

# T4T Skills Group

## Renewing Tourism Education



**Preliminary results from**  
Subgroup 3: Reach everybody  
Subgroup 4: What do trainees expect

Klaus Ehrlich –  
subgroup coordinator

## Subtopic 3 - Reach everybody through adaptation to new demands and methodologies

### Current situation and challenges

- The formal education system is strongly focused on initial training before starting to work / career. Too theoretical, graduates are often not directly employable
- Micro- and nano SMEs, self-employed or part-time activity make up for 90% of services but have limited or no access to re- and upskilling
- High proportion of horizontal entries of workforce without previous tourism training
- Available training actions tend to be too long and sometimes, abstract for needs of micro-nano services
- Often low awareness of the needs and benefits to train and upskill; considered a “loss of precious working time”
- Needs of persons with capacity impairments, both on the side of trainees and of visitors (and how to interact with them).
- Potential of immigrants

### Suggestions to address them

- Extend the formal education (HE, VET) to new training activities aimed at re- and upskilling of active workforce
- Make the education system more flexible and practical: blended learning, project work, hybrid classes, mentorships, apprenticeship ...
- Provide access to training for every citizen (personal learning accounts)
- Curricula templates for quicker implementation of new skills, qualification, competences.
- Micro-credentials to build up for full recognized qualification over time
- Incentivize the participation in re- and upskilling, ie. as requirement for obtaining licenses or grants

## Subtopic 4

# What do trainees expect and need from training and tourism career

### Current situation and challenges

- Staff shortages in tourism are widely due to the reputation of work conditions in this sector
- Zero-sum competition for young talent in situation of ever-tighter demography
- Gen Z and Gen Alpha priorities for work, pay, career, ... shift considerably from Millennials and Gen X: fulfillment and purpose in work, diversity, respect, work-life balance, immediate results.
- New approaches of life-work-organisation and balance

Tourism provides excellent potential match with these expectations, but this requires adapting the model.

### Suggestions to address them

- Individual and personalized services are highly attractive
- Put the person at the center of training (personalized qualification path) and job
- Flexible work schedule
- Collaborative staff management
- Train attitudes and social competencies (i.e. via methodologies)

## Policy recommendations

- Many of the suggested actions are already anchored in EU policy documents, however they are not sufficiently or unequally implemented by MS.
- Provide specific implementation support by ringfencing EU program resources (ESF, Erasmus+, ... )
- Showcase best practices cases and experiences, ie. via Pact for Skills Tourism LSP, T4T platform, conferences, online repositories.
- Stakeholder brainstorming “out of the box”, with specific involvement of under-represented or upcoming disruptive / challenging voices
- Pilot actions
- Single access point to information