

# Institute of Hospitality

## Securing our future

Sustainability of tourism and hospitality education

# Hello

**Sam Coulstock FIH MIEP**

Head of Professional  
Development

**Institute of Hospitality**

**Clare Johnson AIH**

Chair of IoH Youth Council

**HIT Training**

The Institute of Hospitality (IoH) is the award winning, world leading charitable body for hospitality professionals.

Our purpose is to guide and inspire our hospitality family to perform at their best.

Earning the recognition they deserve, through lifelong learning.



Institute  
of **Hospitality**



**HIT Training** is the leading national specialist training and apprenticeship provider for the hospitality and catering sector.

Having supported over 100,000 learners across 20,000 employer sites across the country HIT offers a huge range of apprenticeships and development schemes for people at all levels, from school-leavers to senior management.





Partnership is not a posture but a process—a continuous process that grows stronger each year as we devote ourselves to common tasks.

— *John F. Kennedy* —

AZ QUOTES

# Agenda

- The current recruitment challenge
- What does the future of HLT careers look like?
- What does the sustainable partnership look like?
- How can education support HLT professions?
- How can the IoH support ?

## The current recruitment / education challenge

- 1.1m vacancies in the UK. Accommodation and food service activities increasing the most, by nearly 50,000 (59%).
- 1.3m overseas nationals left the UK during the pandemic
- A decline in the number of higher education institutions offering and championing hospitality related education
- The introduction of the new T level qualifications to rival A levels are likely to become a substitute for BTEC award
- The current review of 16 to 19 qualifications has the aim of significantly reducing the number of existing professional post 16 qualifications by removing funding to reallocate to T Levels

## What does the future of HLT careers look like?

- Multi-skilled workers and different revenue streams such as dine at home and take away have been pivotal in keeping the industry running.
- However 1 in 3 hospitality workers cite a lack in training and almost half feel like there is a lack of career growth. (Frontline Employee Workplace Survey 2021, YOOBIC, 2021)
- Staff must be prepared to be understanding of their customers. Delivery needs changing in line with the new normal.

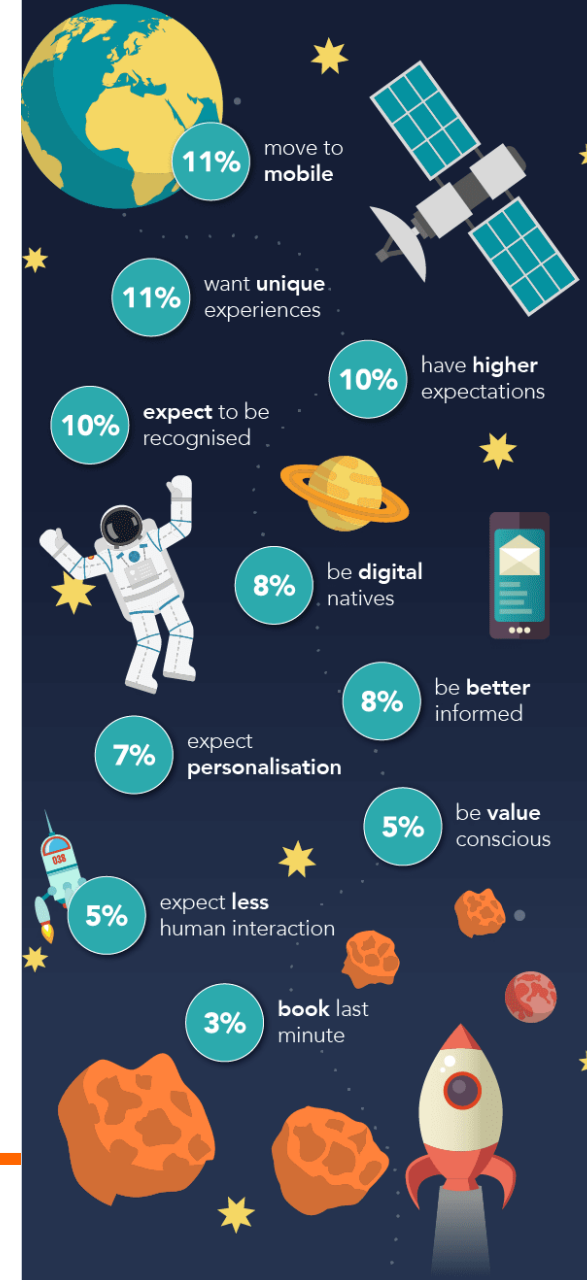


## Be smarter about meeting customer's needs.

Personal Touch and Use of Technology need not be two different entities.

Smart use and differentiation between Data Focused and Customer Focused systems will be beneficial in providing customer experience across all demographics.

