

The Importance of Human Resource Development for Sustainable Tourism

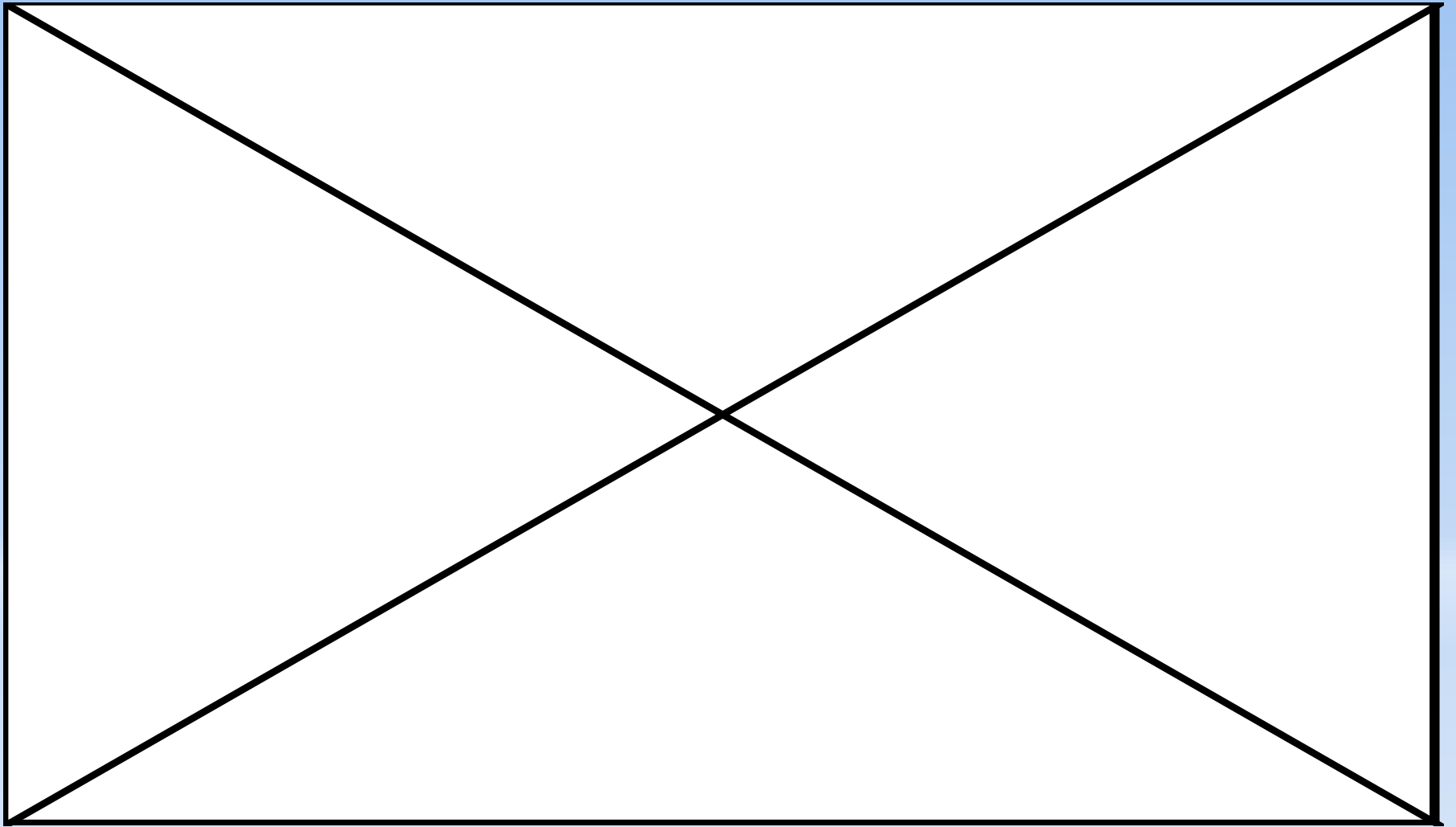
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Grŵp Llandrillo Menai, Wales, UK
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“WTCC tells Travel and Tourism Industry it must drive the sustainability agenda harder.”

