



# INCOME Tourism

## INCOME Tourism Webinar Series: Skills for Today & Tomorrow | Tourism Education, Employability and Industry-University cooperation March, April and May 2021

The Erasmus+ INCOME Tourism project is promoting a Webinar series on **Skills for Today & Tomorrow | Tourism Education, Employability and Industry-University cooperation**, as a way to contribute to the discussion and reflection about the challenges the sector is going through. Professionals need to have relevant skills in times of rapid change, and that is why it is even more critical now to discuss how Industry-Education cooperation initiatives, namely dual education systems, can answer these quests.

In this context, soft skills, just as digital skills, are highly relevant to tourism businesses' performance and competitiveness. Given the present global-wide crisis, universities need to adapt their curricula and learning approaches to adapt to the market needs, tackling the competencies young professionals need to succeed in the job market.

In this regard, and although some good examples can be found, there is still the need and potential to bring academia and industry together, building new cooperative learning models to develop curricula focusing on employability skills and with learning outcomes adapted to the real, evolving, and demanding needs of the tourism industry.

The INCOME Tourism project is addressing these challenges, proposing a new learning approach, linked to the development of soft skills, and based on a cooperative learning process that brings together higher education institutions and businesses in the tourism industry.

The project consortium – made up of 13 partner organisations based in Portugal, Spain, Italy, Malta, Germany, Croatia, and the Netherlands – therefore recognises the need and the opportunity to include the development of soft skills into higher education curricula and to strongly cooperate with businesses to ensure that learning opportunities in the 'real' world are provided to tourism students. This will guarantee the enhancement of skills in future and current working staff.

The target audience for the webinar series is tourism students and professionals, employers, educators, and governments.



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## Webinar 1 – March 30, 2021

The first webinar about **Sustainability of the tourism industry and the role of the dual learning model** took place on March 30<sup>th</sup>, 2021 and was livestreamed on YouTube. The webinar was successful with 118 people watching live and with over 350 views already. The webinar can still be viewed on YouTube at <https://www.youtube.com/watch?v=7jufvTVs5Uw>.

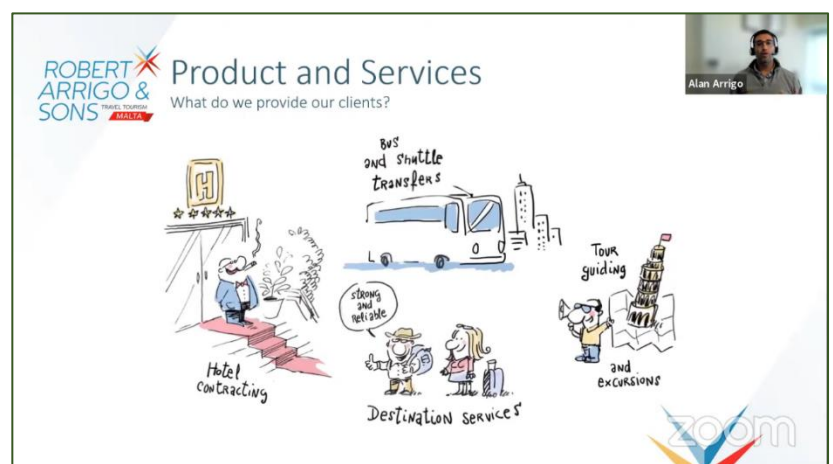
The webinar was opened and moderated by Maria João Rauch, partner at PPLL Consult and also responsible for the evaluation of the INCOME Tourism project.

