



The Next Tourism Generation (NTG) is an Alliance for implementing a new strategic Blueprint approach to sectoral cooperation on skills.

“The blueprint strategy will respond to skills gaps in tourism and hospitality”

This European Commission Project aims to develop, deliver and test NTG Skills Products for professionals, trainers, students and companies to respond to the "fast changing" and increasing gaps in digital, green and social skills sets.

Project Objectives

- To improve the relationship between Industry and Educational Providers in the Tourism sector;
- To provide 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 monitoring progress to respond to skills gaps;
- To identify, describe and indicate priorities for the review or the establishment of new qualifications;
- To improve the image of tourism career pathways at company and educational level.

3 Core Skills Sets

DIGITAL

GREEN

SOCIAL

5 Subsectors



Food & Beverage



Accommodation

Visitor Attractions



Destination Management



Travel Agents & Tour Operators



Key Tourism Statistics

- Europe is the number 1 destination in the world: 620 million international arrivals in 2016
- European Tourism labour market: 12 million jobs and 5 million additional jobs expected in the next decade
- Tourism is the 3rd largest economic activity in the EU

The NTG Alliance creates a Skills Development Agenda in digital, social and green skills. NTG bridges the gap between education and industry, progresses the skills needed and enhances tourism career prospects.

The Next Tourism Generation Alliance is represented by 14 key partners from 8 countries, all specialized in 1 of the 5 sub-sectors

- **Tourism Sector Representatives:**
 - Federturismo Confindustria - Italy
 - Unioncamere - Italy
 - Eurogites
 - German Tourism Academy (DSFT) - Germany
 - People 1st - UK
 - VIMOSZ - Hungary
 - CEHAT - Spain
 - **Universities - HEI's:**
 - Dublin Institute of Technology - Ireland
 - University of Sopron - Hungary
 - Cardiff Metropolitan University - Wales, UK
 - Alicante University - Spain
 - Breda University of Applied Sciences - The Netherlands
 - Varna University of Management - Bulgaria
- ATLAS - Association of Tourism Leisure Education and Research in Europe

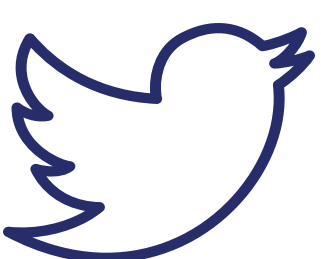
Get involved in the NTG project

If your public department, network, tourism/hospitality company, educational institute or training organization would like to get involved and co-operate within this project and help build the project at the local, national and international level, please contact the NTG "Industry Led" Skills Group and email info@nexttourismgeneration.eu for more information.

More information about NTG



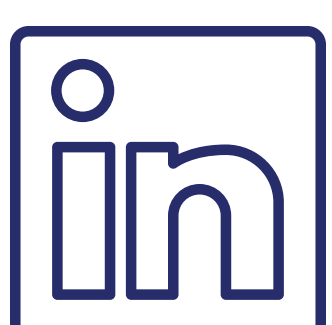
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Next Tourism Generation Alliance