



Ajuntament de
Barcelona



Barcelona
Activa

The most in- demand jobs in the Tourism and Hospitality Sector

REPORT

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01. Introduction to the sector

According to the World Tourism Organization, the Tourism and Hospitality sector encompasses all those trips done by people in places outside their usual environment for a period between one day and one year, regardless of the reasons. Based on this definition, it is possible to identify three main areas of activity of tourism and hospitality:

- **Restoration:** includes all the activities related to the provision of food and drink. That includes cafes, bars, restaurants and catering services.
- **Accommodation:** includes all those activities related to the exploitation of infrastructures that allow tourists to stay for a certain time, such as hotels of different categories, hostels, cottages, resorts, campgrounds, hostels, etc.
- **Planning, management and tourism marketing:** composes all the activities related to the management of tourist services through third parties. This area includes travel agents and tour operators responsible for promoting, organizing and marketing touristic products.

The excellent natural and cultural heritage, as well as the favourable weather have helped to make tourism one of the main drivers of the economy in Spain and Catalonia. Moreover, it is important to remark the importance of the tourism as a catalyst for other sectors, such as cultural, transport and trade, compensatory, in some cases, to the declining demand of domestic tourism.

02. Current environment

Global Trends:

According to data from the World Tourism Organization, in 2014, 1.133 million arrivals were recorded worldwide; representing an increase of 4,3% in 2013. In this regard, Europe remained the most visited in 2014, with 582 million arrivals, 3% more than in 2013. However, America experienced the greatest growth in the number of visitors with a total of 181 million visitors, 16% more than in 2013. On the other hand, countries such as France, USA, Spain and China were some of the top places regarding international arrivals and tourism revenue.

Meanwhile, emerging countries like Mexico and Russia improved its position as tourist destinations, both in the number of tourists and in tourism revenues. The tourism sector accounted for 9% of world GDP and created about 1 of every 11 jobs in 2014 according to the World Tourism Organization(ILO). For this reason, this sector is one of the most ones that contribute to the global economy. In addition, tourism has become a strategic sector in the European Union promoting programs such as COSME, aimed at improving the competitiveness of small and medium-sized European companies.

Trends in Spain:

In 2014 there was a new record in tourists arrivals to Spain, reaching 65 million visitors and representing an increase of 7,15% compared to 2013. As a result, Spain was in the third place worldwide behind only France and the US in 2014. Regarding tourism income, Spain ranked the second position worldwide with 65,000 million.

The tourism sector represented the 10,9% of the Spanish GDP and 12% of employment in Spain. This represents a total of 2.204.842 people employed in 2014, so an increase of 7.7% compared to 2013. On the other hand, the hospitality activity accounted for 66% of employment in the tourism sector in 2014, according to the Ministry of Industry, Energy and Tourism.

Regarding the origin of visitors, the most highlighted were Britain, France and Germany, which accounted for almost half of the visitors in 2014.

Trends in Catalonia:

In 2014 Catalonia was again the main tourist destination in Spain with 16.773.500 visitors, experiencing a growth of 7,2% compared to 2013. Also, foreign tourism spending exceeded 15.000 million euros, 6,1% more than in 2013.

Regarding the origin of visitors, in 2014, the most highlighted were mainly France, the United Kingdom, Germany and Italy, which all together accounted for nearly 50% of the visitors.

Regarding occupation, 406.300 people worked in the tourism sector in the third quarter of 2015, 13,1% of the total employed in Catalonia. This represents an increase of 11,6% (42,300 more employed people) over the first quarter of 2015.

Regarding hospitality, throughout 2014 there were around 50.225.200 overnight (1,9% more than in 2013), in a total of 5.539 establishments in Catalonia, including hotels, rural settlements, camping, etc.

Finally, Barcelona was the fourth most visited city in Europe, registering around 8 million visitors during 2014.

