

ANNUAL REPORT

2020



Hong Kong students receive their certificates from global partners.

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FOREWORD

MICHEL TARIDE, CHAIR OF GTTP BOARD

Dear Global Partners and Friends of GTTP,

Welcome to the first-ever GTTP Annual Report.

It gives me great pleasure to share my thoughts, as we are going through the most challenging times that our industry has ever experienced. Travelling will never be the same again. Here are just some examples of the changes we can expect over time:



- Safety standards are being elevated with new protocols.
- A seamless, end to end customer experience will become the norm. Travellers need to be reassured and informed about measures being taken both by governments and the private sector.
- Artificial Intelligence will play a crucial role in the way products and services are being offered, priced and booked.
- New consumer trends will accelerate, such as the quest for travel experiences in a way that protects the environmental footprint while uplifting and celebrating local communities and cultures.

Going forward, our mission will be more important than ever as activity recovers. We will need millions of employees who are willing to join our wonderful industry and are properly trained to provide around the world experiences that customers expect, in a safe and personal manner.

As you will see in the coming pages, a lot has been achieved in 2020 in spite of the acute challenges, and ambitious plans are in place for GTTP in 2021 and beyond. This can only be possible with the continued support and guidance of our global and local partners, the advisory board, plus the total dedication of our Executive Director, Anne Lotter together with the 16 GTTP Country Directors.

I sincerely thank you all for making GTTP such a unique family. Travel is in mankind's DNA. May 2021 be a year of rebound, reinvention, health, peace and prosperity.

Warmest regards, Michel

A handwritten signature in black ink, appearing to be 'MT', written in a cursive style.

INTRODUCING GTTP

GTTP began in 1986 when the American Express Foundation started an educational programme to introduce secondary school students to career opportunities in Travel & Tourism. It was piloted in Fort Lauderdale, Florida and in Brighton, UK, and students were offered internship opportunities with American Express. Following the programme's initial success, independent philanthropic programmes, supported by local businesses, started in Brazil, Canada, Hong Kong, Hungary, Ireland, Mexico, Russia and South Africa. In 1996 the independent programmes joined forces to form the Global Travel & Tourism Partnership (GTTP).

A Partner Advisory Board, established in 1996, recruited companies to support the programme including Accor, Amadeus, American Express, BTI, Budget, Hertz, KLM, Lufthansa. GTTP also partnered with the World Travel and Tourism Council (WTTC).

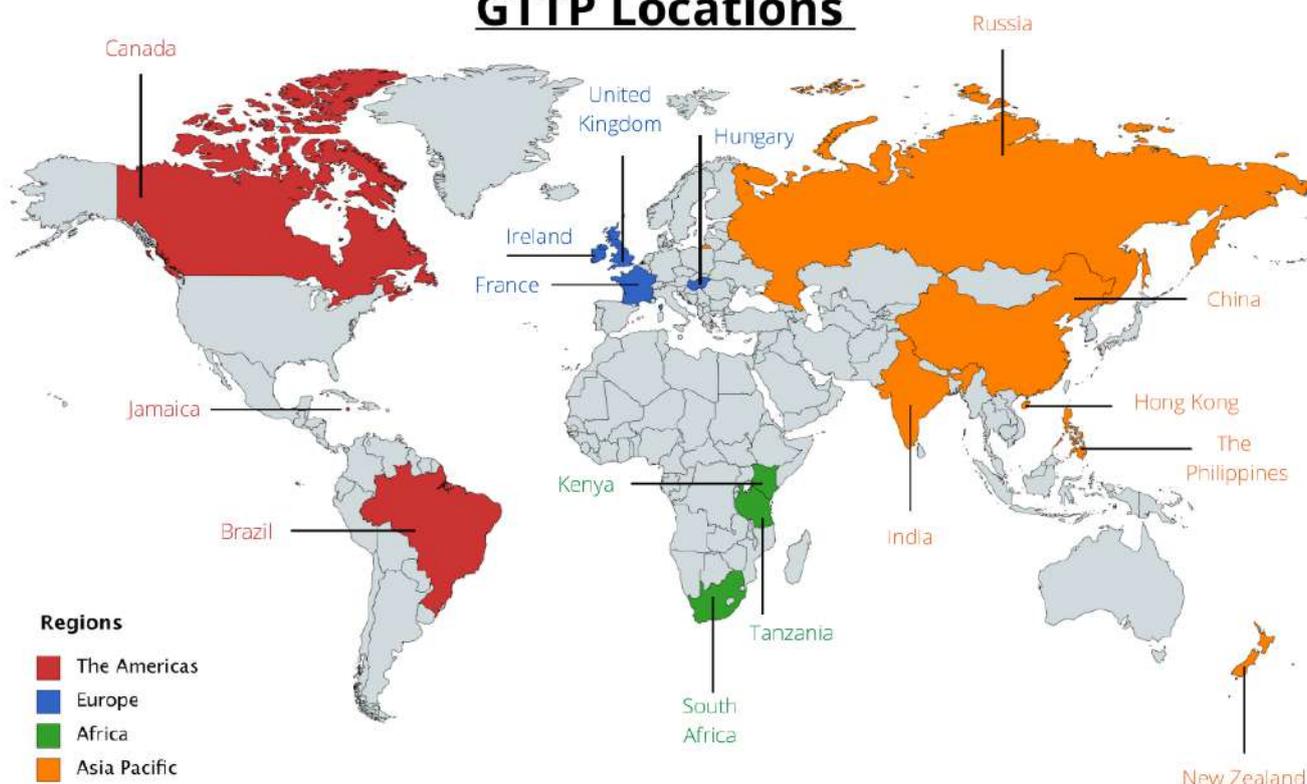
In 2002, Jamaica joined GTTP followed by Kenya, China, and Tanzania. Each programme was started with a philanthropic rationale and the support of local businesses.