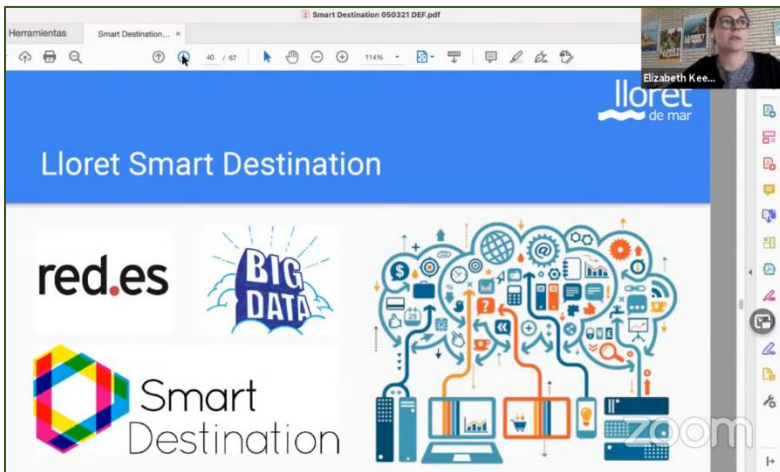


The first speaker she introduced was **Giorgio Palmucci**, President of the Italian National Tourist Board (ENIT), and an Italian project ambassador. Giorgio reflected on the Italian response to the change Covid-19 has brought to the tourism sector and the role of their agency to think about the recovery of tourism in Italy. For the coming year the focus will be mainly on sustainable tourism and leisure activities for the internal market and at a later stage on the meeting industry. As safety now plays a key role, people working in the tourism industry need to work on their technical skills but also on interpersonal skills, such as flexibility,

problem solving, empathy and solidarity. In order to face these new challenges, a strong cooperation between industry and education is very important.

**Alan Arrigo** representing Robert Arrigo & Sons, a travel and tourism agent and also Maltese ambassador of the INCOME Tourism project, presented Malta's strategy for tourism on post-Covid-19 from the eyes of an economic operator. He discussed several key principles that influenced both the international and domestic strategy to recover, rethink and revitalize the sector, as well as some strategic targets. Alan stressed the importance of research by academics for the industry, and the sharing of knowledge on both sides in order to better face the challenges such as Covid-19 and the climate and digital transition.





**Elizabeth Keegan**, Managing Director of Lloret de Mar Tourist Board started by giving some examples of the campaign and investments that have been made for the transformation of Lloret de Mar as a holiday and leisure destination into a sustainable and quality destination. Key in the success of this sustainable and digital transformation are partnership and governance. The local perspective that Elizabeth provided clearly showed the importance of a multi stakeholders approach and the fundamental role of soft skills.

**Joze Tomaš**, President of the Croatian Chamber of Commerce in Split and Croatian project ambassador reflected on the new normal and about the new skills that will be required in these revolutionary times. As the tourism industry is selling and buying lifestyle, the question is what the new lifestyle, apart from safety, will be? Furthermore he raised a new perspective to the debate about future challenges. He remarked that not only sustainability and digitalization are important factors to consider, but that also attention should be paid to the effect of the current situation on the mental health of students, guests and tourist. Clearly the pandemic does not only impact the economy, but also people.