THE GUESTS OF 2020 WILL BE A SOPHISTICATED BUNCH...  
Our experts predict that tomorrow's guests will...



**Baby  
Boomers**

- Spending set to increase by 50%
- Focus on in person experience
- Want to feel appreciation

**Generation  
X**

- Keen researchers
- The most loyal
- Interact on social media

**Millennials**

- 1 in 3 purchase via mobile devices
- Like autonomy and space
- Don't object to data collection for personalisation

**Generation  
Z**

- Like to interact with people
- Instant gratification
- Nearly half want to give you feedback



# SUSTAINABLE DEVELOPMENT GOALS

<p><b>1</b> NO POVERTY</p> 	<p><b>2</b> ZERO HUNGER</p> 	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p><b>4</b> QUALITY EDUCATION</p> 	<p><b>5</b> GENDER EQUALITY</p> 	<p><b>6</b> CLEAN WATER AND SANITATION</p> 
<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><b>10</b> REDUCED INEQUALITIES</p> 	<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 
<p><b>13</b> CLIMATE ACTION</p> 	<p><b>14</b> LIFE BELOW WATER</p> 	<p><b>15</b> LIFE ON LAND</p> 	<p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 	

- Median pay is slightly higher than pre pandemic levels. PAYE, 2021
- Skilful workforces allows for cross mobility.
- High percentage of women within the sector, a chance to lead
- 1 in 11 jobs are in our sector worldwide. A chance to promote local culture and products
- Contribute to urban renewal and decrease regional imbalances.
- Smarter, greener cities and towns to not only work in, but live.
- As a large market there is a change to reduce consumption and take climate action.
- Public/Private, International/National/Global opportunities to partner.

## What does the sustainable partnership look like?

- ROI for employers? Why should they work with you and what are the quick wins and longer-term wins
- Do you believe the sector needs to work on sustainability strategies to attract more talent?
- Be in tune with employers needs
- Work together on a long term strategy

# How can education support HLT professions

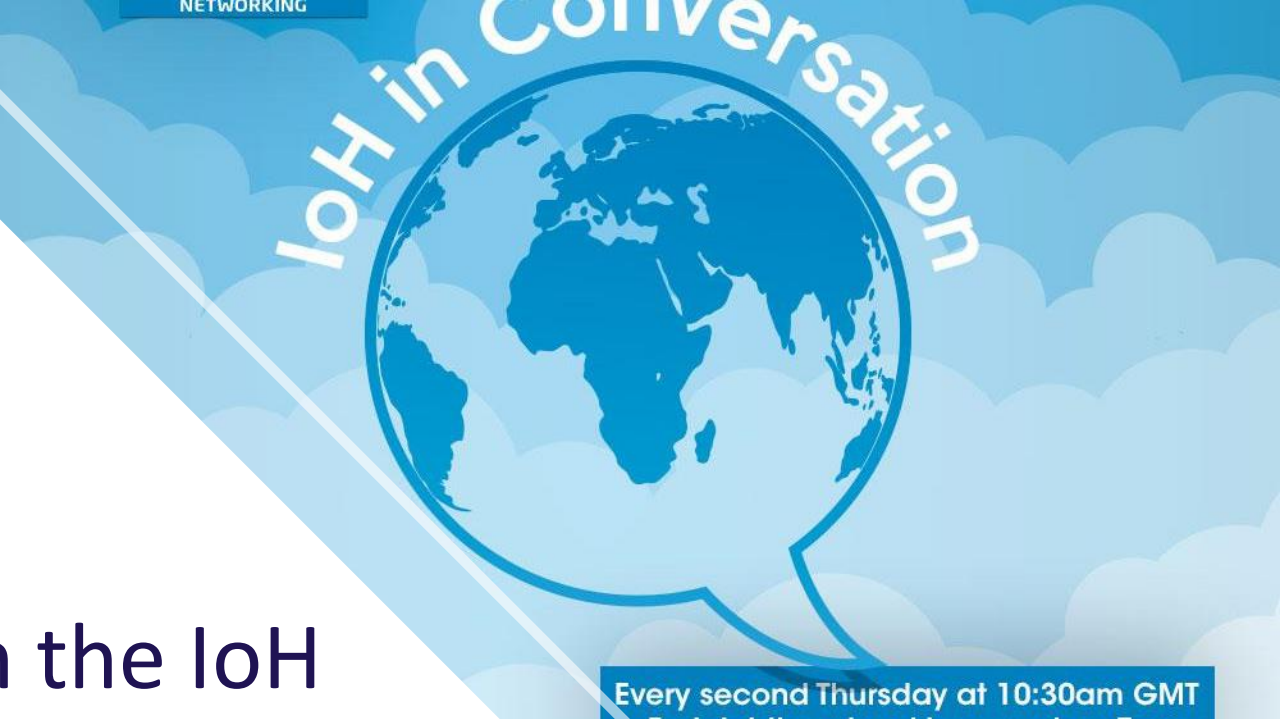
- Talent pipeline
- Retain talent
- Research future trends, competitive edge

# How can the IoH support?

Five pillars to hospitality management

1. The Customer / The Guest
2. Leadership
3. Team
4. Business
5. Self Care





How can the IoH support?