Tourism and Hospitality Indicators	Sector contribution to GDP in Catalonia ⁽¹⁾	Employed population in Catalonia ⁽²⁾	Number of tourist establishments in Catalonia ⁽³⁾
	12% (2014)	406.300 (3rd quarter 2015)	78.684 (1 January 2015)

(1) Data from the official site of Govern de la Generalitat de Catalunya 2014.

(2) Data available at Observatori d'Empresa i Ocupació Generalitat de Catalunya.

(3) Data from Corporate Structure Report November 2015. Observatori d'Empresa i Ocupació. Generalitat de Catalunya.

03. Key sectorial trends

	<p>Consumer Experience</p>	<p>The tourism companies are facing the need to orient and adapt to customer preferences and create new experiences. These challenges involve know and understand the new consumer profile that seeks to integrate new emotions and experiences while their needs are met. In this sense, today's new traveler profile is characterized by an informed, demanding and digital comparator customer.</p> <p>Thus, companies are increasingly implementing customer experience programs, which involve customizing services, direct communication with customers through social networks, the use of technological elements, the design of the customized deals in 2.0 platforms, among others.</p> <p>The sector is investing in the "digital tourist" increasing presence in social networks because of the important role as a place of care and listening to consumers. Thereby, it seeks to turn the customer into the best service and product prescriber.</p>
	<p>Investment in new technologies</p>	<p>During 2015, the sector has continued to invest in the introduction of new technologies that allow customers to change their experience in order to better understand their needs and buying preferences. On the one hand, regarding the loyalty of customers socialization, mobile applications have emerged as a useful tool for establishing a more direct and close communication with customers.</p> <p>Regarding promotion, online marketing has become an essential tool in the promotion strategy and presentation of tourism and hospitality products and services (events, destinations, hotels, restaurants, etc.) through the use of video content, which have more impact than the traditional catalogs. Also, the development of augmented reality mobile applications allow to visualize the history and characteristics of the destination, adding value to the consumer.</p> <p>On the other hand, thanks to the Big Data technology, companies can offer full customization services based on consumer profiles, the pattern and the time and location of the purchase.</p>
	<p>Diversification</p>	<p>The decreased tourism seasonality, the new traveler profile and the relevance of social networking and mobile technology are elements that are leading to drive this sector to a greater business diversification beyond traditional activities. Some companies access to markets as the tour operator or airline industry and others evolve from the retail level to the global tour operator.</p> <p>On the other hand, there are other tourism activities further the traditional sun and beach such as adventure, cultural, gastronomic, ecological or business tourism. In this context, travel agencies and tour operators are committed to offer dynamic tourist packs according to customer preferences.</p>

	<p>Sustainability</p>	<p>Sustainability remains a key trend in the tourism and hospitality industry. Increasingly, consumers are demanding services that support sustainable tourism and it affects on the choice of their destination. Along these lines, Catalonia aspires to be the first region in the world to obtain the certificate <i>Biosphere</i> from Unesco. Furthermore, there are programs like <i>Editurisme</i> aimed at reducing paper consumption through a software platform that enables the exchange of information. There are also other initiatives aimed at reducing the generation of CO2 emissions in the transport and accommodation, reducing waste produced by tourists and improving the housing energy efficiency.</p> <p>On the other hand, there is an increase in the supply of so-called "Eco-hotel" around ecological and biological products, in order to respond to new customer demands.</p>
	<p>Professional qualification</p>	<p>The increasing international competitiveness is also seen in tourism and hospitality. Increasingly, more emphasis is placed on improving the skills of workers in the sector. Some of the initiatives are the promotion of specific courses in areas such as new technologies, dealings with customers, needs management and knowledge of foreign languages.</p>

04. Employment in the Tourism and Hospitality sector

The tourism and hospitality industry has continued to grow during 2015. As growing arrival of tourists, development of new tourism models, new ways of customer consumption and the introduction of new technologies in the sector, have led to an increase in demand for professionals in 2015.

