

PRIORITY NO.1: RE-BUILDING THE TRUST OF EMPLOYEES AND STUDENTS IN THEIR FUTURE IN TOURISM AND HOSPITALITY

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International focus on re-building consumer confidence in tourism and hospitality

Road to Recovery

Overcoming the
challenge of low
consumer confidence
post-COVID-19

BUT: Equally important is

Overcoming the challenge of low employee and student confidence post-COVID-19

Confidence undermined by:

- **Rapid retrenchment of staff and students with the onset of COVID-19**
- **Cancellation of student internships and graduate job offers**
- **Re-structuring and job losses in major international companies**
- **Uncertainty about educational delivery in the immediate post-COVID period**

A shared stakeholder challenge for

- **Tourism and hospitality employers and associations**
- **Public agencies**
- **Colleges and universities**
- **High school advisors**
- **Other community and family stakeholders**

Response must be imaginative and sustainable

- **Need for long-term investment, especially in young entrants to the industry (financial, commitment, opportunity)**
- **Guaranteed internships, first job positions for graduates**
- **Radical changes to curriculum and teaching delivery**
- **Need to listen to young people – “What do YOU want from your tourism and hospitality career?”**

THANK YOU!!!!!!



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