12th World Congress on Snow, Mountain and Wellness Tourism
EDUCATION AND TRAINING
“New Tourism, New Talent, New Work”
Andorra, March the 21th 2024

#ThroughExperiences
#ThroughPotential
“NEW TOURISM, NEW TALENT, NEW WORK”

Tourism is immersed in a context of structural change and must transition towards a new economy, in benefit of both people and the planet.

Tourism shares new challenges and responsibilities with society.

Tourism embodies values such as hospitality, equality, inclusion, respect for others, attention, and care for the territory and culture of the destination.

We are facing a new tourism paradigm, which demands new talent to enhance the competitiveness, innovation, and sustainability of businesses and destinations.

Training, both initial and lifelong, professional experience, and recognition from companies are key to attracting and retaining the talent needed by the sector.
MAIN CHALLENGES OF TOURISM

1. The new climate reality
2. Sustainability – economic, environmental, social, cultural
3. The Impact of Technology and Artificial Intelligence (AI)
4. Mobility
5. Sociological changes
6. Equality and Inclusion
7. Well-being and quality of life
8. The mixed space of residents and tourists
9. Training, Knowledge, and Innovation
10. Recruitment and retention of the new talent needed
TALENT AS A DIFFERENTIAL VALUE

Talent is a driver of change and tourism excellence, enhancing competitiveness, innovation, and sustainability of companies and destinations, and the progressive transformation of the sector.

Talent should be based on education, both initial and lifelong, applied knowledge, professional experience, and on recognition from companies.

Schools and universities must address the talent challenge with engagement and collaboration with the public and private sectors. Companies and destinations must face it with a strong commitment to professionals and the academic world.

Developing the ability to learn will allow us to adapt to the world we live in.
1. Understanding the workforce profile
2. Provide training to managers and middle managers
3. Rethink the rewards system
4. Align hiring with business needs
5. Plan the need for human resources
6. Train and build loyalty
ATTRACT, DEVELOP AND RETAIN TALENT

The key to a leading and competitive sector lies in competitive companies that are capable of creating economic and social value in balance, assuming the challenges and responsibilities they share with society: sustainability, digitalization, AI, innovation, mobility, equality, inclusion, talent...

Tourism is a sector of human capital. Focusing on people means focusing on teams, clients, and the community.

Professionals are the solution to the challenges of tourism.

- PREPARED Professionals - Quality of Talent
- VALUED Professionals - Quality of Work
- PROUD Professionals - Quality of Tourism
The success of an organization relies on the people who make up its workforce.

Considering businesses and tourist destinations, having employees with the appropriate skills contributes to their sustainable development and the improvement of the well-being of professionals, tourists, and residents.

Some strategies to attract, develop, and retain the talent needed in the sector include:

1. Employer branding
2. Leadership focused on the people and values
3. Collaboration between companies, universities, and public institutions
4. Incorporation of Technology and AI
I. 95% of all SMEs say that it is very (82%) or moderately (13%) important for their business model to have workers with the right skills.

II. This situation holds nearly two thirds (63%) of companies back in their general business activities. Nearly half of them (45%) also say it hinders their efforts to adopt or use digital technologies, and four in ten (39%) see difficulties to green their business activities.

(1) European Year of Skills: Survey highlights skills shortages in small and medium-sized enterprises (SMEs) - Employment, Social Affairs & Inclusion - European Commission (europa.eu)
III. SMEs already apply a broad set of measures to find and retain workers. This includes efforts:

1. To make better use of talent within the company (e.g. staff mobility or job rotation)
2. More investment in training
3. Increasing the attractiveness of jobs in terms of (non-) financial benefits

IV. To make it easier to recruit staff with the required skills, SMEs say they need:

1. Better collaboration with public employment services (58%)
2. Better tools for assessing the skills of applicants (49%)
3. Better tools for assessing the company's skills needs (46%)
4. Easier procedures for recognition of foreign qualifications (38%)
WHAT DOES THE ACADEMIC SECTOR CONTRIBUTE?

- **Research**
- **Public Institutions**
- **University & Vocational Education**
- **Knowledge Transfer**
- **Business Ecosystem**
A learning community where responsible talent for Tourism, Hospitality and Gastronomy is forged.
CETT Barcelona School of Tourism, Hospitality and Gastronomy

CETT is an international Institution for Higher Education, research and knowledge transfer in tourism, hospitality and gastronomy. Affiliated to the University of Barcelona (UB) and authorized by the Department of Education of the Generalitat de Catalunya, CETT offers all levels of Higher Education (undergraduate, postgraduate and master’s degrees), professional education (middle and higher vocational training), and continuous and tailor-made programs for professionals and companies-in person, blended learning and online education.