## Accreditation

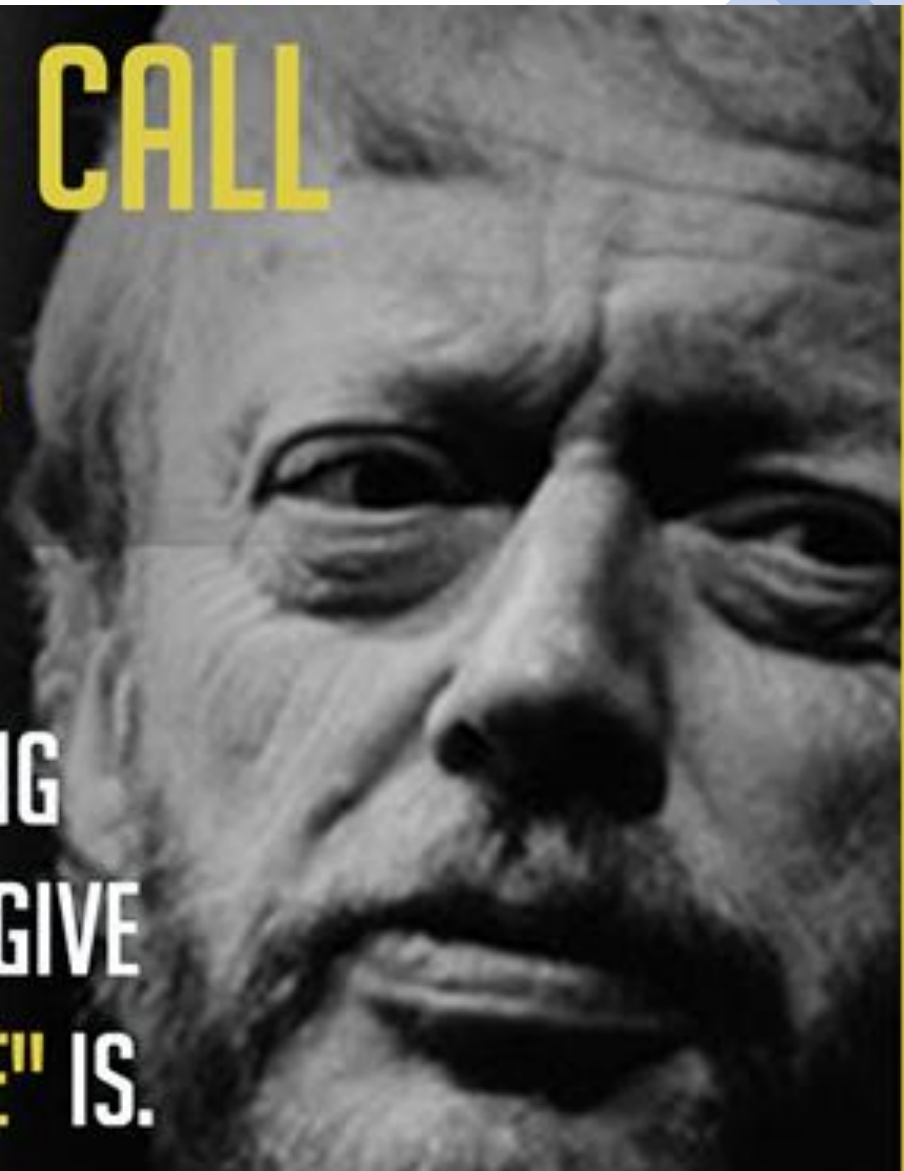
**Global recognition for programmes of professional study in hospitality, leisure, tourism, events and related fields.**

We provide international recognition to global education providers for programmes of study at craft level through to senior management level.

Accredited programmes demonstrate they meet recognised levels and standards of professional knowledge, skills and understanding, are relevant to the needs of the industry and meet accepted international benchmark standards.

**LET EVERYONE ELSE CALL  
YOUR IDEA CRAZY...**

**JUST KEEP GOING. DON'T STOP.  
DON'T EVEN THINK ABOUT STOPPING  
UNTIL YOU GET THERE, AND DON'T GIVE  
MUCH THOUGHT TO WHERE "THERE" IS.**



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