- The Travel & Tourism industry needs to put sustainability at the forefront of everything it does and businesses need to lead by example. That is the message from David Scowsill, CEO & President of the World Travel & Tourism Council (WTTC).

- “Tourism can be a threat to communities when it is not carefully planned and managed. It is essential that our standards of ethics and sustainability are of the highest order. The WTTC Tourism for Tomorrow Awards showcase the leaders of sustainable practices today. These inspiring individuals, businesses and organisations follow a path, which other companies need to emulate and follow”.
- People Award – Recognises organisations dedicated to the development of capacity building, training and education to build a skilled tourism workforce for the future.
- LANITH – Lao National Institute of Tourism and Hospitality – Winner of the WTTC 2014 People Award.



Achieving Service Quality Through People:

Tourism Human Resource Development - Vision and Strategic Recommendations

Sustainable Tourism

Definition: “Forms of tourism which meet the needs of tourists, the tourism industry and host communities today without compromising the ability of future generations to meet their own needs”

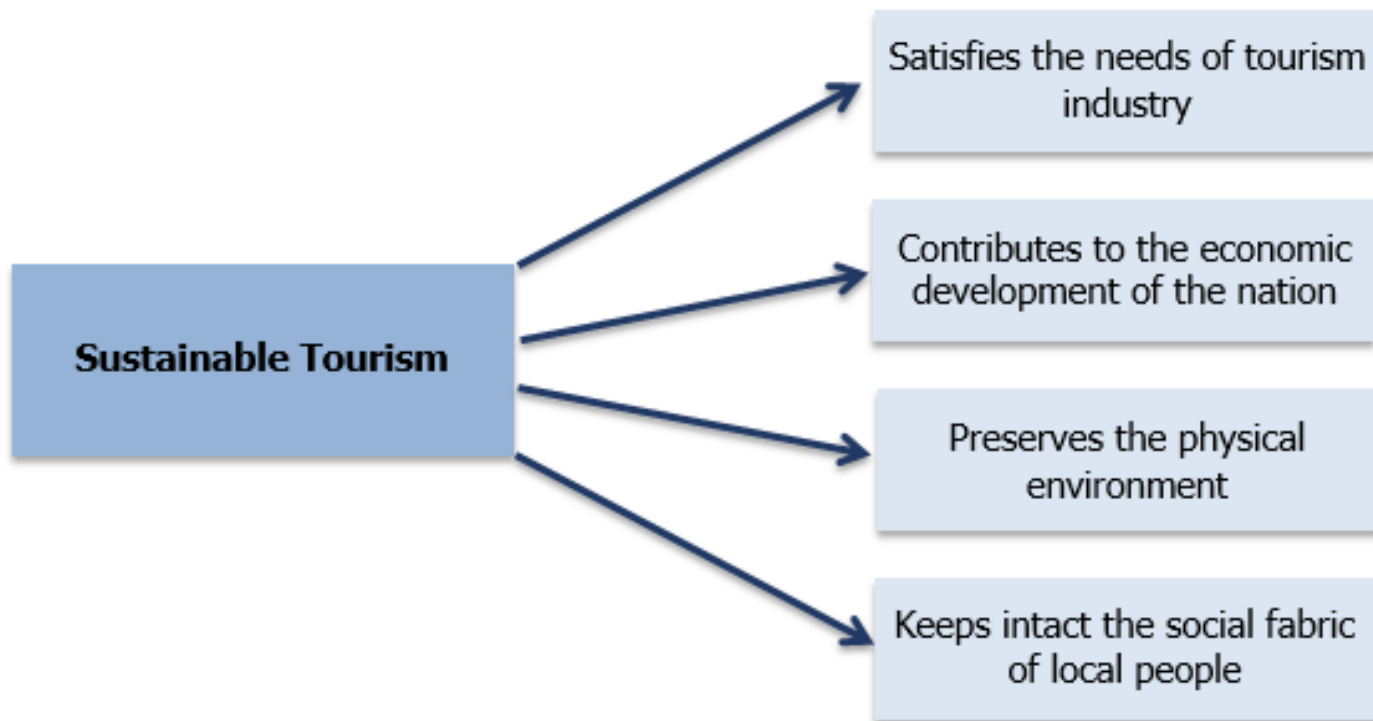
Sustainable Tourism

Definition: “Tourism which is economically viable but does not destroy the resources on which the future tourism will depend, notably the physical environment and the social fabric of the host community”

