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BLUEPRINT FOR SECTORAL COOPERATION ON SKILLS

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CEHAT - Spain
Brussels, 29th November 2019**



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NTG
Next Tourism Generation Alliance



Federturismo
Confindustria – Italy



Dublin Institute of
Technology – Ireland



UnionCamere – Italy



University of Sopron –
Hungary



Eurogites



Cardiff Metropolitan
University – United
Kingdom



Deutsches Seminar für
Tourismus (DSFT)
Berlin – Germany



Alicante University –
Spain



People 1st – United
Kingdom



Breda University of
Applied Sciences – the
Netherlands



VIMOSZ – Hungary



Varna University of
Management –
Bulgaria



CEHAT – Spain



ATLAS – Association of
Tourism and Leisure
Education and
Research



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AIM OF THE PROJECT:

INCREASE OF INDUSTRY COMPETITIVENESS
THROUGH PROVIDING SKILLS TO PROFESSIONALS



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HOW?



NTG SKILLS
MATRIX

DIGITAL, SOCIAL & GREEN



NTG
TOOLKIT

NEW SKILLS PRODUCTS



BLUEPRINT
STRATEGY

COMPENDIUM OF
POLICIES



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DIGITAL SKILLS

Information and data literacy

- Browsing, searching, filtering data, information and digital content
- valuating data, information and digital content
- Managing data, information and digital content

Communication and collaboration

- Sharing through digital technologies
- Engaging citizenship through digital technologies
- Collaborating through digital technologies
- Netiquette
- Managing digital identity



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DIGITAL SKILLS

Digital content and creation

- Developing content
- Integrating and re-elaborating digital content
- Copyright and licenses
- Programming

Safety

- Protecting devices
- Protecting personal data and privacy
- Protecting health and well-being
- Protecting the environment



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DIGITAL SKILLS

Problem solving

- Solving technical problems
- Identifying needs and technological responses
- Creatively using digital technology
- Identifying digital competence gaps

Use of specific software

Use of augmented and virtual reality

Use of robotics and AI



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GREEN SKILLS

Ability to minimise the use and maximise efficiency of energy and water consumption

Ability to manage waste, sewage, recycling and composting

Conservation of biodiversity

Promotion of sustainable forms of transport (e.g. public transport)

Promotion of environmentally friendly activities and products

Knowledge of climate change

Environmental legislation



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SOCIAL SKILLS

Gender equality skills

Age-related accessibility skills

Diets and allergy needs skills

Skills related to disabilities and appropriate infrastructure

Skills related to diversity in religious beliefs

Problem solving

Initiative and commitment to work

Customer orientation

Ethical conduct and respect

Willingness to change



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SOCIAL SKILLS

Promoting a positive work environment

Creativity

Willingness to learn and to perform

Written communication skills

Oral communication skills

Active listening skills

Skills related to cultural awareness and expression

Skills related to awareness of local customs (e.g., food, arts, language, crafts)

Ability to speak foreign languages

Skills related to intercultural host-guest understanding and respect



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5 SUBSECTORS

- ACCOMMODATION
- FOOD & BEVERAGE
- VISITOR ATTRACTIONS
- DESTINATION MANAGEMENT
- TRAVEL AGENTS & TOUR OPERATORS



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EQF Competence Level

Level 1	Work under direct supervision in a structured context to:
Level 2	Work under supervision with some autonomy to:
Level 3	Take responsibility for completion of work tasks and adapt one's behaviour by problem solving in order to:
Level 4	Exercise self-management in work contexts that are usually predictable; supervise the routine work of others; take some responsibility for the evaluation and improvement of work or study activities to:
Level 5	Exercise management and supervision where there is unpredictable change, review and develop performance of self and others to:
Level 6	Manage complex technical professional activities and projects, taking responsibility for decision-making in unpredictable work contexts and managing professional development of individuals and groups to:
Level 7	Manage and transform work contexts that are complex, unpredictable and require new strategic approaches; take responsibility for contributing to professional knowledge and practice and/or for reviewing the strategic performance of teams to:
Level 8	High level professional understanding of complex research or investigative contexts demonstrating substantial authority, innovation, autonomy, professional integrity and sustained commitment to the development of new ideas or processes to:



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NTG SKILLS MATRIX

To develop a dynamic online tool that explains and presents the different digital, green and social skills, entry levels, and opportunities for training (that are required for positions) in the tourism industry.

The result will take into account differences according to the size of the enterprise, functional area, and level of seniority.



