PRESS RELEASE

April 2016

ITP Youth Employability Programme wins Tourism 4 Tomorrow People Award.

ITP (International Tourism Partnership) is delighted to announce that its employability programme, the Youth Career Initiative (YCI), has won the People category at the WTTC Tourism 4 Tomorrow Awards in Dallas, Texas.

Accepting the Award at the WTTC Global Summit yesterday, Head of YCI Alberto Canovas said, “On behalf of a very large number of organisations and people across the globe who have made the Youth Career Initiative possible, from hotel partners and non-profit partners, to our donors and last but not least, our small yet very passionate and dedicated team, I would like to give my sincerest and heartfelt thanks to WTTC and the judging panel for bestowing such a prestigious accolade onto YCI.

“I would also like to give a very special thanks to the hotel companies that we partner with such as Marriott, IHG, Hilton, Carlson Rezidor, Hyatt, Four Seasons and Starwood, through their association with the International Tourism Partnership, because without their support, commitment and contributions from their corporate and local teams, YCI would simply not be possible.

“I would like to dedicate this award to our students and graduates who have seen their lives transformed for the better and who through YCI have been able to kick-start their careers through legitimate and decent employment both within and outside hospitality – their success is our success.”

YCI is a six-month education and employability programme offered to unemployed youth with limited socio-economic opportunities in 19 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. The programme provides students with transferable life and work skills that improve their employment opportunities, as well as empowering them to make informed career choices and positive life decisions. It has an 85% success rate of graduates moving on to employment or further education.

YCI also supports survivors of human trafficking helping them to become more independent and secure as they regain control of their lives.

ITP works with its member hotel companies to identify key issues for the industry to address, and global youth unemployment has been targeted for over ten years. YCI was created to bridge the gap between hotels battling a lack of skilled talent to recruit, against the high percentage of unemployed young people in many countries around the world, and to empower unemployed young people to build careers and make positive life choices.

Fran Hughes ITP Director said, “We’re immensely proud that YCI has been recognised by the tourism industry with this prestigious award. It’s a fantastic endorsement for our employability programme and our many years of work with our members and partners around the world helping
so many young people improve their opportunities. We have ambitious plans for the growth of YCI over the coming years, thanks to the generous support of our funders, and we hope that this recognition will underpin those plans, allowing us to bring YCI to thousands more young people, in several more countries.”

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.

YCI is an initiative of the International Tourism Partnership. Over 3,000 young people, including 64 survivors of human trafficking have graduated from YCI to date. This new funding will help YCI towards achieving its ambitious growth targets over the coming years. For more information about YCI and for case study examples of graduates around the world, visit http://www.youthcareerinitiative.org/. A full list of funders and supporters can be found here.

ITP is an initiative of Business in the Community. BITC is the Prince’s Responsible Business Network. Our members work together to tackle a wide range of issues that are essential to building a fairer society and a more sustainable future. We are a business-led, issue focused charity with more than 30 years’ experience of mobilising business. We engage thousands of businesses through our programmes driven by our core membership of over 800 organisations from small enterprises to global corporations.

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

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