Sustainable Tourism

Definition: “Tourism which develops as quickly as possible, taking account of current accommodation capacity, the local people and the environment”

Relationship of Various Elements of Sustainable Tourism



The Chronological Development of the concept of Sustainable Tourism

1960	Recognition of the potential impacts of the boom tourism
1970	Growth in the concept of visitor management
1890	The birth of the concept of green tourism
1990	Growth of the concept of sustainable tourism
2000	Awareness of social and economic impact on local communities
2010	Growth in the concept of corporate social responsibility and climate change

Relationship of Sustainable Tourism with Other Similar Forms of Tourism

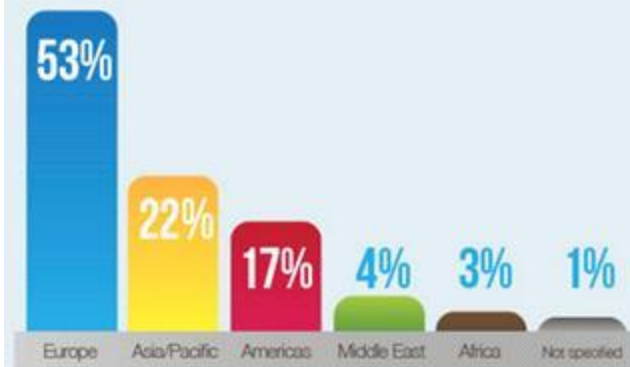


Importance of Tourism and Catering Sector in Europe

- Tourism is one of the largest economic sectors in Europe
- Tourism contributes to 9% of GDP (direct, indirect and induced)
- Additional 7% by related economic activity
- Two million enterprises in Europe
- Seven million jobs in the core industry
- 5% of the total workforce
- Twenty million jobs in total with the related economy
- Additional 8% of the workforce

- Tourism has become a global business
- The number of international tourists (overnight visitors) worldwide grew by 5%
- Europe is known to be the World's largest tourism destination region
- The growth of the tourist industry is irreversible
- The total number of international tourists visiting is expected to be 1.6 trillion by 2020

WHERE DO THEY COME FROM?



WHERE DO THEY GO?



Source: UNWTO (2012)



The tourism sector is also capable of creating 100,000 new jobs per year.

Source: Piet Jonckers. European Commission, DG Enterprise, Tourism Unit (2005)



Sector Skills Alliances

Meeting skill needs through vocational education and training (VET) reform

PILOT PROJECT

TOURISM AND CATERING

The Rationale and Background Behind Sector Skills Alliances

Addressing skills mismatches is one of the most urgent issues facing Europe today, with repercussions not only for economic growth and competitiveness, but also for social cohesion.

To support stakeholders' efforts to respond to the skills challenge through VET reform, the European Commission in 2012 provided funding for four pilot Sector Skills Alliances. The Alliances built are working to develop training in four economic sectors: automotive manufacturing, elderly care, sustainable construction and tourism.

Aim

The overall aim of SSA-TC project is to develop and design an innovative, mutually recognisable and transparent curriculum / qualification based on ECVET principles at EQF level 5 which will meet the specific needs of tourism and catering industry in Europe, at present and in the future.

