

Job Growth in Tourism

16 February 2022
GSTC Members Webinar

Discussion Hosts:
Randy Durband, GSTC CEO
Rika Jean-Francois, ITB Berlin and GSTC Board Member



Four Pillars of GSTC Criteria

(A) Sustainability **Management**

(B) **Social** & Economic Benefits

Maximize benefits to the host community and minimize negative impacts

(C) **Cultural** Heritage

Maximize benefits to communities and culture; minimize negative impacts

(D) **Environment**

Maximize benefits to the environment and minimize negative impacts



Labor / Employment in the GSTC Criteria

GSTC Industry Criteria

- B2 Local employment
- B3 Local purchasing
- B4 Local entrepreneurs
- B6 Equal opportunity
- B7 Decent work
- B9 Local livelihoods
- C3 Presenting cultural heritage

GSTC Destination Criteria

- B2 Decent work and career opportunities
- B3 Supporting local entrepreneurs and fair trade
- B7 Safety and security
- C5 Intellectual property
- C7 Site interpretation

Job Growth in Travel & Tourism

Travel & Tourism correctly boasts about being a job creator, but at the same time tech-driven solutions that kill jobs are much celebrated by business leaders

As consumers, we want high-tech applications to transactional events in travel: bookings, payments, reminder notifications, etc.

- These create jobs for I.T. professionals, but kill jobs in customer service

But the tourist experience is based on customer service, human interaction, experience, authenticity. Here there should be continued job creation.

- *Distinguish between transactional jobs and service/experience jobs*
- *Between the booking process and the visitor experience*



Tourism's Resilience Report Card Grades

2 Aspects of "Resilience"	Tourism's Report Card:
Ability to Endure	Fragile
Ability to Recover	Amazing

Job Growth in Tourism

16 February 2022
GSTC Members Webinar

Discussion Hosts:
Randy Durband, GSTC CEO
Rika Jean-Francois, ITB Berlin and GSTC Board Member

More jobs

Examples where more staff could be added:

- ✓ Guides and docents in more places
- ✓ Tourist police
- ✓ Taxi dispatch
- ✓ Airport and train station greeters

Tourist Police

Philippines, Thailand, Sri Lanka,
Myanmar, South Korea, Jordan ...

For tourists' safety and security

Prevention

Protection

Guidance



Photo by Mihee Kang



Photo by Randy Durband



More jobs

Examples where more staff could be added:

- ✓ Guides and docents in more places
- ✓ Tourist police
- ✓ Taxi dispatch
- ✓ Airport and train station greeters
- ✓ More maintenance and cleaning in parks, other public spaces, public toilets
- ✓ Visitors Centers – more locations, with more services

Better jobs

- Airline pilot training
- Hotel management training
- Non-discriminatory promotions policies and practices...not just hiring but development and promotion
- Overcoming perceptions in recruitment
- ILO decent work guidance
- Creative approaches to local production and services

Tourism as a job creator

Ca Tu ethnic minority in Central Vietnam

ILO / Luxembourg project trained talented weavers to make products to sell to visitors in nearby Hoi An



1. Souvenirs

2. But more successful was and still is the production of accessories to high-end ladies dress apparel

Better jobs

- Airline pilot training
- Hotel management training
- Non-discriminatory promotions policies and practices...not just hiring but development and promotion
- Overcoming perceptions in recruitment
- ILO decent work guidance
- Creative approaches to local production and services
- Not 100% dependence on one sole income

How can we in the sustainable tourism community influence improvement?

- Celebrate good practices
- Measure visitor satisfaction levels before and after pilot programs with more staff
- My Green Butler
- recruiting policies
- Work against tourism “leakage” – focus on local jobs and spending
- *Ayako: green jobs*
- *Rajesh: tourism research, planning, policy for better quality jobs, need connections from research/academia to the private sector, measure the activities to indicate the impact of jobs on visitor satisfaction*
- *Market research via in-person surveys*

How can we in the sustainable tourism community influence improvement?

- • Aye: Study changes in tourist behavior to create innovative services
- Ayako: need to reach more players to address leakage and similar issues
- Find new channels to share these messages