



# Developments in EU tourism matters

## CHARTER Launch event

### Culture and Heritage Added value to Regional policies for Tourism Sustainability

*Brussels, 9 October 2014*

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Tourism and Cultural Instruments  
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European Commission**



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# Our mandate

The EU's competence in the tourism field is one of **support, coordination or supplement of the actions of the Member States**, like for industry, culture, education, VET, youth and sport, etc.

Art. 195 of the Treaty on the Functioning of the EU provides a specific legal basis for EU actions in the field of tourism to

- (a) encourage creation of a favourable environment for development of undertakings in this sector
- (b) promote intra-EU cooperation, mainly by exchange of good practice.

The main objectives of the Commission are to:

- Enhance the competitiveness of the European tourism sector, by fostering favourable **conditions for tourism to grow in a competitive, sustainable and responsible manner**
- Increase the potential of tourism to contribute to sustainable growth and jobs in Europe
- Allow Europe to keep its position as the world's leader destination.

# What it means in practice

**EUROPE 2020** and strategy set out in EC's 2010 Communication "**Europe, the world's no. 1 tourist destination** – a new political framework for tourism in Europe", pre-determine focus of our actions:

- increasing tourism demand;
- improving the tourism offer;
- enhancing tourism quality, sustainability, accessibility, skills and ICT use;
- enhancing the socio-economic knowledge base of the sector;
- promoting Europe as a unique destination;
- mainstreaming tourism in other EU tourism policies...

# Developments in tourism matters

- EURES Skills passport for hospitality and tourism
- Virtual Tourism Observatory  
<http://ec.europa.eu/enterprise/sectors/tourism/vto/>
- Tourism Business Portal  
[http://ec.europa.eu/enterprise/sectors/tourism/tourism-business-portal/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/tourism-business-portal/index_en.htm)
- TourismLink
- Webinars on digitalisation of tourism
- Study to map the skills needs to improve accessibility (June 2014)
- Study to map performance of education and training for tourism (launched in August 2014)



# **EURES**

## **Tourism and Hospitality Skills Passport**

# Skills passport on EURES

The European Job Mobility Portal enables jobseekers to generate **sectoral skills passport for hospitality and tourism**

- Record of skills and competences acquired via formal and informal training as well as on the job
  - Annex to CV, linked to previous experience
  - Can be endorsed by previous employers or via diplomas
- Based on skills lists developed for **cultural, adventure and blue tourism** (marine and maritime).

**Jobseeker**

## &gt; Jobseekers

[Find a job](#)[My CV](#)[My Skills Passport](#)[My jobs](#)[Job opportunities for graduates](#)

## Hospitality Skills Passport

Welcome to your skills passport. The skills passport is a collection of all your skills you obtained during previous work experiences and educations. When you publish your skills passport, employers can find you when searching for the right candidates with the required skills needed for a job.



Jo Clean

04/02/1989 (24 years old)

Jumpstreet 21

454246 - DanishCity (DENMARK)

Emails:

Personal: kevin.renson@hotmail.com

Web profiles:

Website: <http://www.arhs-group.com>Facebook: <http://www.facebook.com/mybeautifulprofile>

Nationalities:

Cypriot

[Edit profile](#)

ADD SKILLS

ADD EXPERIENCE

GET SKILLS ENDORSED

UNPUBLISH

MORE

Your Passport is visible for employers until 09/05/2014. (extend).

## General Skills Lists for All the Areas

## General skills

Maintain a safe,hygienic and secure working environment

Maintain guest care

Maintain quality standards

## Booking and Reception

## Take bookings

Inform potential guests of the hotel's location,facilities and room availability

Provide details of room availability,upsell and offer alternatives when required

## Deal with arrivals and departures

Prepare for guest arrivals

Deal with guest luggage

## Provide guest services

Answer the telephone and take messages

Arrange taxis,chauffeur cars and parking guest cars

## Maximise revenue for reception/bookings

Maintain effective point of sale merchandising and promotions

## Housekeeping

## Manage housekeeping operations

Maintain quality standards

## Jobseekers main screen

The sectoral skills passport is presented as a list of all the skills that the jobseeker has obtained within a specific sector.