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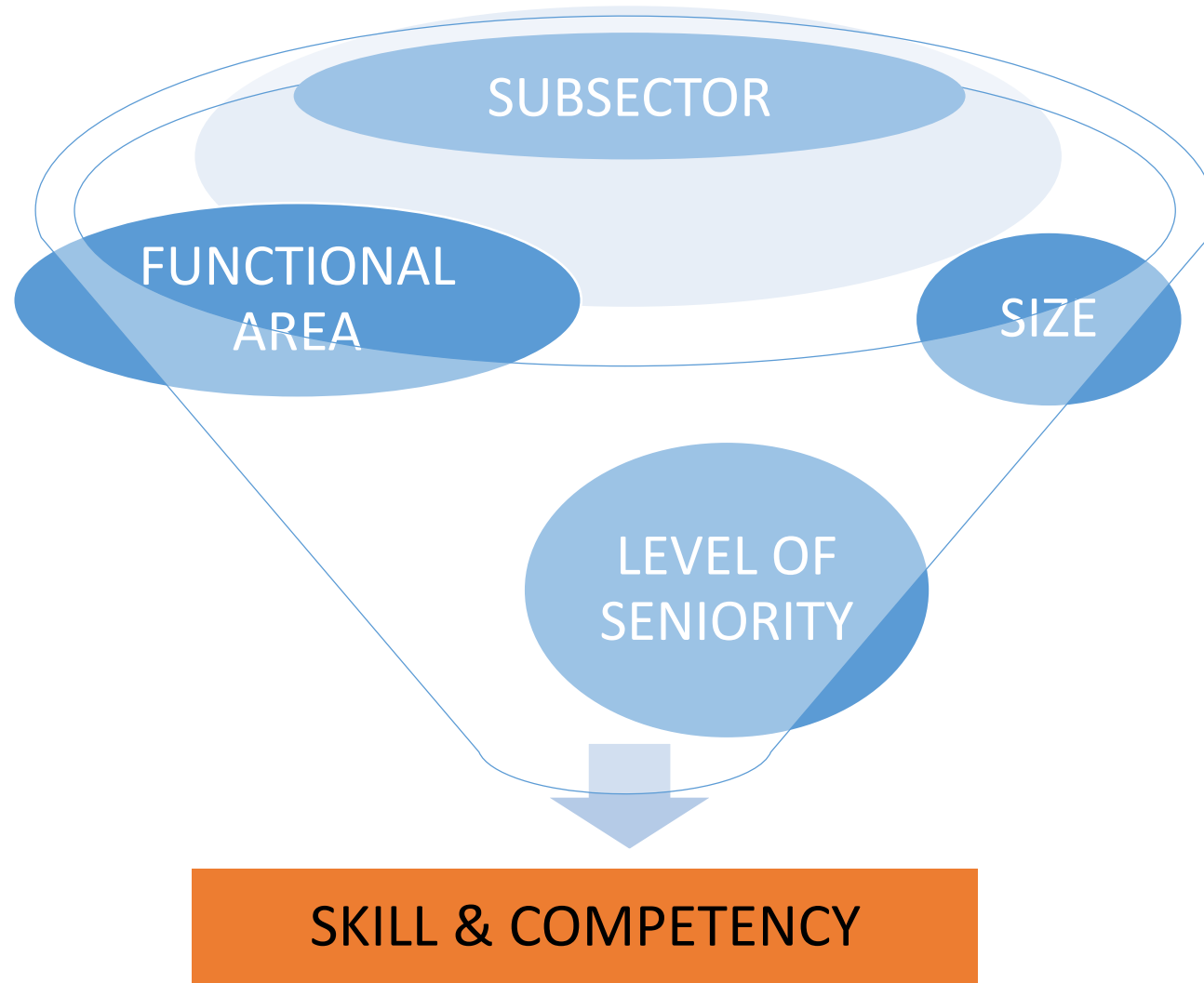


NTG SKILLS MATRIX STAKEHOLDERS

PUBLIC AUTHORITIES	TRAINING INSTITUTIONS	EMPLOYERS	EMPLOYEES
<ul style="list-style-type: none">• Skills gaps• Development of skills strategies	<ul style="list-style-type: none">• Inclusion of new skills into training programmes• Fulfilment of skills gap training offer	<ul style="list-style-type: none">• Skills required• Training possibilities for employees	<ul style="list-style-type: none">• Skills to be trained in• Way to improve their job performance



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SUBSKILL 1-n

- QUALIFICATIONS & COURSES
- WHERE & HOW

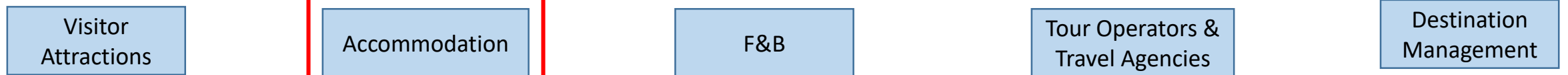


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Process Diagram Example: Accommodation

