

**Next Tourism Generation  
online public conference**

The next steps for the  
European Tourism Sector

**10:00-17:15 CET  
18 November 2021**

Sessions by experts on  
skills development

**Webinar “Next Tourism Generation:  
Building a skilled workforce”**



With the support of the  
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## **Next Tourism Generation Online public conference 2021**

The next steps for the European Tourism Sector

### **“Building a skilled workforce”**

Sessions by experts on skills development

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The nature of the tourism industry is complex, but it also has the potential to influence positive change. Commitment from all organizations in the tourism field is an essential factor in working together to rebuild tourism. It is necessary to develop an agile and future-proof sector, both in the short and long term. This means investing in human capital whilst preparing for digital developments and planning for more sustainable and impactful tourism solutions. But how do we as a travel sector really make a difference so that it will also change. How do we enable connections between education, industry, and governments and what digital, green, and social implications are needed for future employment?

During this conference, we aim to bridge this gap by providing more information and context on the necessary skills that the industry demands. How to Upskill and Reskill and collaborate on this? We partner with some of the best experts, organizations, and educational institutions from inside and outside the tourism sector to provide participants with the highest level of expertise and share insights from our Next Tourism Generation Project.

The public conference will be held on 18 November 2021, 10.00 – 17.15 CET and it will take place online. In 4 modules of 1.5 hours, experts will talk about key topics:

- Module 1 – 10.00-11.15: Upskilling and reskilling in tourism and hospitality
- Module 2 – 12.00-13.15: Addressing skills needs with innovative collaboration
- Module 3 – 14.00-15.15: Integrating new skills into industry and education curricula
- Module 4 – 16.00-17.15: Envisioning a skills partnership in the tourism sector

Delivered by international experts, including among others: Natalia Bayona, Director Innovation, Education and Investments at UNWTO; Andrew Crisp, founder CarringtonCrisp; Sanna-Mari Renfors, Research Manager and the Head of the Center for Tourism Business Development in Satakunta University of Applied Sciences; Saskia Griep, co-founder and CEO of Better Places and ideator of the Better Tourism Academy; Theodor Grassos, Secretary General at European Association of Institutes for Vocational Training; Dr Ralf Burbach, Head of the Hospitality Management Discipline and Assistant Head of the School of Hospitality Management and Tourism, Technological University Dublin; Hristo Yanev, Serial entrepreneur and practice lecturer at ITB Berlin, WTM London, Emirates Academy of Hospitality, Varna University of Management, University College Birmingham and more; Jenny DeSaulles, Director of Sector Development within Fáilte Ireland; Frances McGettigan, lecturer in the Technological University Shannon Midlands and Mid-West known as TUS in Athlone in Ireland; Vicki Wolf, ABTA Partnerships Manager (Education); David Scott, Dalarna University of Sweden; Christine Garbe, DSFT; Barbara Neuhofer, Professor and Head of Experience Design at the Department of Innovation and Management in Tourism at the Salzburg University of Applied Sciences, Austria; Elfa Kere, Policy Officer for tourism in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs; Kerstin Howald, Tourism Sector Secretary at the European Federation of Trade Unions in the Food, Agriculture and Tourism (EFFAT) and more.

## Calendar of the Event

Thursday, 18 November 2021 | 10.00 – 17.15 CET

*This is an online event, registered delegates will receive the link prior to the event*

### 10.00-11.15: Module 1 - **Upskilling and reskilling in tourism and hospitality**

- Natalia Bayona, Director Innovation, Education and Investments at UNWTO
- Andrew Crisp, owner CarringtonCrisp
- Sanna-Mari Renfors, Research Manager and the Head of the Center for Tourism Business Development in Satakunta University of Applied Sciences, Finland
- Saskia Griep, co-founder, and CEO of Better Places and ideator of the Better Tourism Academy
- Lobke Elbers, Communication Manager Next Tourism Generation Alliance and conference module moderator

**Link to live stream:** [https://youtu.be/u\\_wNKkLB8Lo](https://youtu.be/u_wNKkLB8Lo)

### 12.00-13.15: Module 2 - **Addressing skills needs with innovative collaboration**

- Dr Ralf Burbach, Head of the Hospitality Management Discipline and Assistant Head of the School of Hospitality Management and Tourism, Technological University Dublin (Ireland)
- Hristo Yanev, Serial entrepreneur and practice lecturer at ITB Berlin, WTM London, Emirates Academy of Hospitality, Varna University of Management, University College Birmingham and different worldwide events
- Jenny DeSaulles, Director of Sector Development within Fáilte Ireland
- Dr. Fernanda Rabelo, researcher at the School of Hospitality Management and Tourism in Technological University Dublin, currently working in the Next Tourism Generation Skills Alliance and conference module moderator

**Link to live stream:** [https://youtu.be/mB69\\_i1Cerk](https://youtu.be/mB69_i1Cerk)

#### 14.00 – 15.15 Module 3 - **Integrating new skills into industry and education curricula**

- Frances McGettigan, lecturer in the Technological University Shannon Midlands and Mid-West known as TUS in Athlone in Ireland
- Vicki Wolf, ABTA Partnerships Manager (Education)
- David Scott, Senior lecturer at Dalarna University in Sweden
- Christine Garbe, Expert of Tourism-Sector and Policy at Deutsches Seminar für Tourismus
- Dr. Sheena Carlisle, Senior Lecturer in Tourism Management at Cardiff Metropolitan University and conference module moderator

**Link to live stream:** <https://youtu.be/gliy6xUJ33U>

#### 16.00 – 17.15: Module 4 - **Envisioning a skills partnership in the tourism sector**

- Dr. Barbara Neuhofer, Professor and Head of Experience Design at the Department of Innovation and Management in Tourism at the Salzburg University of Applied Sciences, Austria
- Elfa Kere, Policy Officer for tourism in the Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs
- Kerstin Howald, Tourism Sector Secretary at the European Federation of Trade Unions in the Food, Agriculture and Tourism (EFFAT)
- Klaus Ehrlich, General Secretary Ruraltour and coordinator Pact for Skills in Tourism at NTG-Next Tourism Generation Alliance
- Rino Vitelli, Senior Advisor in Tourism and Project Manager, Coordinator Next Tourism Generation Alliance for Federturismo Confindustria and conference module moderator

**Link to live stream:** <https://youtu.be/p3zwDXRfnpw>

## 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 1<sup>st</sup>, Breda University of Applied Sciences, VIMOSZ, Varna University of Management, CEHAT, ATLAS.

[The Next Tourism Generation: Building a skilled workforce - NTG](#)