



Future Skills in Travel and Tourism

19 June 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ

Agenda

09:30 **Registration, tea and coffee**

09:50 **Welcome and introduction from the moderator**
Vicki Wolf, Education Partnerships Manager, **ABTA**

10:00 **The future skills mix for travel and tourism**

- The Tourism Sector Deal
- Investment required to address skills gaps
- The biggest skills challenges and opportunities
- The implications for outbound travel

10:25 **Addressing the current and future skills gap**

- Post-Brexit skills gap implications for employers and education providers
- Overcoming workforce challenges of the EU settlement scheme
- Implications of the new Immigration Bill
- Developing the skills and qualities needed for the future

John Cope, Head of Education and Skills Policy,
Confederation of British Industry

10:50 **Developing future talent**

- Leading good practice examples of developing future talent pipelines

Claire Steiner, UK Director, **Global Travel and Tourism Partnership (GTTP)**

11:15 **Questions and discussion**

11:25 **Tea and coffee break**

11:45 **Attracting and retaining the younger workforce**

- Understanding what future talent is looking for from education and employment
- Where, when and how to recruit

Moderated by Claire Haven-Tang, Reader in Tourism & Management, **Cardiff Metropolitan University** and Co-Chair, **Association for Tourism in Higher Education**

Franki Johnson, Generation Z Specialist and Director, **Embrace Change Ltd**
Charlene Pink, Intern, **ABTA**

12:10 **A future view of the workforce – what will the workforce look like in 5, 10, 20 years time?**

Paula Letorey, Director, **PwC**

12:30 **In conversation: what employers want from students**

- The skills, qualifications and qualities employers are looking for
- Relevance of current curriculums for employment
- What more can education providers do to prepare young people for work?

Danielle Grant, HR Manager UK&I, **Royal Caribbean Cruises Ltd**

Barbara Kolosinska, Director, **C&M Travel Recruitment**

Chloe Sherriff, Contact Centre Manager – People & Quality, **Virgin Holidays**

13:00 **Networking lunch**

14:00 **Promoting careers in travel & tourism**

- Overcoming misconceptions
- Developing career attractiveness and pathways and improving careers guidance
- Overcoming competition from other industries
- Recruitment agency feedback about the industry

Kate Nicholls, CEO, **UK Hospitality** and Head of Tourism Sector Deal Recruitment Workstream

14:20 **Group discussion – promoting careers in the travel industry**

14:50 **Digital skills**

- Improving digital skills in the industry
- Meeting the future digital skills needs for the travel industry

Dimitrios Buhalis, Head of Department - Tourism & Hospitality, **Bournemouth University**

15:10 **Tea and coffee break**

15:30 *Attendees choose to take part in two of the following roundtable discussions.*

1. Where are the gaps in higher educational provision?

Peter Robinson, Head of the Centre for Tourism and Hospitality Management, **Leeds Beckett University**

2. Where are the gaps in vocational educational provision?

Sandra Kelly, Director, UK Skills and Policy, **People 1st**

3. How do you retain talent?

- Why does the industry have high staff turnover?
- How can we develop stronger career pathways to develop talent?

Brigid Simmonds, Joint Chair, Skills, Tourism Sector Deal and Chief Executive, **British Beer and Pubs Association**

4. How can education providers and businesses collaborate to target skills needs?

- How can we co-design course curricula and content?
- How can businesses practically engage with students?
- How can we collaborate to improve industry core skills such as digital and languages?
- How can we engage with employers to provide meaningful work experience placements?

Sean Owens, Lecturer, Department of Marketing, Retail and Tourism, **Manchester Metropolitan University**

16:00 **Roundtables repeated**

16:30 **Close of seminar and drinks**

Future Skills in Travel and Tourism

19 June 2019 • ABTA Ltd, 30 Park Street, London, SE1 9EQ



About the event

Now is the time to focus on **skills** and **talent** development in the travel and tourism industry. New regulations, technologies and customer expectations have changed the shape of the workforce. The types of skills that employees need are rapidly changing too. Many are predicting a **talent shortage** and **post-Brexit recruitment** challenges ahead, so it's crucial to look at ways to **develop, attract and retain talent**.

This year, ABTA's seminar will focus on identifying the skills needed for the future and plugging the gaps. Where are the likely skills gaps for the travel and tourism workforce in the short, medium and long-term? What will future jobs look like? What changes should you be making to your workforce and your curriculum?

Attend to understand how travel and **tourism businesses, education providers and government** can work together to address the skills gaps to meet employer demands and to compete with other industries for the best talent. Learn about **the impact of the Tourism Sector Deal, the Immigration Bill and Brexit** on recruitment and retention. Discuss ways to promote the industry as an attractive place to work and innovative forms of training provision to meet industry needs.

Take part in interactive panel and roundtable discussions designed to bring education providers and employers together to explore key issues and find solutions. Don't miss this opportunity to help build the talent pipeline to ensure the future of our industry.

Benefits of attending

- Explore how education and business can work together to **make the industry a more attractive place to work**
- Understand what skills need to be developed now to **meet the future needs of the industry**
- **Network with employers and education providers** and explore how to collaborate on the skills agenda more effectively
- **Share cross-sector learning** from across different sectors of the travel and tourism industry
- Choose from a range of roundtables including, **improving digital skills, apprenticeships, increasing workforce diversity and talent retention**
- **Hear from young people and employers** about what they are looking for in education and employment

Group booking discounts

Book **three places** and get **50% off the third place**

This discount will be automatically applied when you book online.

If you are looking to book for a larger group please contact events@abta.co.uk for a bespoke discount.

Who should attend?

Education providers and the travel and tourism industry including tour operators, travel agencies, attractions, hospitality, accommodation, aviation, transport and businesses both large and small whose services are actively marketed to inbound, outbound and domestic travellers.

Prices

ABTA Member/Partner **£249 plus VAT**

Non-Member/Partner* **£369 plus VAT**

**To qualify for the ABTA Member/Partner discount you must have a current ABTA Member/Partner number or your application must be in progress when the event takes place. For details on becoming an ABTA Member or Partner visit abta.com/join*

Register now

You can book online and make payment by credit or debit card. UK VAT will be applied. ABTA Members can also request an invoice.

Visit abta.com/events to book.

You can view our terms and conditions on the event webpage at abta.com/eventstermsandconditions

For information on sponsorship and exhibition opportunities please contact **Matt Turton** on **020 3693 0194** or email mturton@abta.co.uk

ABTA Conferences and Events

ABTA Conferences and Events delivers practical training for the travel industry. Our aim? To keep the industry up to date on the most important, business critical issues, with a key focus on practical learning outcomes.

ABTA is the UK's leading travel association with a membership of around 1,200 travel companies.

Our vision is to enable the British public to travel with confidence – supporting our Members as they build their businesses and acting as an emblem of quality and assurance for their customers.

Our level of brand recognition and trust among consumers is high. 76% of people feel more confident booking with an ABTA Member.

Upcoming events

Accessible Travel and Tourism Seminar

8 May, London

Delivering Customer Service Excellence

15 May, London

Delivering Sustainable Travel

18 June, London