## &gt; Jobseekers

Find a job

My CV

My Skills Passport

My jobs

Job opportunities for graduates

## Add skills

Search for skills by typing a keyword or by browsing the skills list and add them to your passport.

food



## Kitchen

## Prepare and maintain food preparation and cooking areas

☐ Handle and store knives, food and cleaning materials in safe, secure, hygienic manner at correct temperatures

## Prepare and cook basic dishes

☐ Cook, chill and freeze food

## Manage kitchen supplies, equipment and food preparation areas

☐ Select suppliers with particular regard to quality, local sourcing, seasonality, food miles and value

## Restaurant

## Wait at table

☐ Advise on match of foods with wines

☐ Serve food (buffet service)

☐ Serve food (counter service)

☐ Serve food (family service)

☐ Serve food (function service)

☐ Serve food (lounge service)

☐ Serve food (plate service)

☐ Serve food (plate service)

## Supervise restaurant staff

☐ Check on health, safety and food hygiene

☐ Train, coach, develop and motivate food and beverage staff

## Bar

## Prepare and serve drinks

☐ Use a tray safely for the service of food and drink

## Plan and manage bar supplies and equipment

☐ Maintain a regular check on health, safety and food hygiene

CANCEL

ADD

## Add skills

To add new skills to a skills passport, the jobseeker can browse through the tree-structure of skills.

Alternatively, he/she can use the keyword search to find certain skills.

> **Jobseekers**[Find a job](#)[My CV](#)**My Skills Passport**[My jobs](#)[Job opportunities for graduates](#)**Add related experience****Step 1 - Select the source of the experience***In this step you can either select an experience from your CV or choose to create a new one***NEW EXPERIENCE****Auberge Bretonne (01/01/2014 - 01/01/2014 )**

An English alt job title

Work experience

**Comme chez moi (12/01/2013 - 01/01/2014 )**

Waiter/waitress

Work experience

**CANCEL****Add related experience**

Each skill must be related to an experience.

The jobseeker can choose an existing experience from his/her CV, or create a new one.



EURES

The European Job Mobility Portal

European Commission > EURES > Jobseekers > My Skills Passport

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Welcome Jo\_Clean

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Advanced search

> Jobseekers

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## Get skills endorsed

### Step 2 - Select your endorser

In this step, you are able to search for a company contact who could endorse you

### Send an invitation

Email

george.clooney@dolce.it

Language

English



Dear George,

Do you remember our good times working together?

I would like you to join the EURES portal so that you can endorse my skills. You can also find many other interesting profiles like mine to hire in the future!

CANCEL

SEND

## Invite a new contact person

If the person he/she is looking for is not in the list, the jobseeker can send an invitation to a new contact person.

Subscribe our Newsletter

**Employer**

> Employers

Find candidates

General search

Search skills passports

My candidates

Advertise a job

Recruiting abroad?

## Search for skills passports

In this section, the company contacts can search for skills passports.

Hospitality

Advanced search

+ General Skills Lists for All the Areas

- Booking and Reception

- Take bookings

- ☒ Inform potential guests of the hotel's location, facilities and room availability
- ☒ Provide details of room availability, upsell and offer alternatives when required
- ☐ Match room sales and bookings to room type and availability

+ Deal with arrivals and departures

+ Provide guest services

+ Handle financial transactions

+ Maximise revenue for reception/bookings

+ Supervise and train booking/reception staff

+ Organise booking/reception operations

+ Housekeeping

+ Maintenance

+ Spa

+ Kitchen

+ Restaurant

+ Bar

> Advanced search

RESET

SEARCH



Please specify search criteria to be able to browse among profiles matching your needs.

## Search for skills passports

A new type of search is available for employers: **"Search for skills passports"**

The employer first selects the sector then ticks the skills that he/she is looking for.



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The European Job Mobility Portal

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Welcome Jane Doe

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Advanced search

## > Employers

### Find candidates

General search

Search skills passports

My candidates

Advertise a job

Recruiting abroad?

## Search for skills passports

In this section, the company contacts can search for skills passports.

Hospitality

General Skills Lists

Booking and Reception

Take bookings

☒ Inform people

☒ Provide services

☐ Match requirements

+ Deal with arrivals

+ Provide guest services

+ Handle financial transactions

+ Maximise revenue

+ Supervise and train staff

+ Organise bookings

+ Housekeeping

+ Maintenance

+ Spa

+ Kitchen

+ Restaurant

+ Bar

> Advanced search

3 candidates found (Showing from 1 to 3)

Sort by: Relevance

Results per page: 10

Jo CLEAN

75%

Desired occupations : IT strategist

Last work experience : IT strategist

CV : [En]

Skills passports : [Hospitality] · [Tourism]

Sam RAEDTS

50%

Desired occupations : Farmer (crop farming)

Last work experience : Tenant farmer (crop farming)

CV : [En]

Skills passports : [Hospitality]

Thomas EDISON

50%



Please specify

## Search results

Employers can consult both the CV and the skills passports of the matching jobseekers.