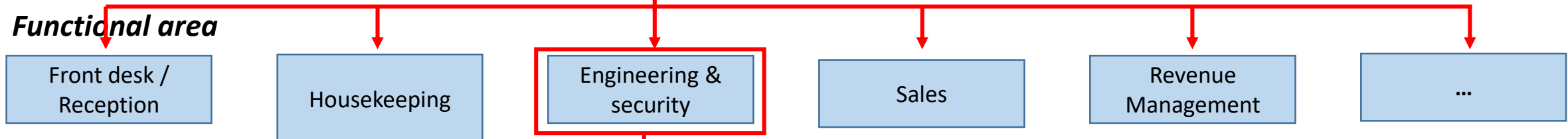
Subsector



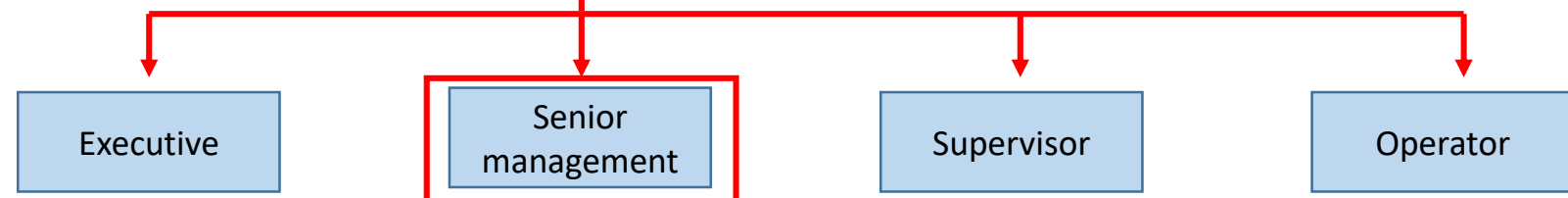
Size



Functional area



Seniority





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FUNCTIONAL AREA		FRONT DESK/RECEPTION				HOUSEKEEPING			ENGINEERING & SECURITY				MARKETING & SALES			REVENUE MANAGEMENT			HR & ACCOUNTING			WELLNESS			EVENTS										
LEVEL OF SENIORITY		Operator	Supervisor	Senior Management	Executive	Operator	Supervisor	Senior Management	Executive	Operator	Supervisor	Senior Management	Executive	Operator	Supervisor	Senior Management	Executive	Operator	Supervisor	Senior Management	Executive	Operator	Supervisor	Senior Management	Executive	Operator	Supervisor	Senior Management							
D	D.5	4	5	6	6	1	3	4	4	4	5	7	7	5	5	6	7	4	5	7	7	5	5	6	7	1	3	5	5	4	5	6			
	D.6	4	5	6	6	1	3	4	4	1	3	5	5	5	5	6	7	4	5	7	7	5	5	6	7	1	3	5	5	4	5	6			
	D.7	4	5	6	6	1	3	4	4	1	3	5	5	5	5	6	7	4	5	7	7	5	5	6	7	1	3	5	5	4	5	6			
	D.8	4	5	6	6	1	3	4	4	1	3	5	5	5	5	6	7	4	5	7	7	5	5	6	7	1	3	5	5	4	5	6			
	D.9	4	5	6	6	1	3	4	4	1	3	5	5	5	5	6	7	4	4	5	5	5	5	6	7	1	3	5	5	4	5	6			
	D.10	1	3	5	5	0	0	0	0	1	3	5	5	5	5	6	7	4	4	5	5	5	5	6	7	1	3	5	5	4	5	6			
	D.11	1	3	5	5	0	0	0	0	1	3	5	5	5	5	6	7	4	4	5	5	5	5	6	7	1	3	5	5	4	5	6			
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	D.18	4	5	6	6	1	3	4	4	4	5	7	7	5	5	6	7	5	5	7	7	5	5	6	7	5	5	6	7	5	5	7			
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D.22	3	4	5	7	1	3	4	4	1	3	4	4	5	5	6	7	5	5	6	7	5	5	6	7	3	4	5	7	3	4	5				
D.23	0	1	2	2	0	0	0	0	2	3	3	4	0	1	2	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	2	0	1	2