Work Packages

Work package number	Work package title/description
1	Identification of training needs and skills analysis in the tourism and catering industry across Europe. Develop a website for SSA-TC project.
2	Examination and comparison of current curriculum and qualifications being delivered as part of Initial and Continuous Vocational Education and Training system.
3	Design and develop the curriculum for a brand NEW qualification to meet the needs of employers across Europe.
4	Develop the learning content for the selected modules from the curriculum identified as an on-line learning resource along with the assessment tool.
5	Piloting and testing the NEW qualification developed amongst the selected partners. Evaluating the results from the pilot and making amendments where necessary

Work Packages

Work package number	Work package title/description
6	Implementation of SSA-TC NEW qualification into education programme and the final launch of the product at the final conference.
7	Producing a strategy paper to inform the EU policy makers about the final outcomes of SSA-TC project.
8	Project management and sustainability cannot be over-emphasised as without good project management high quality product and sustainable network cannot be produced.
9	Quality management and assurance will be of prime importance at each stage of the project to ensure that high quality product is produced.
10	Project dissemination will be carried out through the website, European e-mail pool, conferences and seminars by all project partners.

Sector Skills Alliance Tourism and Catering

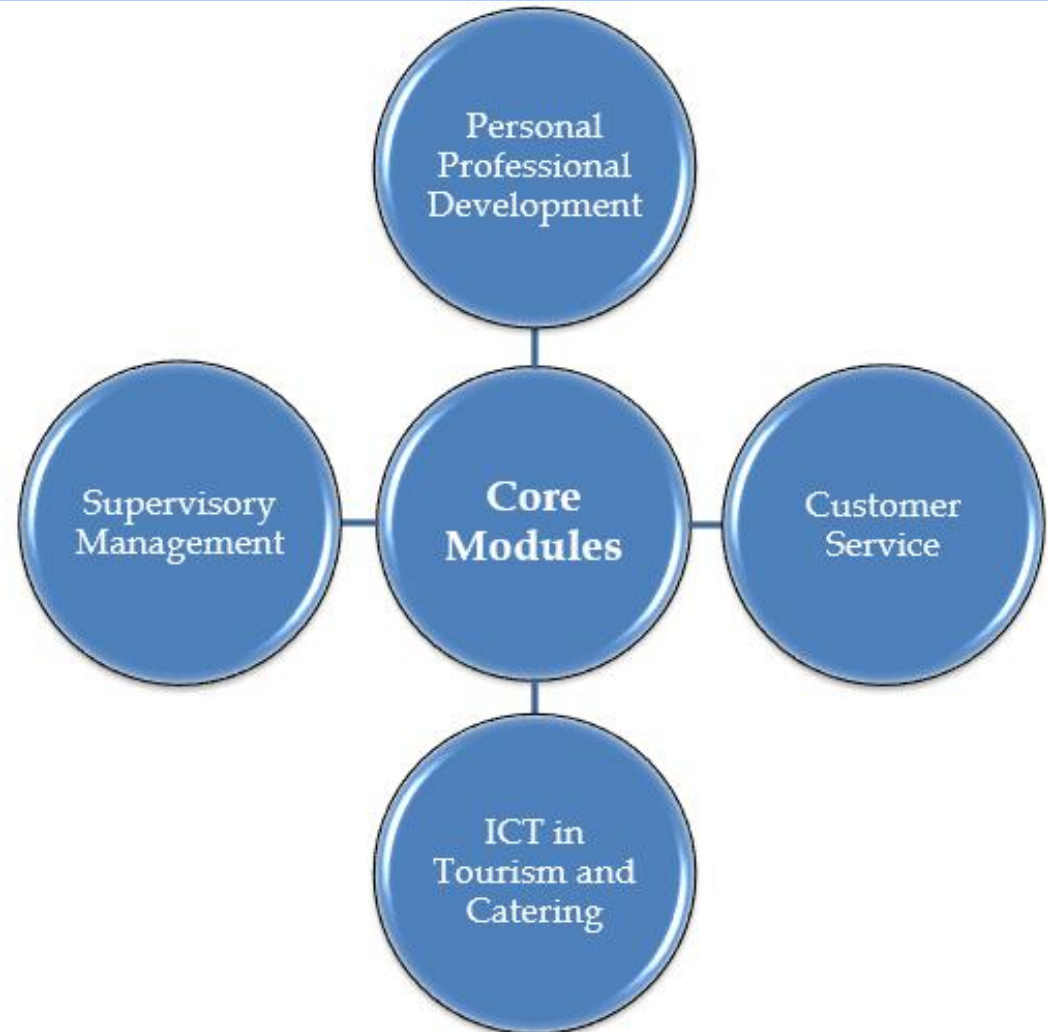
TRAINING NEEDS ANALYSIS

DEVELOPMENT OF QUALIFICATION

Curriculum Gaps Matrix

Curriculum Gaps Identified		Curriculum Gaps Identified	
1	Communication skills	11	Research skills
2	ICT skills	12	Supervisory skills
3	Professional skills (hospitality skills)	13	Leadership skills