The matching score indicates how many skills were matched.



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Advanced search

## > Employers

Find candidates

My candidates

Candidate search profile

Saved candidates

Sent enquiries

Endorsement requests

Advertise a job

Recruiting abroad?

## Endorsement requests

In this section, the company contacts can manage the endorsement requests send to them.

### Filters

Search by firstname or lastname

☒ Requested to me 
 ☒ Requested to my colleagues

4 candidates found (Showing from 1 to 4)

Results per page: 10

### Jo CLEAN

CV : [En]

Skills passports : [Hospitality]

Maintain effective point of sale merchandising and promotions

Requested on 14-02-2014 to Jane Doe

Accepted

Maintain quality standards

Requested on 14-02-2014 to Jane Doe

ENDORSE

Inform potential guests of the hotel's location, facilities and room availability

Requested on 18-02-2014 to Jane Doe

ENDORSE

Provide details of room availability, upsell and offer alternatives when required

Requested on 18-02-2014 to Jane Doe

ENDORSE

Answer the telephone and take messages

Requested on 18-02-2014 to Jane Doe

ENDORSE

Arrange taxis, chauffeur cars and parking guest cars

Requested on 18-02-2014 to Jane Doe

ENDORSE

> Sam RAEDTS

> John SMITH

> Thomas EDISON

## Endorse jobseekers' skills

Employers can receive endorsement requests from jobseekers, and can endorse each skill individually.

