



ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

Project No. : 2020-1-PL01-KA202-081845

THEME ALLOCATED:	Green Skills for the Economy
PARTNER ORGANISATION:	ALBEA
TITLE OF THE WEBQUEST:	Addressing locally an inclusive and gender equality tourism sector
INTRODUCTION:	
<p>The tourism sector is a major driver of economic growth and an engine for job creation representing 10% of world GDP, 30% of services exports and 1 out of every 10 jobs in the world. Tourism has a multiplier effect across economic sectors and when sustainably managed can contribute to economic diversification, enhance local culture and products, promote local enterprises and support job creation.</p> <p>The jobs created in the tourism sector are of particular importance for women, young people and migrant workers. Micro, small and medium-sized enterprises represent the majority share of the industry. Rapid changes in tourism and work in the sector are also being driven by digitalisation, demographic shifts, globalisation and climate change. Despite its important role in terms of employment generation and enterprise creation, the tourism sector faces work challenges that need to be addressed in the global post-pandemic recovery in order for the sector to contribute to an inclusive, safe, resilient, fair, sustainable, people and community centred.</p> <p>The tourism ecosystem was among the most severely affected ecosystems by COVID-19. The sector has suffered millions of job losses and worsening of working conditions, with own-account workers, women and young people among the hardest hit and many businesses compelled to close, especially small and medium-sized enterprises.</p> <p>The “local” appears to have a key role in the necessary recovery phase, addressing the immediate consequences (rise of unemployment and pressure on local welfare systems) to design new bold solutions.</p>	
TASKS	
<p>Let's consider you work in a public local tourism agency whose new challenge is to develop and implement strategies for a more inclusive, resilient, sustainable and gender equality post pandemic recovery in the tourism sector. You will participate in a brainstorming session specifically on the opportunities and challenges for work in the tourism sector in the post pandemic context.</p> <p>In this WebQuest – Local jobs and skills [Advanced Level], you are going to be guided through a series of tasks that will help you to understand the dimension of the work challenges and opportunities and build a strategy accordingly. You could complete the tasks in small groups of 2-3 people. When you complete the tasks, you will have a clearer picture about the rebuilding process of the tourism sector as an opportunity to build a fairer and more sustainable work for all workers in the sector.</p> <p>Let's get started!</p>	

PROCESS

Step 1: What kind of employment provides the tourism sector? And what is the profile of the worker in this sector (women, youth, migrants,...)?

See and analyse from the sources the type of direct and indirect employment generated by the tourism:

[Some statistics of employment in the tourism](#)

[Measuring Employment in the Tourism Industries – Guide with Best Practices | World Tourism Organization \(e-unwto.org\)](#)

[Tourism provides jobs where they're needed most](#)

Step 2: What factors characterised the tourism employment (seasonality, part-time and temporary contracts, low salaries, ..)?

See and analyse from the sources the main characteristics of tourism employment:

[7 Characteristics of the EU Tourism Labour Market](#)

[Characteristics of jobs in tourism industries](#)

[European Union Tourism Trends](#)

Step 3: Upskilling and reskilling tourism workers to improve tourism employment post covid

Observe what are the skills needs in the for the tourism workers to improve their conditions and contributing toward a more fair, equity and sustainable tourism:

[Transition pathway for tourism](#)

[Gender equality and diversity: reskilling, upskilling and returning workers to the hospitality workforce post-Covid /](#)

[Trends and skill need in the tourism sector](#)

Step 4: Gender-inclusive principles for a sustainable tourism

Observe what measures and actions could be implemented with a gender-inclusive approach improving employability.

[Global Report on Women in Tourism | UNWTO](#)

[Advancing women's economic empowerment in the tourism sector in COVID-19 response and recovery](#)

[Gender-inclusive Strategy for Tourism Businesses](#)

Step 5: Designing local strategies for job creation

Observe how could be improved livelihoods and working conditions of the local population through targeted employment-generation activities, with special focus on women's and youth employment, as well as the development of locally-driven MSMEs.

[Tourism for Development – Volume I: Key Areas for Action](#)

[Tourism for Development – Volume II: Good Practices](#)

[Tourism as a catalyst for job creation on both shores of the Mediterranean](#)

EVALUATION

The jobs created in the tourism sector are of particular importance for women, young people and migrants as well as for micro, small and medium-sized enterprises. A sustainable tourism also means the generation of social benefits and the improvement of the quality of employment.

Based on the steps followed to properly understand the tourism employment and its weaknesses, you could prepare a reasoned proposal with the main arguments on why, how, and what to do, to address locally a strategy for promoting gender, fair and inclusive job creation in the tourism sector (approximately 250-300 words). The following criteria could guide your exercise:

- Overview of the workers employed in the tourism sector (% of women, % youth) and their profile
- Skills needed according to the local sustainable strategy and actions proposed
- Promoting local job creation to ensure economic stability and population welfare. Actions proposed

CONCLUSION

If the tourism sector employs many workers mostly covered by women and young people, generates opportunities for the creation of new jobs but it is characterised by factors such as:

- Seasonality
- Part-time and temporary contract
- Low-paid (or unpaid) family labour
- Low level of green, digital and sustainable skills

Developing local strategies booting job creation with an inclusive-gender approach involving local communities could contribute to achieve a real sustainable tourism in terms of economic, social and environment.

Let's promote local inclusive and gender strategies generating wider societal benefits at the same time that developing a sustainable tourism!

