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Quality, Skills and our Future

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- **What competitive advantage?**
- **Delivery of Quality.**
- **Skills development.**
- **What does it take?**

What competitive advantage?

- Cost?



- Access and location?



- Brand?



- The locals?



What competitive advantage?

- Tourism infrastructure?
 - *Can be, if....*
- Natural environment?
 - *Yes, if....*
- Culture and history?
 - *Yes, if....*

*Our competitive advantage is
largely determined by
how good we are
at presenting and managing
our tourism assets.*

Quality Delivery

- ✓ Quality of service
- ✓ Quality of interpretation
- ✓ Quality of management:
 - ✓ Businesses
 - ✓ Natural assets and sustainability
 - ✓ Communities

Skills Development

- ❑ Jackson Report
- ❑ National Tourism Alliance (NTA)
– *Future Directions 2009-2014*
Report
- ❑ QLD Tourism Strategy
- ❑ ...

Skills Development - Challenges

- Labour vs. skills needs
- Skill culture
- Career recognition
- Training access
- Training and industry engagement

Skills Development - Opportunities

- Broad skills spectrum
- Multi-level skills
- Portable skills
- Flexible work arrangements
- Job mobility
- 'Green' jobs and 'green' skills

What does it take?

- Recognise tourism and service industries in skills infrastructure.
- Articulate industry skills needs.
- Appropriate training design and delivery.
- Skills vs qualifications.

What does it take?

- Provide career paths.
- Promote career paths.
- Celebrate success.
- Engage with (potential) employees.
- Skills culture.

*Tourism is well suited for the
workforce of the future.*

*If we can build a strong skills
culture in the industry, Australia
will be a competitive tourism
destination.*

Thank you.

