PRESS RELEASE

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Successful global youth opportunity programme is Tourism for Tomorrow finalist

ITP (the International Tourism Partnership) is delighted to announce that the Youth Career Initiative (YCI) our youth employability programme, has been selected as a finalist in WTTC’s Tourism for Tomorrow (T4T) awards in the People Category.

Selected from 157 applications, YCI has been shortlisted alongside two other programmes. The winner will be announced at a ceremony to be held in Dallas, USA on 6th-7th April 2016.

About YCI

The Youth Career Initiative (YCI) is a transformative programme for disadvantaged young people.

Recognising a pressing need to address the issue of youth unemployment around the world, and a simultaneous need for a continuous supply of skilled talent within the hospitality industry, YCI works with 16 partner hotel companies and local non-profit organisations to bridge the gap by creating opportunities for young people and providing skilled talent for hotels who have been trained across a wide range of areas within the hotel operation.

YCI is a six-month education and training programme offered to unemployed youth with limited socio-economic opportunities in 15 countries across five continents. YCI works with young people who are unlikely to have a viable route into legitimate employment or be able to improve their situation without external help, including survivors of human trafficking. The programme provides students with transferable life and work skills that improve their employment opportunities and empower them to make informed career choices and positive life decisions.

Impact of the Award

Alberto Canovas Head of YCI said, “We’re honoured to have been selected by WTTC as a finalist in the Tourism for Tomorrow Awards’ People Category. If we are lucky enough to win, the award will give unprecedented exposure to the programme, supporting our growth plan and extending our impact, as well as helping thousands more YCI students around the world. This year marks a pivotal moment in the programme’s global expansion, allowing us to facilitate the training of around 2,500 young people every year by 2019.”

YCI’s success rate sees 85% of programme graduates go on to employment or further education, including young people like Eunice, a survivor of human trafficking and YCI graduate from Nairobi, Kenya who told us,

“At last, I can see my dream coming true. To some extent I had lost hope in life, but YCI came at the right time. Now, I can see my dreams coming true.”

Underpinning YCI’s ambitious growth plan is the generous support and commitment of ITP’s member hotel groups as well as an array of funders and foundations which allow the team and co-ordinators in Sao Paulo, Addis Ababa and Mumbai to continue their work to identify new programme opportunities whilst ensuring the success of existing programmes.
YCI operates thanks to the commitment of supporting partner hotels who mobilise their local properties to offer the training programme to local youth, and non-profit organisations who help identify and mentor the young people who participate. In some locations, other businesses and public agencies provide further support to the programme, including the provision of life-skills training and stipends respectively.

About WTTC and Tourism for Tomorrow

WTTC is a global forum for business leaders within the tourism industry. It exists to raise awareness of Travel & Tourism as one of the world's largest industries, mobilising key players within the industry to adopt sustainable and responsible business practices. Their annual Tourism for Tomorrow Awards celebrate best practice in responsible tourism globally, focusing on organisations' positive impacts on the environment, economy and local communities.

Awards Lead Judge, Graham Miller, Professor of Sustainability in Business and Head of School of Hospitality and Tourism Management, The University of Surrey, said, “This year’s finalists reflect the importance of knowledge in creating a more sustainable tourism industry. We have organisations who have created carbon calculators, methods of measuring impacts, developed new technology and really thought outside the traditional confines of the sector. There is still no shortage of passion and determination to drive forward sustainability, but working smarter through networks, partnerships and high level thinking mark the future for sustainable tourism.”

Fiona Jeffery OBE, Tourism for Tomorrow Awards Chair said, “It is great to see the depth and range of achievement the Tourism for Tomorrow Awards are attracting. Greater innovation and longer term sustainable practises from right across the globe. We look to stretch the boundaries as an Awards Programme recognising and applauding true business leadership. It’s so encouraging to see such inspiring work being exemplified in this way as it helps our industry improve and ensure it brings better business practises to a wider community.”

Notes for editors

The International Tourism Partnership drives responsible business in the hospitality industry by engaging with the world’s leading hotel companies.

ITP turns responsible ambition and good ideas into positive action.

We do this by sharing best practice, offering practical products and programmes and facilitating collaboration in one of the world’s biggest industries.

For our members we provide a non-competitive platform for leaders to share ideas, build relationships and work together on making the industry more responsible. For hoteliers around the world, however big and small, we provide access to valuable information and resources at no cost, allowing them to drive their own responsible business agendas. Most of this information is freely available on www.greenhotelier.org

ITP is an initiative of Business in the Community working for a fairer society in a more sustainable future.

For more information about YCI and for success stories of graduates from around the world, visit http://www.youthcareerinitiative.org/. A full list of funders and supporters can be found here.

For more information on ITP and our programmes visit http://tourismpartnership.org/.

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