

Funded by the



*Assisting the integration in EURES of dedicated sections for  
tourism industry sub-sectors*

**“Bringing people with the right skills  
to the tourism sector”**

**FINAL CONFERENCE AGENDA**

**Brussels, 20<sup>th</sup> February 2014**

---

## **OBJECTIVE OF THE CONFERENCE**

---

Main objective of the conference is to summarise and communicate the results and outcomes of the project “*Assisting the integration in EURES of dedicated sections for tourism industry sub-sectors*” in relation to the identification of skills/competences’ lists related to the Adventure, Blue and Cultural Tourism in order to activate a debate and an exchange of opinion and proposal on how to improve the matching in three tourism sub-sectors (specifically in adventure, cultural and blue tourism) at European level. In particular the main objectives of the conference can be listed as follow:

- Sharing the project results and the skills’ lists with institutional stakeholders, labour market expert and actors involved in the 3 sub-sectors considered as job-recruiters and/or employers;
- Generating consciousness about the importance of investing in skills/competences development and to have a common language in matching jobs;
- Creating awareness of the importance of European Union tools fostering transnational job mobility in order to increase the level of matching and placement;
- Developing relationship useful for the acquisition of knowledge and information about the Adventure, Blue and Cultural tourism and the future trends of the sector (concerning skills, jobs, labour market trends, contractual issues etc.).

### **PARTICIPANTS**

100 - 150 people (labour market experts, EURES representatives, Public Employment Services representatives, social bodies, employers, education and training representatives, European Institutions).

### **DURATION**

1 day (9.00-16.00)

### **VENUE AND DATES**

NH Hotel du Grand Sablon, Rue Bodenbroek 2/4. B-1000 Brussels, 20<sup>th</sup> February 2014

## AGENDA

**MORNING (9.00 – 12.30)**

**Official Registration: 8.30 - 9.00**

TOPIC	OBJECTIVES	EXPERTS
<i>Official opening</i>	Participants' welcome and presentation of conference	DG Enterprise & Industry
<b>PART 1: Labour market trends and employment flows in tourism sector (with focus on adventure, blue and cultural tourism)</b>		
<i>Labour Market trends in Tourism sector: Labour mobility</i>	Defining trends related to mobility of labour market in Europe and future development of tourism sector	DG Employment Social Affairs and Inclusion
<i>Labour market trends in Tourism sector: weaknesses and strengths</i>	Defining a picture of the state of the art of the labour market trends in tourism sector in terms of skills shortages and surpluses	International Labour Organisation Representative
<i>Speakers' Corner: Questions &amp; Answers</i>	Sharing information, questions and answers	Ernst & Young Moderator
<i>Adventure Tourism: occupations and employment trends at European level</i>	Providing information on the market sector in terms of labour market trends, opportunities, criticalities	Adventure Travel Trade Association
<i>Blue Tourism: occupations and employment trends at European level</i>	Providing information on the market sector in terms of labour market trends, opportunities, criticalities	European Boating Industry
<i>Cultural Tourism: occupations and employment trends at European level</i>	Providing information on the market sector in terms of labour market trends, opportunities, criticalities	European Cultural Tourism Network
<i>Speakers' Corner: Questions &amp; Answers</i>	Sharing information, questions and answers	Ernst & Young Moderator
<b>COFFEE BREAK (10.30 -11.00)</b>		

TOPIC	OBJECTIVES	EXPERTS
<b>PART 2: Helping actors on the tourist job market to speak the same language</b>		
<i>Skills' list in adventure, blue and cultural tourism: a tool for sharing vacancies in Europe</i>	Providing information about skills' list in adventure, blue and cultural tourism and their application in EURES	Ernst & Young Representative
<i>Speakers' Corner: Questions &amp; Answers</i>	Sharing information, questions and answers	Ernst & Young Moderator
<i>EURES and the Tourism sector</i>	Providing information on the importance of tourism job vacancies and jobseekers in the EURES network	EURES Manager
<i>Speakers' Corner: Questions &amp; Answers</i>	Sharing information, questions and answers	Ernst & Young Moderator
<i>Introduction to Commission initiatives for tackling skills' mismatch</i>	Understanding Commission initiatives aiming at tackling skills mismatches in tourism	DG Enterprise & Industry
<i>Classification of European Skills/Competences, qualifications and Occupations (ESCO) &amp; Skills Passport: EU tools for fostering the transnational mobility</i>	Acquiring information on ESCO and the Skills' Passport as tools helping and supporting the European job mobility	Representative of working group on Classification of European Skills/Competences, qualifications and Occupations
<i>Speakers' Corner: Questions &amp; Answers</i>	Sharing information, questions and answers	EY Moderator

### AFTERNOON (14.00 – 16.00)

TOPIC	OBJECTIVES	EXPERTS
<b>PART 3: What else could the EU do to help the sector tackle skills mismatches?</b>		
<i>Linking education and labour market</i>	Providing information on current situation related to links between education and labour market in tourism sector	International Labour Organisation Representative
<i>Skills mismatch: the employers' point of view</i>	Providing information on when, where and why tourism employers encounter mismatch in recruitment personnel: a case study	Employer in tourism sector
<i>Skills mismatch: the role of education and training</i>	Providing information and suggestion on when, where and why education and training can provide the right skills for the right occupation: a case study	Institute of Travel and Tourism
<i>Skills mismatch: the role of Public Employment Services and EURES</i>	Providing information on how Public Employment Service and EURES services can match occupations in tourism sector in the right way: a case study	Public Employment Service/EURES Representative specialised in tourism sector matching
<i>The role of EU for fighting mismatch</i>	Sharing information, questions and answers	DG Enterprise & Industry representative, Employer, Education representative, Public Employment Service/EURES representative
<i>Speakers' Corner: Questions &amp; Answers</i>	Sharing information, questions and answers	Ernst & Young Moderator
<i>Conclusion of the Conference</i>	Greetings participants and speakers	DG Enterprise & Industry

#### NOTICE:

- The agenda is subject to changes depending on speakers availability.