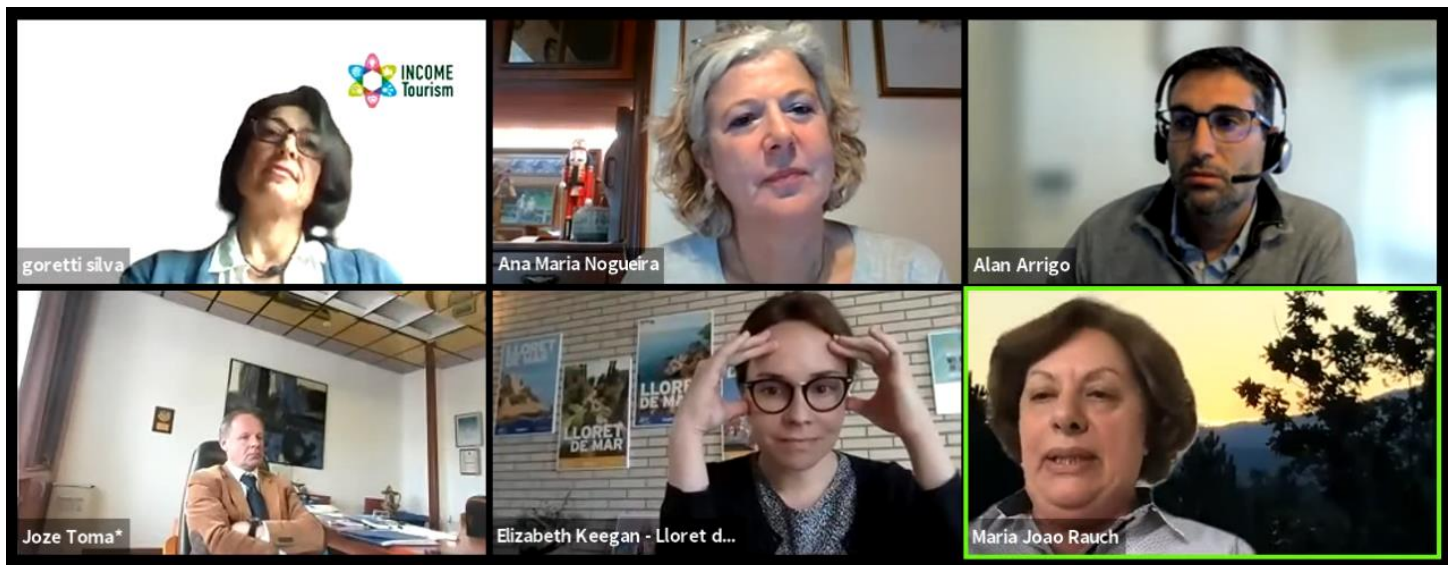
**Ana Maria Nogueira**, Parliamentary Administrator at the European Parliament, gave some background information on how European policies can encourage and facilitate the importance of participation of industry in the dual learning models in general, with a special focus on soft skills in tourism. What started with the adoption of Lisbon Treaty into law in 2009, has been followed by several resolutions that were adopted, such as the European Skills Agenda for



sustainable competitiveness, social fairness and resilience and the EU strategy for sustainable tourism. She also mentioned the Digital Education Action Plan, as well as the motion from the European Parliament for a resolution on the Council Recommendation on vocational education and training (VET) of sustainable competitiveness, social fairness and resilience. Furthermore she stressed that the concept of lifelong learning which plays an important role in

the tourism industry should receive more academic attention. The tourism industry would therefore need more projects like INCOME Tourism.

After the interesting presentations from different perspectives, the leader of the project Goretti Silva, moderated a Q&A session and when closing the webinar invited the audience to join the other INCOME Tourism project webinars that will take place in April and May.



## Webinar 2 – April 15, 2021

The second webinar will focus on **Students' perspectives on dual cooperative learning** and will discuss general aspects of the dual education system at DHBW Ravensburg, and will also explore f.e. the application process, assignments in the practical period, and the challenges of dual studying. Furthermore, by using an example of a practical project connecting academic teaching and partner businesses, students will comment via movie clips and share their experiences. Of course the importance of soft skills and the benefit of the cooperative study program to this respect will also be addressed.



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### Webinar 3 – May 6, 2021

The theme of the third webinar will be **Companies' benefits of dual cooperative education – Experiences & Insights**. Speakers from businesses and organisations' representatives will be invited to provide insights from a business perspective on the beneficial experiences they have with the dual cooperative education, such as improved efficiency and better soft skills. In these contributions from several countries of the project partners there will also be room for discussions about the analysis and challenges of the dual education system. More information will follow soon on the INCOME Tourism web page at <http://income-tourism-project.eu/>.

### Webinars final conference, May 18-20, 2021

During the final conference of the INCOME Tourism project on May 18-20, 2021 two more webinars will be organized in which the partners will all reflect upon the model and the project and on the overall perspective. Also special attention will be paid at the future of cooperative learning / dual education, and as a result a new ATLAS Special Interest Group on Education will be launched. Please visit the INCOME Tourism website for updated information, or follow the INCOME Tourism project on LinkedIn or Facebook.