The sector is committed to improve professionals qualifications and skills related to the activities of it. Likewise, attitude and languages' ability become key elements. More traditional professional profiles, such as waiters or caterers, had to develop new skills to meet the needs of today's more demanding customers in terms of services and quality oriented.

Analysis of employment in the Tourism and Hospitality Sector	Current situation	Forecast growth
	↑	↑

↑ Recovery / Growth; ⇌ Maintenance; ↓ Decrease

4.1. THE MOST REQUIRED HIGHLY-QUALIFIED JOBS

Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
1 Revenue Manager	The revenue manager is the professional in charge of planning, organizing, managing, and controlling the sales process with the main goal of maximizing income, whether of one establishment or a hotel group.	<ul style="list-style-type: none"> Education: a degree in either tourism or business is required. Furthermore, it is advisable to have training in revenue management and yield management. Experience: Two years minimum experience in departments related to sales. 	<p>It is desirable that candidates have a cross section profile with a capacity to learn and work in more than one particular area.</p> <p>Knowledge of new technologies and management systems such as ERP and PMS is a plus.</p>
2 Customer Relationship Manager	The Customer Relationship Manager is the professional responsible for creating and implementing marketing strategies aimed at retaining and attracting new customers and managing customer loyalty programs.	<ul style="list-style-type: none"> Education: it is essential to have a degree in a business field or similar. It is also desirable to have knowledge in SEO and SEM. Experience: minimum three years of experience in similar positions is required. 	<p>It is essential to have knowledge of English. Furthermore, it is increasingly valued to demonstrate notions of other languages.</p>

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
3	Strategic Sales Manager	Strategic sales manager is the professional responsible for leading and coordinating the marketing department of a tourist establishment. Meet annual objectives to improve the corporate image through optimum customer management and brand positioning. This responsibility is based on taking maximum advantage of the resources dedicated to publicity, promotions, joint, merchandising and other on-going commercial activities.	<ul style="list-style-type: none"> • Education: it is necessary to have a degree in either tourism, business or publicity. Moreover, it is desirable to have complementary training as a master related in tourism and hotel management. • Experience: five years minimum experience in similar departments directly associated with the position is required. 	<p>These job profiles must have knowledge of the business model and the global market.</p> <p>It is highly valued that professionals have skills such as planning and organization as well as concern for order and quality.</p>
4	Hotel Expansion Manager	The hotel expansion manager is the professional responsible for planning and correctly managing the processes that take place when hotels or hotel groups open new business divisions or absorb already existing hotels.	<ul style="list-style-type: none"> • Education: a degree in either tourism or business is required. Moreover, it is recommended to have courses in hotel management. • Experience: between three or four years of experience in similar roles is required. 	

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
5	Community Manager	<p>The community manager is the professional responsible for building, managing and moderating online communities around a brand or company on the internet.</p> <p>His mission is to use social media tools and instruments (Facebook, Twitter, YouTube, LinkedIn, etc.) to promote a company or brand, generate compelling content, create an image and attract customers.</p>	<ul style="list-style-type: none"> • Education: it is necessary to have a degree either, any engineering field, publicity, journalism or a business field. Moreover, it is needed to have additional training in graphic design (Photoshop, illustrator,etc.) and web programming (blogger, wordpress,etc) • Experience: at least one year of experience in a similar job is usually required. 	<p>It is important to have analytical skills and ability to work in teams.</p> <p>It is desirable that candidates have interest for industry related news and ability to learn continuously.</p>
6	Tourist Information Officer	<p>The tourist information officer is the professional who is in charge of providing guidance and the relevant information to tourist service users in order to facilitate their travels and their stay, as well as adding to their tourist experience. In addition, this person can carry out tasks the goal of which is to promote and sell some tourist services, such as bookings or the sale of some tourist products.</p>	<ul style="list-style-type: none"> • Education: it is recommended to have a degree in either tourism, social and legal sciences or a business field or a professional training course in hotel management and tourism. • Experience: previous experience in customer service is highly valued. 	<p>It is appropriate to have technical knowledge of customer and sales service.</p>

