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# INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS

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## SAME BOAT, DIFFERENT STORMS

Reflections for the ITT  
Annual Conference

As the Travel and Tourism sector emerges from the long shadows of the pandemic, there are huge opportunities towards much needed revival and growth for Travel and Tourism organisations. The sector is however struggling to recruit graduates. At the ITT Annual Conference in Doha, Qatar, the ITT Education and Training Committee explored the challenges faced by the industry and ways to bridge the disconnect between industry and graduating students.

In this week's Industry Digest, [Dr Sumeetra Ramakrishnan](#) reflects on the conference and the opportunities going forward for both students and Industry.

Have a great weekend!

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## REFLECTIONS ON SAME BOAT, DIFFERENT STORMS

**Dr Sumeetra Ramakrishnan**

Opportunities provided by the rising demand in Travel and Tourism (T&T) post Covid 19, can deliver much needed respite to T&T businesses ranging from micro enterprises to multinational conglomerates as well as address unemployment challenges across UK labour markets. However, following the **great resignation** of 2021, where many left the industry, organisations have found it increasingly difficult to attract and retain talent. This is happening at a time where young graduates are entering an uncertain labour market after challenging educational experiences, ready and willing to work. So why the disconnect?

According to the **WTTC (2022)**, in the coming decade, the sector is expected to add 126 million new jobs, there is a serious challenge to the sector's recovery and future growth if the recruitment and retention challenges are not addressed. The **ITT Annual Conference** which attracts travel and tourism businesses, senior business leaders and policy makers from across the T&T industry hosted the ITT Education and Training Committee, where **Dr Sumeetra Ramakrishnan** along with other panel members considered the challenges of graduate talent recruitment and retention.

The panel discussed the need to underpin talent recruitment and retention with talent development, where industry and academia need to collaborate to develop relevant and valuable programmes that meet the needs of the industry as well as inspires graduates to explore the wealth of opportunities available. A closer collaboration through **fair placements** and internship opportunities was identified as critical to widening participation and bringing the best talents on board. With **young people** reflecting on the meaning of work and life, prioritising wellbeing and considering ethics/values of companies, the panel identified the need for businesses to go beyond traditional employment relationships. There was consensus across the panel and the audience that as the T&T sector pioneers on sustainable experiences and cutting-edge technological advances, it now more than ever needs passionate, talented young people to achieve its ambitions.

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