

## **Human Capital in Tourism Sector**

*Organised by*

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### **SCOPE**

The global economy, based on knowledge and technological evolution, has brought new challenges of competitive differentiation to organizations, particularly organizations based in services providing, such as the tourism industry (Junrat *et al.*, 2014; Vafai, 2016). Tourism counts with the human resources as a competitive advantage to the organizations since it influences the quality of the final product presented to the tourists as well as to the satisfaction and loyalty of the customers of the different tourist destinations (Giannakis and Harker, 2014). The qualifications of the human resources of the tourism sector are fundamental for the development and planning of the different tourist destinations, and the vocational training and development of professional skills but especially personal and/or behavioral skills are key factors that allow the elevation of the level of competitiveness and quality of the sector, responding this way to the constant evolution of the demands of tourists and the tourist market. Organizations should invest in the qualification of their workers, through education and vocational training according to the interests and objectives of each organization, to obtain future incomes (Bañuls, Rodríguez and Jiménez, 2007; Moura, Xavier and Silva, 2011; Nordhaug, 1998; Wagenaar, 2014). In this sense, the improvement of skills of the workers, both professional and personal, are key factors for the development and planning of the tourism destinations as well as the global improvement of competitiveness and quality of the sector and also allows to respond to the evolution of the labour market and the demands of tourists (Bañuls *et al.*, 2007; Bañuls, 2009). We invite contributions and different perspectives that focus on the trends and challenges of the tourism sector, specifically the qualification of human resources, seeking contributions that allow better educational planning to address to the labour market needs.

### **TOPICS OF INTEREST**

This special session seeks research papers, both case study oriented or theoretical, and addresses the following themes:

- Profile of Human Capital in Tourism
- Tourism Human Resources Management
- Trends and skill needs in Tourism
- Intellectual Capital in Tourism
- Tourism Human Resources and Tourism Education
- Tourism business curriculum

### **SUBMISSION OF PAPERS**

Abstracts of no more than 350 words should be submitted electronically by **April 30<sup>th</sup>, 2019** to Vânia Costa: [vcosta@ipca.pt](mailto:vcosta@ipca.pt). For further enquiries regarding conference fees and program, recommended accommodation and registration form, please visit the following website: <https://iatour.org/icot2019/>