In 2004 the first iteration of our curriculum, "Passport to the World: An Introduction to Travel & Tourism,"[©] was developed by GTTP with the support of industry partners. The resource introduces students to the structure of the global industry and its career opportunities, and continues to be used in thousands of GTTP member schools. A teacher training package was later added to the programme and rolled out in all the countries using the curriculum.

Annual enrolment rose dramatically with Russia and South Africa seeing the largest growth. In 1996 there were 16,000 students enrolling on the programme annually which has risen to 740,000 students in 2020. In 2021, GTTP will reach 19 countries with more than 3 million students to date benefitting from GTTP training.

WHERE WE OPERATE

GTTP Locations



Student comments from around the globe.

- "I love tourism and travel and am hopeful that I can have a start up related to it." - Anthony (GTTP Kenya).
- "I want to learn more about hospitality. It is one of the best platforms to learn about tourism." - Christine (GTTP Brazil).
- "I'm unemployed and I love the world of travel and tourism. Maybe this will be my opportunity to change my life." - Francesca (GTTP Italy)
- "I am teaching tourism to grade 12 and the course is useful for me to help my students." - Kabelo (GTTP South Africa).
- "I have changed careers and this course is a great starting point." - Hannah (GTTP UK).

OUR VISION

**A business and education alliance
that inspires young people to build a
career in travel and tourism.**



Students in Moscow learn about GTTP from our
Global Partner representative at Amadeus.

OUR MISSION OUR VALUES

OUR MISSION

To deliver unique, industry-backed education programmes, events and experiences for secondary, tertiary and vocational schools which link to internships, jobs and careers in travel and tourism.

OUR VALUES

We are passionate about the travel and tourism industry as a 'force for good.'

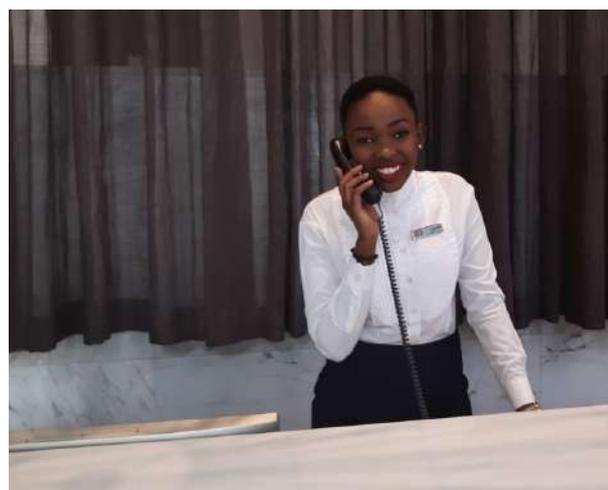
We believe that education is key in building mutual understanding, delivering the best travel experience and driving economic growth.

We build collaboration at global and local levels between the private sector, education, governments and industry associations.

Competition winners from Ireland present their research findings.



A GTTP alumni is now a guest relations officer in Kenya.



EXECUTIVE SUMMARY

ANNE LOTTER, EXECUTIVE DIRECTOR

There is no doubt that 2020 has been a year of great challenge for the industry but despite the challenges of the pandemic GTTP has continued to thrive and grow, delivering our Passport to the World© programme to 628,000 students in this year. During the year, we adjusted our focus to better ensure that we have remained relevant in the current context as well as connected to students and sustainable.



