

Next Tourism Generation Alliance

The Next Tourism Generation Alliance (NTG) is a Sector Skills Alliance for implementing a new strategic approach – **Blueprint** – to sectoral cooperation on skills. It is a four year project under Erasmus+. The project is coordinated by Federturismo Confidutria.

Europe is the number 1 destination in the world: 620 million international arrivals in 2016

Tourism is the 3rd largest economic activity in the EU (after distribution and construction)

Dominated by SME's (>90% - 3.4 million)

Direct and indirect contribution (10% of EU GDP)

Spill over effects: agro-food, transport, construction, retail, culture, design, etc.

Tourism labour market: 12 million jobs and 5 million additional jobs expected in the next decade

Characteristics of the tourism labour market: young people (13% aged between 15 and 24) - Female workers (58%) - Migrants (15%) - People of all ages and skills

There is a mismatch between the needs of industry and the education offer

Major skills gaps (basic/soft skills needs, specific skills and emerging skill needs)


Limited understanding of the needs of employers by education providers


Poor image of tourism careers: Negative perception of job quality (part-time, irregular hours, lower pay, fewer benefits, limited career prospects)


 The European Commission is therefore focusing on an European partnership for implementing a long-term strategy for skills development in tourism and has initiated a 4 year Erasmus+ project, the Next Tourism Generation Alliance, with its main goals::


- Enhancing cooperation among key stakeholders
- Overcoming the mismatch between offer and supply
- Raising awareness about EU programs and tools and supporting transnational mobility
- Enhancing the image of tourism careers
- Identifying and designing new or adapted VET of HEI curricula or qualification standards
- Action plan for roll-out at national / regional level


 The Next Tourism Generation Alliance (NTG) will establish a Blue Print for Sectoral Skills Development in Tourism to; strengthen the relationship between Industry and Education; respond to the skills needs of the Tourism sector; offer concrete, innovative skills solutions.


 These goals will be developed and implemented in partnership with businesses, professional associations, trainers, students, university departments and local authorities.


 It will focus on the skills gaps in **digital**, **green** and **social** skills and in specialist sub-sectors, i.e. **Destination Management, Blue Economy Tourism, Heritage Interpretation, Gastronomy** and the **Collaborative Economy**.

 Flexible learning and training methods will enhance skills responses and provision to ensure a competitive, sustainable, contemporary and authentic visitor experience.

 The Blue Print will support destinations, enterprises and higher education institutions to deliver regional strategies for employment and sustainable development.

 Integration of new modules into the European VET system will provide a benchmark for sustainable tourism management, digital and technological innovation and social skills.

 One of the outcomes will be a Tourism Skills Hub. This will support Business and Education partnerships to address skills gaps using innovative methods of learning and improving the image of tourism professions.

 The project will adopt a market-led approach that includes in-house training, Continuing Professional Development, Work Based learning, Higher Apprenticeships, Flexible Online modules and learning methods.

14 partners represent the whole Tourism sector including specialists in hospitality, food and beverage, travel agencies, attractions and recreation. Drawn from 9 EU countries, the consortia comprises:

Tourism Sector Representatives

- UnionCamere – Italy
- Eurogites
- IHK Academy Chamber of Commerce – Germany
- Federturismo Confidutria – Italy
- People 1st – United Kingdom
- VIMOS – Hungary
- CEHAT – Spain

Universities – HEI's

- Dublin Institute of Technology – Ireland
- University of Sopron – Hungary
- Cardiff Metropolitan University – United Kingdom
- Alicante University – Spain
- NHTV Breda University of Applied Sciences – the Netherlands
- Varna University of Management – Bulgaria

ATLAS – Association of Tourism Leisure Education and Research in Europe

Soon at:

