

“Blueprint for sectoral cooperation on skills in tourism: Enhancing the image of careers in the tourism sector”

“Tourism, a world of opportunities”

Enhancing the image of careers in the tourism sector



“Tourism, a world of opportunities”

Communication & Awareness-raising Campaign

European tourism fast facts

- Europe is the most popular holiday destination in the world
- 500 000 people visit the 28 EU countries every year
- provides jobs to 12 million EU citizens
- largest employer of young people, migrants, part-time workers and women

How do we keep European tourism competitive?

Match job seekers with the skills
the tourism industry needs

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Challenges

- Workforce skills don't meet the requirements of the tourism market
- Poor image of tourism careers and prospects prevents job seekers from entering the sector
- Tourism education & training need to adapt to provide skills needed now and in future
- Low salaries or unsatisfactory working conditions result in high turnover and inability to keep staff
- Lack of strategies to attract and retain skilled people to tourism professions
- Businesses need to embrace the latest digital technologies to stay competitive

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AIMS

- Showcase the positive image of the tourism sector
- Improve the image of tourism careers
- Help job seekers understand the positive aspects of tourism careers
- Help entrepreneurs in the tourism sector to reinforce positive aspects of tourism careers
- Help entrepreneurs to attract the right talent
- Identify job seeker profiles needed most by entrepreneurs
- Facilitate the upgrade of skills
- Enhance visibility and upscaling the use of existing tools and initiatives
- Discover emerging trends and career paths in the tourism sector

“Tourism, a world of opportunities”

How does the campaign enhance the image of careers in tourism?

The portal features the following main sections:

Perceptions & insights of job seekers and businesses

Most popular jobs in accommodation, food & beverage, entertainment, recreation & attractions, travel services

Top tools for job searches and finding employees

Top jobs & skills needed in tourism

EU initiatives to find a job or get trained, to find an employee or get funding

Key research, reports & documents on tourism

Videos of professionals discussing what it's like to work in accommodation, food & beverage, entertainment, recreation & attractions, travel services, education & training

Events with information about all roadshows and registration

Check out [Jobs in Tourism](#)



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How does the campaign enhance the image of careers in tourism?

Join us in **Greece, Ireland, Italy, Malta, Romania** or **Spain**

- Meet and network

Education providers, student unions, universities, national tourism councils, tourism industry associations, tourism support agencies, Chambers of Commerce, NGOs, associations of SMEs, tourism ministries, national tourism associations, municipalities, career offices, social Insurance institutions, employment organisations, media

- Learn more about tourism opportunities & offers
- Stay up-to-date with the latest information & trends
- Connect with job seekers

Get more information or register [here](#)





European
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Thank you