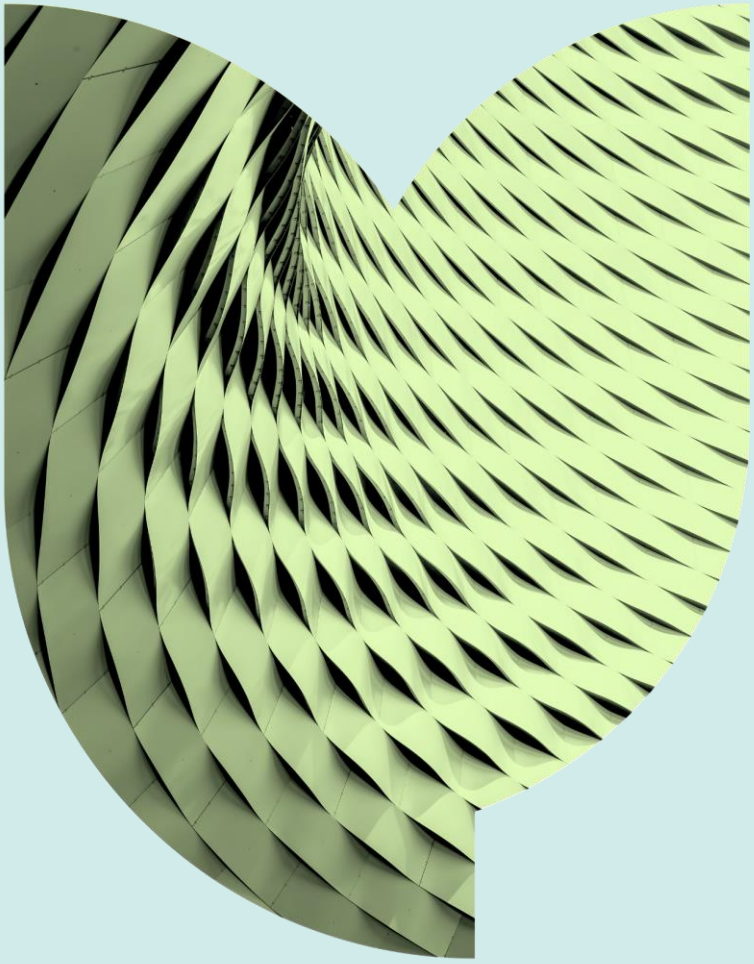
EcoSME

NATIONAL REPORT SPAIN

May 2022



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Grant Agreement Nr. 2021-1-IE01-KA220-VET-000025089

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1.1 EcoSME Project

The ECOSME project aims to support hospitality SME's on their sustainability journey, through the provision of flexible open source multilingual training tools informed by stakeholder research. The project partners recognise the global post-covid challenges being experienced within the hospitality sector but equally recognises the importance for development of sustainable futures within the sector.

This project aims to:

- Raise awareness of the advantages of sustainable business management;
- Raise awareness of the advantages of developing green skills for business, society, community and the environment;
- Support SME's through their "green transition" with relevant training tools;
- Encourage sustainable entrepreneurship;
- Enhance employability skills for individuals wishing to upskill or reskill in areas of sustainability;
- Expand the educational offering to academics/educational providers to support an industry needs;
- Build a network of sustainable hospitality businesses across the partner countries.

1.2 Introduction to the National Report

Hospitality and tourism schools and SMEs have confirmed a lack of availability of training for SMEs, in particular in the area of sustainability and that knowledge about the topic and its scope and impact on their work is very limited and patchy. The materials and training to be produced by the project offer elements tailored to its target audience and new developments in the industry that are currently not available on the market and can make an important contribution to sustainable business development in helping basis for all subsequent project results but also has the aim to support local, regional, national policy makers, vocational education and higher education providers in order to highlight the importance to invest in CVET and particularly in the area of sustainability to strengthen the sector.

