

Conclusion

Barbone

Final Remarks:

The European Tourism Blueprint calls for:

- 1) **Prioritizing tourism skills** in the political agenda
- 2) Improving the **collaboration between public and private key players** (from education, industry, and policy making) at regional, national and trans regional **level** through stable and innovative models
- 3) Facilitating the **exchange of good practices** in skills development
- 4) Promoting digital, **green and socio-cultural skills**

Iunius

«Hospitude»

The success of a hospitality enterprise does not depend on the classification of the property but on the quality of its employees. Experienced general managers with a **high degree of empathy** demonstrate an attitude towards their guests that is not only right for the occasion, but is actually **memorable. We refer to this as «hospitude», a blend of hospitality and attitude – using soft skills and social and emotional intelligence.** The following questions will define the new requirements for education in hospitality: What will hospitality have to offer in the future? What expectations will guests have? What will be the new role of the hotelier? What are the soft skills and other components to achieve «hospitude»? How can we make the elements that determine the success of hoteliers tangible? **To address these questions, we will have to enter the world of emotional and social intelligence.**

Once-in-a-lifetime guest experience

Future hotel managers have to be empathic generalists. They have to know how to create a once in a lifetime experience for their guests.

Empathic general managers have to be able to motivate heterogeneous teams across cultures. **They must be entrepreneurial, creative and -innovative in managing their staff's working processes – all at the same time.** Empathy will stem from a comprehensive educational background, including topics such as anthropology, psychology, art, history, sociology, etc. Empathy will be part of a hotelier's future core competences.

Big data or small data?

Big data analytics help us to predict consumer trends and future demands. However, we do not always know what information to look for and what is relevant. **Dealing with small data and having a detailed analysis of specific guests' requirements and future needs facilitates such predictions.** Do we want to base our business strategies on smart algorithms though? Or is empathy the key to selecting the relevant information and to developing the appropriate skills?

Greece

The development of skills is a key priority of our Ministry as a component of the implementation of the Tourism Policy. This is proven by the fact that we have **Advanced schools of Hotel Management and Institutions of Vocational Training under the auspices of the Ministry.** By taking proactive measures such as the revision of curricula, the provision of new flexible models, **especially life-long learning programs and up-skilling of employees we try to measure up to the global challenges of digitalization,** of industry's competitiveness, sustainability and shortage of skilled labor force.

PANORAMED

Countries across Mediterranean share common legacy and despite different starting points face similar challenges in tourism sector. We are witnessing **an evident paradigm shift in tourism industry reflected also in tourism related jobs.** This calls for immediate, ready to use and **joint transnational solutions** in order to keep up the pace with volatile market demands, **ensure long term sustainability and position MED area in global tourism market.**

Čanić

Increasing salaries and improving working conditions in tourism are essential in order to attract, motivate and retain people to work in tourism but are not sufficient as they are basic, hygienic factor they are basic, hygienic factor • **Motivating people to educate and work in tourism can accomplish only by**

To establish a systematic, overall approach to building sustainable, transparent and fair human resources systems • This can be done only by strong leadership and human resources strategies on both national and local level

Dual approach – public /private