Key initiatives for 2020:

- Extended our Passport to the World © curriculum to an online audience for the first time in January 2020. Over 4,000 students from more than 100 countries registered to take the course from more than 100 countries.
- Founded our GTTP newsletter, "Inside Track, Tourism Education." This new resource is edited by a different Country Director each month.
- Updated and refreshed the GTTP website and established our social media presence via Instagram, LinkedIn, Facebook and Twitter.
- Initiated four online meetings a year for our Country Directors from across the world to share best practices. This replaced our annual in-person Country Director's workshop.
- Redirected grants in our 16 participating countries to use for regional workshops, online teacher training webinars and student events, replacing student travel and in-person activities.
- Started work to establish a more robust online training experience through our new GTTP Academy which will deliver a series of training courses for students interested in a career in travel and tourism with links to jobs in the sector at a local level on completion of the programme.
- Signed up four new countries to GTTP: Ethiopia, Madagascar, Rwanda and Uganda. Each country will be piloting Passport to the World in 2021 with the intention of rolling out the programme more widely later next year.
- We continue to be aligned with the UN Sustainable Development Goal 8 to promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

EXECUTIVE SUMMARY

In addition to these efforts, each country where we have a programme remains strong thanks to the ongoing leadership of our GTTP Directors. Their role is to oversee teacher training, organise conferences and events and manage the delivery of the curriculum at a local level. Directors have continued to find new and innovative ways to work with teachers and students to ensure the programme survives and thrives.

Travel and Tourism is an industry which traditionally provides 1 in 10 jobs and we need to convince students of the tremendous opportunities which will come back. Studies show that there is a great need to train and retain staff and GTTP can help to address this on a massive scale.

The World Travel and Tourism Council (WTTC) report, **To Recovery and Beyond, The Future of Travel and Tourism** states that 89 percent of Travel & Tourism companies say that the skills gap in the local labour market is a barrier to adoption of new technologies and that 68 percent of the workforce would benefit from re-skilling. GTTP is ideally placed to facilitate up-skilling, re-skilling and helping to create a more resilient workforce.



Student research competition winners from Brazil present their research findings in Nice, France.

OUR AIMS FOR 2021

In 2021 GTTP wants to be at the forefront of helping the industry recover from the Covid-19 pandemic by supporting young people around the globe to engage with leading and innovative companies and individuals in our sector so they can learn and discover the fabulous opportunities that await a career in travel and tourism. We will achieve this by:

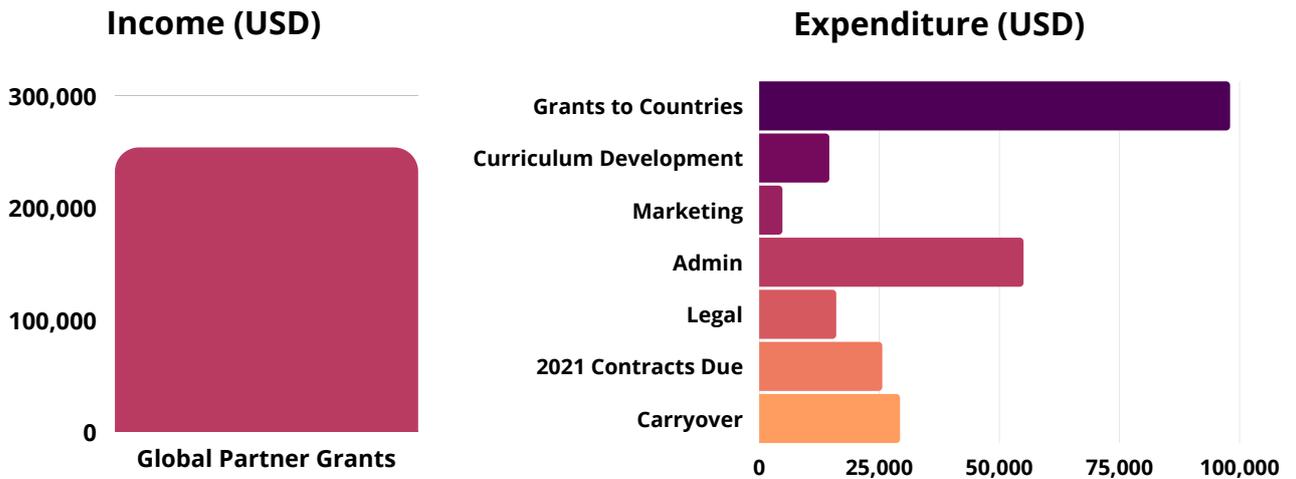
- Building a comprehensive GTTP Academy and expanding our curriculum to include accessible and targeted short courses in Sustainable Travel, Business for Travel & Tourism, Digital Skills for Travel & Tourism and Workforce Readiness.
- Utilising the enhanced curriculum to help us and our Global Partners to better identify and recruit GTTP youth for career days, internships, work experience and job opportunities that best align with students' interests and abilities and companies' needs.
- Expanding into new territories, for example the Middle East, where there is a rapid growth in hospitality and a shortage of trained staff.
- Funding GTTP programmes around the world and sharing our curriculum in schools, colleges and universities to give young people the opportunity to build relevant skills and experiences.
- Training teachers to better understand the industry and be able to assist students in identifying where in the sector they would like to work.
- Recognising outstanding students through competitions and awards.

