



Conference

The EU's Tourism Education & Training Offer – a mapping exercise and performance check"

The Square Brussels Meeting Centre - Brussels, the 21st of October 2015

Version of 2nd of October

Simultaneous Interpretation will be available in English and French.

8.30 - 9.30	Registration and welcome coffee
9.30 - 9.45	<p style="text-align: center;">Welcome & introduction to the conference</p> <p>Moderator: Mr. Mike Coyne, Centre for Strategy and Evaluation Services</p> <p>Mr. Carlo Corazza, Head of Unit Tourism, Emerging and Creative Industries of Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p> <p><i>“Welcome, background of the study and objectives of the European Commission”</i></p> <p>Ms. Claudia Tapardel, Member of the European Parliament, Committee on Transport and Tourism, Co-Chair of the Intergroup “European Tourism Development, Cultural Heritage, Ways of Saint James’ and other European Cultural Routes”</p> <p><i>Statements from the European Parliament</i></p>
9.45 - 10.45	<p style="text-align: center;">The ‘Mapping and Performance Check’ Study; main results and challenges of educational policies for tourism</p> <p>Moderator: Mr. Mike Coyne, Centre for Strategy and Evaluation Services</p> <p>Mr. James Rampton, CSES</p> <p><i>“An overview of the EU’s tourism education offer: main findings from the study”</i></p> <p>Ms. Aurkene Alzua-Sorzabal PhD., Executive Director CICtourGUNE, NECSTouR Academic Board</p> <p><i>“The link between tourism and education policies”</i></p>



	Open discussion with the audience
10.45 - 11.00	Coffee break
11.00-12:30	Performance of the system: Addressing challenges per type of education Three consecutive sub sessions: Higher Education / Vocational Education and Training /Continuous Training
11.00 - 11.10	Introduction by the moderator to the session concept and the panel members Moderator: Mr. Mike Coyne , Centre for Strategy and Evaluation Services Panel: Ms. Aurkene Alzua-Sorzabal PhD. , Executive Director CICtourGUNE, NECSTouR Academic Board Ms. Ivica Projic , CSR TOUR project - Association of Croatian Travel Agencies Ms. Kerstin Howald , Secretary for the tourism sector, European Federation of Food, Agriculture and Tourism Trade Unions, EFFAT Mr. Marco Digioia , Cruise Lines International Association Europe (TBC) Mr. James Rampton , Centre for Strategy and Evaluation Services
11.10 – 11.30	Higher Education Good Practice: Prof. Lluís Prats, University of Girona (Spain) Main challenge: <i>Adapting rapidly to the market needs/evolution (in terms of emerging skills and emerging job types)</i> Panel interrogation Open discussion
11.30 – 11.50	Vocational Education and Training Good Practice: Ms. Anu Nylund, Helmi Travel and Business College (Finland) Council on Tourism Main challenge: <i>Providing qualified and motivated employees</i> Panel interrogation Open discussion



<p>11.50 – 12.10</p>	<p style="text-align: center;">Continuous Training</p> <p>Good Practice: Dr Davina Stanford, Leeds Beckett University (UK)</p> <p>Main challenge: <i>Industry involvement in education planning</i></p> <p>Panel interrogation</p> <p>Open discussion</p>
<p>12.10 – 12.30</p>	<p>Final comments and wrap-up of the three sub sessions</p>
<p>12.30 - 14.00</p>	<p style="text-align: center;">Lunch Break</p>
<p>14.00 - 15.45</p>	<p style="text-align: center;">The Way Forward : Addressing training needs in tourism subsectors</p> <p style="text-align: center;">3 parallel workshops</p> <p style="text-align: center;">Workshop 1: Accommodation and MICE</p> <p>This workshop will consider two contrasting examples of training: the first consists of in-house training provided by a large hotel chain; the second is an example of tourism entrepreneurs providing training for small non-hotel businesses.</p> <p>Moderator: Mr. Jean-Marc Banquet d'Orx, President of the Sectoral Social Dialogue Committee of HOTREC</p> <p>Rapporteur: Mr. James Rampton, Centre for Strategy and Evaluation Services</p> <p>Scandic Hotels: Mr. Magnus Berglund, Accessibility Director</p> <p>'Vivere di Turismo': Mr. Danilo Beltrante, Founder Member and Trainer</p> <p style="text-align: center;">Open discussion</p> <p style="text-align: center;">Workshop 2: Attractions and Destination management</p> <p>This workshop will explore the challenges and effective approaches in providing training in a rapidly changing context and for occupations with quite diverse skill requirements and diverse entry routes.</p> <p>Moderator: Mr. Eduardo Santander, CEO, European Travel Commission, ETC</p> <p>Rapporteur: Ms. Cristina Núñez, Coordinator of NECSTouR</p> <p>Alqueva Dark Sky: Ms. Aurea Rodrigues, Tourism researcher, PhD</p> <p>Tourism Guide Bachelor Programme, University College of Business, PragueDr. Stanislas Voleman, President of the Tourist Guides Association of the Czech Republic</p> <p style="text-align: center;">Open discussion</p>



	<p style="text-align: center;">Workshop 3: Travel agencies, Tour operators and transport</p> <p>This workshop will consider different models of employer involvement in planning, designing and providing training that is relevant to the changing needs of this sector..</p> <p>Moderator: Ms. Tim Fairhurst, Head of Strategy and Policy, European Tourism Association, ETOA</p> <p>Rapporteur: Ms. Alice Jude, NECSTouR Academic Committee Board</p> <p>Travel Professional Skillnet: Ms. Fionnuala Carter, Network Manager Bachelor and a MBA specialized in Travel Management, School of Commerce for the Administration and Enterprises in Tourism, Aix en Provence: Ms. Marie Allantaz, Director</p> <p style="text-align: center;">Open discussion</p>
<p style="text-align: center;">15.45 – 16.00</p>	<p style="text-align: center;">Coffee break</p>
<p style="text-align: center;">16.00 - 16.45</p>	<p style="text-align: center;">Closing session</p> <p>Mr. James Rampton, Centre for Strategy and Evaluation Services</p> <p><i>Feedback from Workshops and summary of the main themes of the day</i></p> <p>Ms. Cristina Núñez, NECSTouR</p> <p><i>Next steps by the sector</i></p> <p>Ms. Antonella Correra, Policy Officer, Unit Tourism, Emerging and Creative Industries of Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs, European Commission</p> <p><i>Next steps by the European Commission</i></p> <p>Directorate-General for Tourism, Ministry of Economy, Luxembourg (TBC)</p> <p><i>Statements from the Presidency of the European Council</i></p> <p>Member of the European Parliament, Committee on Transport and Tourism (TBC)</p> <p><i>Statements from the European Parliament</i></p>
<p style="text-align: center;">16.45</p>	<p style="text-align: center;">End of the Conference</p>