4	Behavioural skills	14	Planning and organisational skills
5	Presentation skills	15	Training and mentoring skills
6	Inter-personal skills	16	Customer care skills
7	Employability skills	17	Entrepreneurship skills
8	European internship	18	Setting up of small business
9	Learning in action	19	Innovation (new experiences)
10	Project management	20	sustainability

New
qualification:
European
Advanced
Diploma in
Tourism and
Catering (EQF
Level 5)



Module and Unit Titles

Personal Professional Development

- personal learning and development
- hospitality skills for tourism and catering
- research skills and project management
- learning in action and employability skills

Customer Service

- customer service principles
- Preparing to deliver a customer service training programme
- inter-cultural communications
- conflict management

Module and Unit Titles

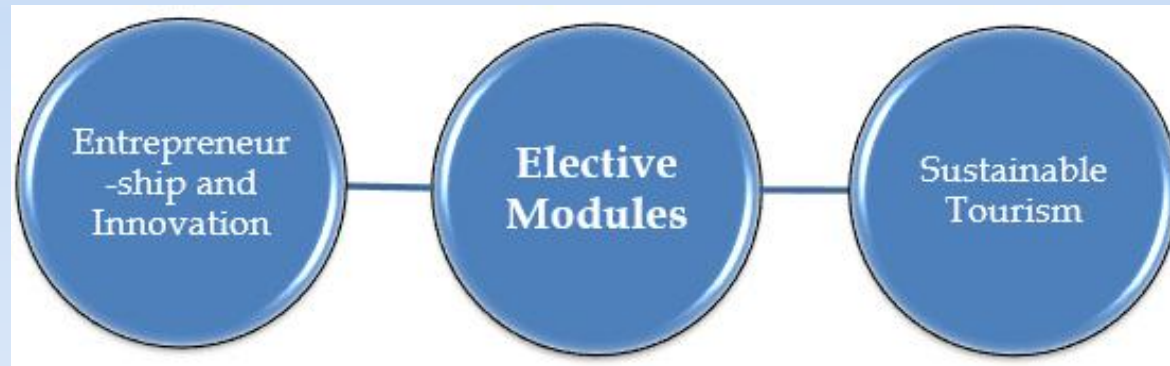
ICT in Tourism and Catering

- application of ICT in tourism and catering
- application of ICT in travel industry
- application of ICT in catering industry
- usage of social media in the tourism and catering industry

Supervisory Management

- supervisory skills within tourism and catering
- leadership skills within tourism and catering
- recruitment / training / mentoring skills
- planning and organisational skills

New qualification: European Advanced Diploma in Tourism and Catering (EQF Level 5)



Module and Unit Titles

Entrepreneurship and Innovation

- Entrepreneurship within tourism and catering
- Innovation within tourism and catering
- setting up of small business
- small business enterprise

Sustainable Tourism

- sustainable environment and sustainable tourism
- accessible tourism
- rural tourism
- agri-food tourism



THANK YOU

FOR YOUR ATTENTION



**FOR FURTHER INFORMATION
PLEASE VISIT THE PROJECT WEBSITE**

www.ssatc.eu

ANY QUESTIONS

Presented by Dr Shyam Patiar