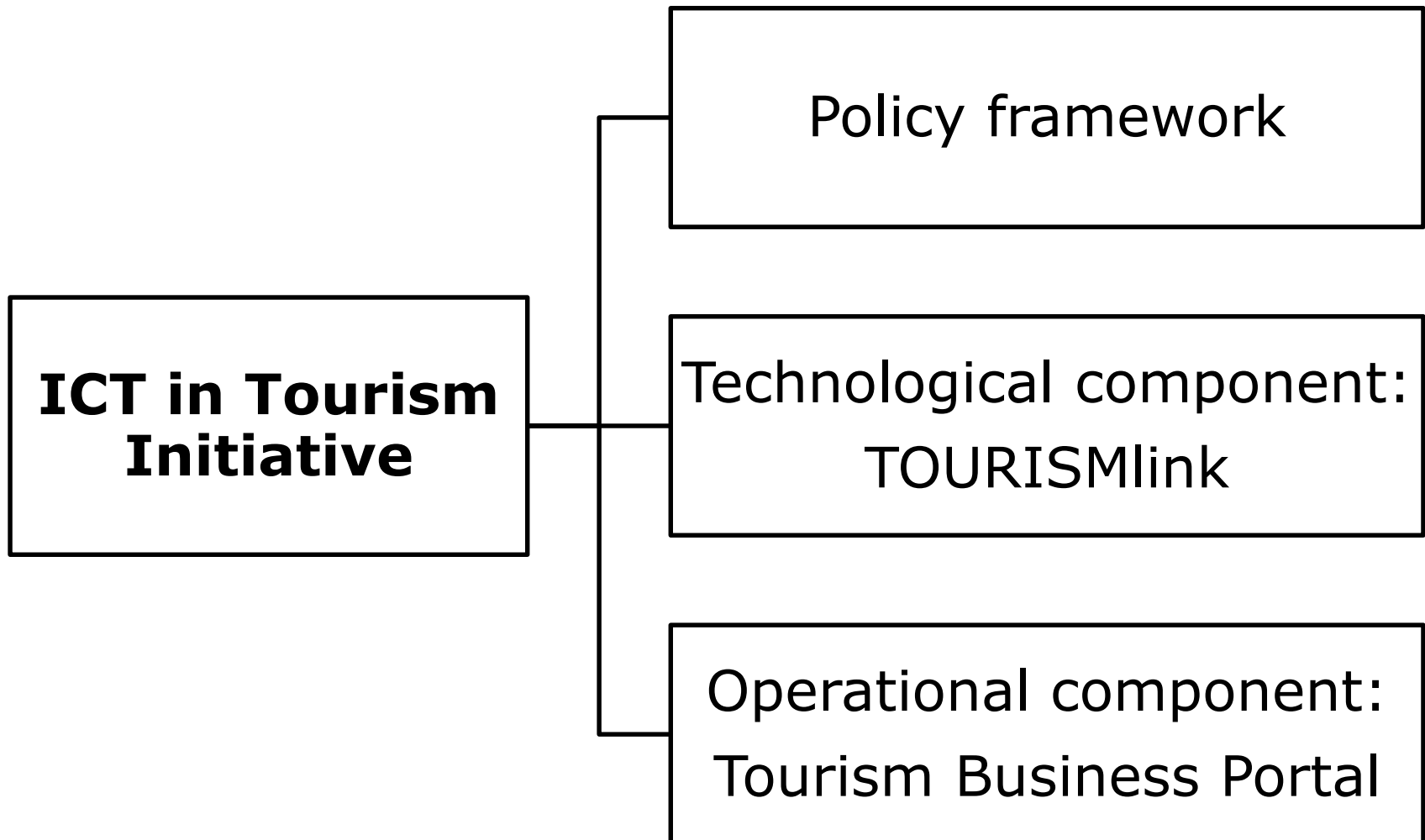


## Virtual Tourism Observatory

**<https://webgate.ec.europa.eu/vto/>**

- [Country Profiles](#) – fact sheets with the main economic indicators and tourism data from each EU Member State
- [Eurostat Statistics](#) – dashboards, tables, graphs and maps displaying monthly and annual data about tourists' flows, accommodation capacity, occupancy, expenditure, etc
- [Eurobarometer](#) – access to all annual public surveys conducted by the European Commission since 2009
- [Studies and reports](#) – library of research papers and reports on the tourism sector classified per country, theme and year
- [Useful links](#) – organizations' websites which provide facts & figures in tourism sector.







European  
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# ENTERPRISE AND INDUSTRY

## Tourism Business Portal

European Commission > Enterprise and Industry > All topics > Tourism > Tourism Business Portal



Get involved



Build your business



Tools & tutorials



Opportunities



Useful links



All topics



### Welcome to Tourism Business Portal

This website provides you with information and tools that will improve the management of your company.



### Welcome to Tourism Business Portal

This website provides you with information and tools that will improve the management of your company.



### Stay up to date

Get to know the emerging economies in the tourism sector and prepare yourself for the market of the future



### Train yourself

Discover what mobile applications are of interest to tourists



### Optimise management

Calculate the number of staff you will need to achieve your goals in 4 easy steps.



### Tweets

Time is money! Run your [#SMEs](#) using [#ICT](#) to get instant information & reduce costs. More benefits: [bit.ly/1ha5P7a](http://bit.ly/1ha5P7a) - [#ICT4SME](#)

1h

[#EU](#) supports smart use of [#IT](#) in [#SMEs](#). Conference in BXL 08/04 - Deadline 2 register 2DAY - [bit.ly/1qJPAxu](http://bit.ly/1qJPAxu) [pic.twitter.com/y7qM2a2MEj](https://pic.twitter.com/y7qM2a2MEj)

2h

[#Copernicus](#) [#satellite](#) successfully launched



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# Why and who is the portal for?

- Mission:
  - Help the creation of new tourism start-ups and innovative development of existing SMEs through a comprehensive and efficient use of IT tools and tutorials.
- Target audience:
  - Micro-enterprises and SMEs in catering and hotel industry; attractions; tourist information and tour guiding services; travel agents and tour operators...

# Which topics does the portal cover?

- Articles and tutorials on:
  - Starting up, running the business, managing its expansion
  - Getting to know clients
  - Online commercialization and positioning
  - Financing and public assistance
  - Understanding legislation
  - Internal management and human resources
  - Ensuring accessibility, energy efficiency etc.
- Tools for:
  - Calculating break-even, efficient staffing levels, labour costs, profit margin...
  - Competitive product positioning map

## ... more activities for ICT in tourism

- **IT in Tourism Workshop** (21 March 2014):  
<https://scic.ec.europa.eu/streaming/index.php?es=2&sessionno=ffd2257b586a72d1fa75f4ba2ad914e6>
- **TourismLink** (final conference in June 2014)
- **Webinar series** on online marketization, reputation, social media, m-tourism etc.
- **Skills mapping study** to help fill the gap between training provision and demand on labour market



# Thank you

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