Medium enterprise

Large enterprise

Digital Competencies

Green Competencies

Social Competencies

Annex_Descriptions

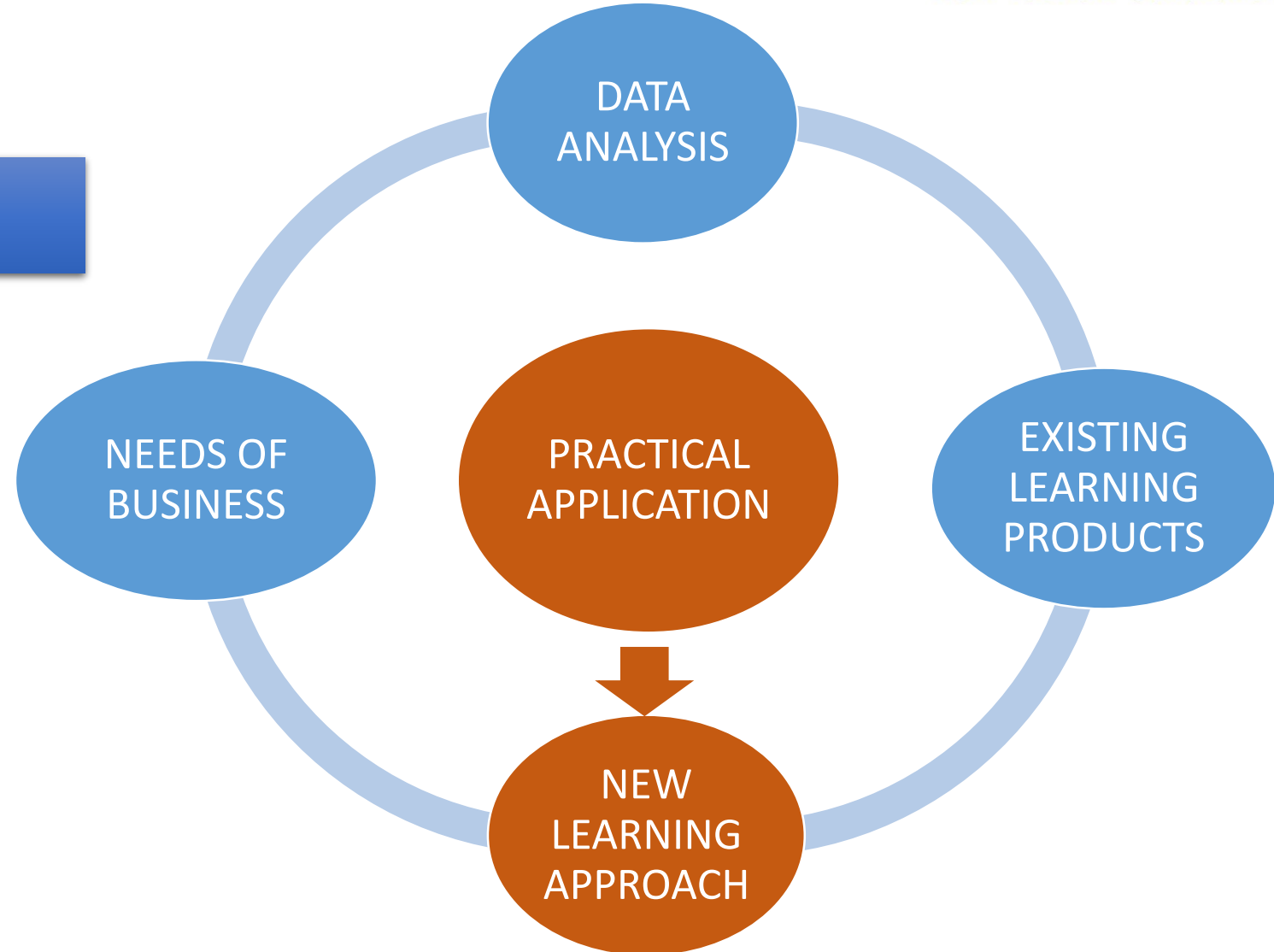




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NTG TOOLKIT





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NTG TOOLKIT

METHODOLOGY FOR THE DEVELOPMENT
OF SKILLS CONTENT MODULES

APPROPRIATE LEARNING METHODS FOR
THE ACQUISITION OF NTG SKILLS

IMPLEMENTING 6 PILOT MODULES

10 CASE STUDIES OF BEST PRACTICES



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BLUEPRINT STRATEGY

FRAMEWORKS FOR
STRATEGIC
TRANSFORMATIVE
COOPERATION
BETWEEN EDUCATION
/ INDUSTRY /
GOVERNMENT

EFFECTIVE
GOVERNANCE
MODULES

CLEAR STRATEGIES FOR
EFFECTIVE SKILLS
DEVELOPMENT



EUROPEAN LEVEL
ACTION PLANS



NATIONAL LEVEL
ACTION PLANS



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