Students from India and South Africa present at the research conference in Nice, France



FINANCE

Thanks to the generosity of our Global Partners, we have been able to transform the lives of over 3 million young people since GTTP began. Global Partner grants totalled \$253,600 in 2020.



GTTP New Zealand organised a 'Go With Tourism' expo where students were introduced to the GTTP curriculum.



KEY 2020 STATISTICS

Teachers trained to deliver Passport to the World: **1,800***
Schools who have benefitted from the programme: **4,000***
Students who have benefitted from the programme: **740,000***

Local Business Support

Canada: Marriott International's Canada hotels offered career awareness workshops, resume and interview coaching, hotel tours, job shadowing, co-op placements and work placements.

China: A GTTP China teacher won the prestigious 'Best Teacher' awarded by the Tourism Branch of China Tourism Education.

Ireland: GTTP Ireland engaged 10 new local businesses who can offer financial or in-kind support to the GTTP locally.

Jamaica: The Tourism Product Development Company assisted with summer job placements.

India: GTTP India was given financial support by three local businesses who can offer placements or internships to students completing GTTP training.

Kenya: 11 new local business partners now support GTTP East Africa.

South Africa: Marriott International's South Africa hotels offered career awareness workshops, hotel tours, job shadowing, teacher training and work placements.

- statistics are from 1 January 2020 -31 December 2020

ACHIEVEMENTS BY REGION



BRAZIL

Teacher training, conducted seminars on tourism education, case study competitions and weekly school contact.



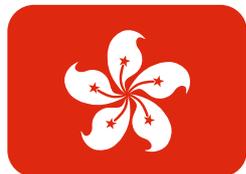
CANADA

Provided high-quality curriculum resources and encouraged experiential opportunities for students, teachers, parents and counsellors to learn about the tourism sector and employment pathways. Core funding utilised to train teachers and grow the programme. Offered free online learning through partnership with Emerit.



CHINA

Trained teachers and designed on-line teacher training content.



HONG KONG

Promoted and coordinated GTTP student competitions nationally and internationally. Organised student activities including internships and alumni gatherings. Organised regional conference for the research competition.



HUNGARY

Supported operations in Hungary and France which has a school running GTTP. Coordinated regional European conference. Ran a three-day teacher training seminar with participants from France, Jamaica, Hungary, Kenya and South Africa.



INDIA

Enrolled 513 students across 15 centres in India. Ran a teacher training programme for all teachers. Shared ideas for cooperation. Three local partners agreed to support GTTP. Updated and revised the website. Utilised our newly-built digital recording studio to huge success. Registered students with Future Learn. Ran a nationwide travel photo competition.



IRELAND

Ran competitions including the research competition. Participated in regional events and aligned to the national campaign. Participated in regional conferences.



JAMAICA

Organised training seminars. Hosted a careers expo. Assisted in the management of the GTTP Photo Competition. Coordinated local photo contest and research study.

ACHIEVEMENTS BY REGION



KENYA

Increased school participation, trained teachers, and organised a careers expo, increased partnerships, organised a mentorship programme.



NEW ZEALAND

Held a two-day training programme in New Zealand and the Pacific Island nations for 100 secondary school teachers to help prepare for the introduction of the Passport curriculum to schools in 2021. Established a 'Schools Ambassador' programme to introduce GTTP to all secondary schools in New Zealand.



PHILIPPINES

Established a website for accessing training modules. Continued driving funding for the programme through donations. Partnered with private institutions catering to student internships.



RUSSIA

Enhanced the delivery of the GTTP Russia programme, organised a GTTP mentoring scheme to include familiarisation visits, networking events, job shadowing, and engaging with the industry. Ran teacher training events for 201 teachers using webinars and in-person seminars.



SOUTH AFRICA

Supported teachers and learners, engaged in tourism studies in South African schools. Organised an Africa-wide student conference to include Kenya and Tanzania research winners.



TANZANIA

Extended programme into Arusha and Kilimanjaro. Increased the numbers of students from 1,600 to 2,400, the number of teachers from 40 to 80, and schools participating in the research competition from 9 to 20. Obtained local TV publicity for the programme.



UNITED KINGDOM

Developed partnerships with organisations who can offer internships, mentoring schemes and career days for students who have completed the Passport course. Piloted the Passport programme in tertiary colleges in Autumn 2020.

GLOBAL PARTNER ADVISORY BOARD



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Jonathan Raggett
Red Carnation
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Global Travel
and Tourism
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*Our 2019 student research competition
winners in Nice, France.*



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