitiveness, social fairness, strong resilience.
- **Two targets defined in the Skills Agenda for 2025 have been expanded to 2030**, with a high profile in the EU policy agenda:
 - the **headline skills target** welcome by EU leaders in Porto in May 2021: 60% of adults should participate in learning every year by 2030 (up from 34% in 2016) – as a milestone: 50% by 2025
 - the **basic digital skills target** of the Digital Decade Compass: 80% of people with basic digital skills by 2030 (up from 56% in 2019) – as a milestone: 70% by 2025
- The Skills Agenda aims at putting in practice two principles of the **European Pillar of Social Rights**: principles one (right to education, training, lifelong learning) and four (right to re-qualification).

Skills

one way to help tackle the shortage...



2023 European Year of Skills

Green skills

- Sustainable practices
- Waste treatment & water management
- Working with local supply chains
- Use of renewable energy sources

Digital skills gaps – TOP 5

- Artificial intelligence and robotics
- Computer Programming
- Data analytics, intelligence, big data
- Hardware technologies (VR/AR)
- Website development skills

Social/soft skills

communication, customer service, languages entrepreneurial skills...



EU Pact for Skills

Large-scale Partnership in Tourism

Main deliverables of the Skills Agenda

- ✓ Three skills policy Council Recommendations on vocational education and training (November 2020, followed by the Osnabrück Declaration), individual learning accounts (June 2022) and a European approach to micro-credentials.
- ✓ The Pact for Skills has more than 1 000 members and 14 large scale partnerships.
- ✓ The Cedefop Skills OVATE is the first major skills intelligence tool, operational since March 2021.
- ✓ 14 Member States have engaged in national skills strategies.
- ✓ The taxonomy of skills for the green transition is available within ESCO and the green competence framework GreenComp is available.
- ✓ The Digital Education Action Plan was adopted, the revised Digital Competence framework DigComp 2.2 is available.
- ✓ The new action plan on the social economy was released and the WEgate platform for women entrepreneurs is available.
- ✓ 17 Member States are developing individual learning accounts schemes through the Recovery and Resilience Fund and/or the ESF+. (*Action 9*)
- 6 ✓ The new Europass platform is operational since August 2020. (*Action 11*)

Apart from skills policy, what can EU do?

- Skills **funding**: ESF+, ERDF, Erasmus+...
 - [Guide on EU funding for tourism \(europa.eu\)](https://europa.eu)
- More **flexible** legislation (services, mobility of **regulated professions** i.e. tourist guides, ski instructors)
- **Communications campaigns** to improve image of the sector
 - **Promotion** of best practices/examples in Member States at EU level
- **Legal migration** initiatives (Talent Pool for UA refugees, Talent partnerships with third countries for hospitality sector)

The JPP project

'Addressing staff and skills shortages in the tourism sector'



Motivated young professionals working on staff shortage issue



Strong analysis - help diagnose the causes of the problem!



Innovative ideas!

- How can we attract young jobseekers to tourism jobs?
- How do we get the youth interested in education and training related to tourism?
- How can tourism jobs be made more attractive and rewarding, especially for SMEs and micro/nano-SMEs



Ideas on communication!

- How can we disseminate good practices and examples to unemployment officers, SMEs and VET providers across the EU?



EU action level

- What more can we do at EU level to improve the employment situation in tourism?

Results expected

Concrete ideas and examples,
information materials,
data analysis to support skills
partnerships, SMEs and other stakeholders

Closing considerations

- (Lack of) Skills might not be the biggest barrier to entry into the labour market
- Attractiveness of the job itself
 - Pay, working conditions, flexibility, limited contracts.....
- Hiring staff in innovative ways – attracting youth through interesting competitions, gamification, use of the metaverse as a complement to travel and tourism?
- DG GROW tourism team will continue to support tourism businesses to the best possible extent

Thank you for your attention

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