4.2. THE MOST REQUIRED LESS-QUALIFIED JOBS

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
1	Online Tourist Services Consultant	The online tourist services consultant is the professional who is in charge of providing information and advice regarding tourist products or services. He/she carries out his/her duties on the telephone or via the means of communication provided by the internet, and thus has no live contact with customers.	<ul style="list-style-type: none"> Education: it is advisable to have a professional training degree in tourism field. Moreover, it is recommended to have knowledge in tools such as Amadeus, Sire and CRM. Experience: professional experience acquired in travel agencies the services of which can be booked online, and experience working at display counters and in business departments are an advantage. 	<p>Given the nature of the sector is essential to speak English. Other languages are also valued.</p> <p>Required skills for these positions are: orientation towards achievement, empathy, initiative and communication.</p> <p>It is appropriate to have a medium-high level of English and a second language like French, Italian or German.</p>
2	Hotel Sales Representative	The hotel sales representative is professional who is in charge of the representation and sale of the services and tourist products of a hotel or hotel chain. The work consists of marketing the accommodation and services offer of the establishment among different wholesalers, travel agencies, DMC (Destination Management Companies) and in different hotel industry establishments (hotels, restaurants, etc.). In practice, the main mission is to increase the hotel occupancy rate.	<ul style="list-style-type: none"> Education: it is necessary to have a professional training course in either commerce and marketing or hotel management and tourism. Experience: it is advisable to have commercial experience in the tourism sector. 	
3	Receptionist	The receptionist is the professional responsible for the guest reception and assistance and providing information in an establishment. The job includes administrative and commercial functions. This is the first impression the guest receives on arrival at the establishment and therefore the person should project an image of effectiveness and professionalism.	<ul style="list-style-type: none"> Education: it is desirable to have a professional training course in the hotel management and tourist field. Experience: it is valued to have previous work experience in similar positions. 	

	Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
4	Kitchen Chef	The kitchen chef is the professional who plans, organizes and supervises the supply, preparation and cooking method of foods and the production of the different dishes prepared in a restaurant kitchen or for a catering service. The chef directs and coordinates the work of the kitchen staff to ensure its efficiency.	<ul style="list-style-type: none"> Education: it is recommended to have a professional training course in kitchen and restaurant services. Moreover complementary training such as service management, accounting, healthy and safety in the kitchen, among others, is highly recommended. Experience: it is required to have previous work experience in lower positions than chef. 	It is advisable to have knowledge of customer service, food handling and bar and restaurant service: sommelier, brewery, cafe, etc.
5	Waiter	The waiter is the professional who is responsible for serving food and drinks at restaurants, filling customers' orders, assuring top quality in all aspects of service and complying with workplace health and safety rules. Waiters can also end up performing other tasks, depending on the type of establishment where they work (restaurant, cafeteria, bar, etc.).	<ul style="list-style-type: none"> Education: it is recommended to have a professional training course in restaurant or bar services. Experience: previous work experience as a waiter or in other jobs related to the restaurant industry, as well as having worked in posts that require direct customer contact. 	Knowledge of machinery and cleaning products used in the profession are valued.
6	Chambermaid or bellboy	This professional is in charge of carrying out the cleaning and maintenance of hotel rooms and facilities to ensure the necessary levels of hygiene and quality and provide a satisfactory service to the clients.	<ul style="list-style-type: none"> Education: it is recommended to have a professional training course in tourism and hospitality. It is desirable to have additional courses in chambermaid, workplace health and safety. Experience: experience as a chambermaid or bellboy and other cleaning-related jobs is an advantage. 	