With 53 years of experience contributing to the professionalization and excellence of the industry, CETT has a university campus with its own application companies: Hotel Alimara (4 stars), and Agora International hall residence.

CETT is a Non-Profit education, we re-invests all profits in the institution and grants nearly half a million euros a year in scholarships.

Accredited nationally and internationally

Number 1 Spanish University
Number 182 Worldwide
CAMPUS CETT

The CETT International University Campus, is an asset of the Spanish tourism knowledge system

33.637m² of facilities

CETT Barcelona School of Tourism, Hospitality and Gastronomy

APPLICATION COMPANIES
Universitary Hotel
International University Residence
## CETT EDUCATION

All level programs in a wide range of specialties

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<th>CETT-UB University Education</th>
<th>UNIVERSITYARY SYSTEM</th>
<th>HIGHER EDUCATION — [EHEA]</th>
<th>Continuous Education</th>
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| Vocational training          | Associate Degrees in: Kitchen, Restaurant, Travel, Events and Accommodation Management | Degree in Tourism  
Degree in International Hotel Management  
Degree in Culinary and Gastronomic Sciences (UB-UPC)  
Degree in Digital Business and Tourism Innovation  
Degree in Marketing, Events and Entertainment | Official Master's and Postgraduate Degrees |
| EDUCATION SYSTEM             | Middle Grade vocational training | Extension Diplomas University / Professional Masters | CUSTOMIZED TRAINING FOR COMPANIES |
| VT FOR THE PROMOTION OF EMPLOYMENT | Professional Certificates SOC – FOAP – Singulares | CONSORTIUM TRAINING | UN Tourism Academy |
NEW PROGRAMS

- Bachelor's Degree in Digital Business and Innovation in Tourism
- Bachelor's Degree in Marketing, Events and Entertainment
- Bachelor's Degree in International Hospitality Management
- Master's Degree in Tourism Innovation Management
- Master's Degree in Tourism Project Management, specialized in
  i. Entrepreneurship and Corporate Innovation in Tourism
  ii. Digital Transformation of Tourism Businesses and Experiences

INTEGRATED PROFESSIONAL TRAINING CENTER IN TOURISM, HOSPITALITY AND GASTRONOMY

Authorized by the Public Agency for Professional Training and Qualification of Catalonia

- To contribute to the qualification of people by adapting to their professional situations and expectations.
- To attend to the immediate and emerging qualification needs
- To be an instrument for innovation programs in the field of professional training in Catalonia
CETT: SOME OUTSTANDING PROJECTS

TURCiT  
(Tourism, Culture and Territory)  
15 researchers

Mission:
Develop projects to improve the competitiveness, management and sustainability of the sector.

Lines of research:
• Tourism and territory
• Cultural tourism
• Film tourism
• Literary tourism
• Educational tourism

GRATiR  
(Tourist Accommodation and Restaurants)  
10 researchers

Mission:
Develop projects that respond to present and future challenges in the sector.

Lines of research:
• Strategy, performance and productivity in tourist accommodation and catering.
• Sustainability in tourist accommodation and restaurants.

GR-CiG  
(Culinary Arts and Gastronomy)  
10 researchers

Mission:
Develop projects to promote, create and transfer gastronomic knowledge.

Lines of research:
• Sustainable Gastronomy
• Gastrohealth and Sensory Perception
• Creativity and Innovation
RESEARCH

THE UB CHAIR OF TOURISM, HOSPITALITY AND GASTRONOMY CETT
A joint initiative of the CETT, the University of Barcelona, the CETT Foundation, and the Barcelona City Council.

V SMART TOURISM CONGRESS
When AI meets Tourism
With the collaboration of:

IX RURAL TOURISM OBSERVATORY
ESCAPADA RURAL – CETT- NETQUEST
A rural tourism research project in Spain, with two studies:
1. The offer of the owners
   Analyzes the general situation of the sector, needs and trends expressed by the owners of rural accommodation.
2. Travelers demand
   Analyzes the degree of penetration of rural tourism and the trends and consumption habits in practice.

With the collaboration of:
What have we done jointly?

1. **Detect the needs** of all campsites in Catalonia through a survey

2. **Define the areas of knowledge** that will be tailored:
   i. Marketing and commercialization
   ii. Digitalization and reservations
   iii. Sustainability
   iv. Talent management

3. **Plan a training calendar**, respecting high activity periods

It is a pioneering initiative that bets on talent and long live learning
THANK YOU!

Dra. Maria Abellananet i Meya
President and CEO of CETT
maria.abellananet@cett.cat

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www.cett.cat