5. Conclusions and future prospects

New opportunities



- Internet, social networks and apps have had an impact on the sector creating significant opportunities. They have been established as the best tool to promote themselves in the market, facilitating interaction with consumers and increasing interest in potential offers and promotions. Social networks also provide a forum to share experiences and disseminate product characteristics.
- New technologies such as the new booking management systems or mobile applications offer considerable opportunities for the sector, both in business administration and in commercial and marketing aspects.
- The new model of consumer behavior forced companies to invest in packages that include new services. This is leading to the development of new tools that allow customers to tailor their trip according to their preferences and providing full flexibility.

The professionals of the Sector



- Tourism and Hospitality industry companies seek to achieve competitive advantage differentiate themselves in the market by enhancing professionals skills through specific training related to the sector, the quality in customer service, product and service customized and specific trade-related skills. In regards with the professionals of restaurant and catering industry, companies also invest in improving the skills and qualifications of less-qualified professionals comparing to the period before the economic crisis.
- The diversification of activities and types of tourism such as ecotourism or online tourism, will imply the specialization of professionals and the creation of new jobs according to new needs and industry trends.
- The diversity of customers' background as well as the need to offer a better service, implies the need for industry professionals to constantly increase their knowledge of some foreign languages.
- Sector companies value that highly-qualified professionals have skills such as leadership skills, results orientation and flexibility and geographical mobility. On the other hand, they require that less-qualified professionals have initiative and customer orientation.

Alerts



- The popularization of certain tourist sites is generating a tourism model that can be unsustainable and can generate conflicts of coexistence with local people.
- The low level of foreign languages knowledge (especially other than English) can be an obstacle to find suitable candidates, especially for less-qualified professions.
- Sometimes tourism is not perceived as an attractive sector to work since jobs are often temporary or seasonal and it associated to low wages.
- It is necessary to support the entrepreneurship by facilitating the creation and development of business activity and employment in the tourism sector, with a clear focus on international markets.

Strengths



- Catalonia and Barcelona have an excellent cultural and natural heritage, a fact that has generated a highly diversified tourism beyond the traditional concept of sun and sand.
- There are new services to allow the arrival of new tourists to Catalonia, such as the high speed train, the new airport terminal or port extensions to accommodate more cruise ships.
- Catalonia has a wide range of vocational and university training in the field of hospitality and tourism. Furthermore, the public administration is highly committed to boost activities related to the new sector trends.

The dynamic nature of the sector is encouraging the growing diversification of tourist activities. This context is leading to the need for specialization of professionals, as well as the emergence of new job opportunities.

06. Articles and consulted reports

Sources: Latest data available. INE; IDESCAT; Ministry of Industry, Energy and Tourism Spain; Exceltur; OMT International Turisme Edition 2015.

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07. Sectorial complementary Webography

✓ European Travel Commission.

<http://www.etc-corporate.org/>

✓ Digital Tourism Think Tank, Industry trends research.

<http://thinkdigital.travel/all-insights>

✓ Asociación Española de Profesionales del Turismo.

<http://www.aept.org/>

✓ Instituto para la Calidad Turística Española

<http://www.icte.es/>

✓ Alianza por la excelencia turística.

<http://www.exceltur.org/exceltur-in-english/>

✓ Turisme Generalitat de Catalunya

<http://web.gencat.cat/en/temes/turisme/index.html>

✓ Ministerio de Industria, Energía y Turismo.

<http://www.minetur.gob.es/en-US/Paginas/index.aspx>

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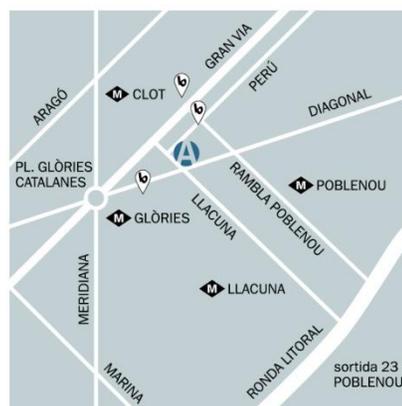
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