EURAKOM carried out an analysis, which confirms the need for more in depth knowledge about sustainability. However, more details about the current sustainability challenges and skills needs of SMEs and microbusinesses in the wake of the Covid-19 pandemic were needed to design a highly relevant and adequate training programme to successfully support the sector. Carrying out the consultation SMEs prepare for a greener future, upskill staff and develop business opportunities

The country reports and comparative analytical report does not only serve as a has ensured that the training programme is based on real challenges, concrete examples and tailored to participants' needs in the best possible way. The consultation has for example asked questions to find out in which areas SMEs have already made or envisaged to make changes and why; to give details about the challenges they are facing with the implementation of sustainability as a result of the pandemic; gained an understanding about how the pandemic has shifted the mindset of hospitality workers with regard to working in the industry; gained an understanding about the desire and willingness to implement sustainable practices; gained knowledge about their current level of understanding of sustainability and which areas they consider to be a priority to build and develop resilience or relaunch a more sustainable business after the pandemic.

Overall, the consultation has been able to provide new evidence and information about which challenges persist as a result of the COVID-19 pandemic and inform subsequent project results to better serve the sector and build resilience of SMEs in the hospitality sector.

The partnership is open to collaborate with any additional region or country that wishes to carry out a survey or exchange about how the work was carried out.

1.3 State of Play in Spain

For several decades, tourism has been a key sector in the Spanish economy. In the 1960s this country started being the chosen summer holiday vacation for tourists coming mainly from the United Kingdom, Ireland, France and Germany, among others, which translates into Spain representing more than 40% of the exports of the services sector, compared to 15% in the EU.

According to the he Organisation for Economic Co-operation and Development (OECD), in 2017 this activity in Spain contributed to about 11.8% of the country's GDP. In addition, in 2019, just before the pandemic, it was the second most visited country in the world; setting a new record: for the sixth year in a row, it received almost 83 million international visitors, as the National Statistics Institute (INE) had released.

However, after COVID-19, the tourism activity accounted for 5.5% of GDP in 2020. The Tourism Satellite Account, published by the INE, revealed this information in January 2022. This represents the lowest percentage of the entire historical series.

According to the National Statistics Institute, the latest count, for the month of July 2022, shows that during this month, overnight stays in hotel establishments exceeded 42.3 million, an increase of 60.7% over the same month in 2021, when there were 26.3 million.

These data are encouraging, since the tourism sector is one of the sectors that generates the most employment in Spain.

In 2018 it created 2.6 million direct jobs, number that has decreased after the pandemic. In 2020 the employment tax was a bit lower, as 2.23 million jobs were created, which supposed nine tenths less than in 2019. We have to take into account, though, that those employees who were under a Record of Temporary Employment Regulation accounted as active workers.

Moving now towards sustainability, let us have a look at what is meant by "sustainable tourism". According to The World Tourism Organization (UNWTO), it is the one that "takes full account of current and future economic, social and environmental impacts addressing the needs of visitors, the industry, the environment and host communities."

It covers three dimensions (taken from https://www.unwto.org/sustainable-development on September 5th 2022):

- Environmental: make use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Socio-cultural: Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and

traditional values, and contribute to inter-cultural understanding and tolerance.

- Economical: Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

For some years now, but after what we have experienced more than ever before, tourism policy in Spain is moving towards the principles of sustainability. The objective is to develop a specialised high-quality product for the digital age.

The government has started preparing a Strategy of Sustainable Tourism for 2030. According to the information on their webpage, where the following has been taken from, this strategy is based on the following principles:

- Socio-economic growth, so what should work for competitiveness and profitability of the sector, quality and accelerating the transformation process digital.
- Preservation of natural and cultural values, on the basis that the conservation of our extensive cultural and natural heritage is a priority.
- Social benefit, to achieve a sharing of benefits of the sector and challenges such as rural depopulation in Spain.
- Participation and governance support, participatory governance mechanisms between the state and the competent administrations at all levels.
- Permanent adaptation, since this is not only search quality and improvement, but also enable the sector has capacity to respond to the new environment of constant changes.
- Leadership, which aims to consolidate the role of Spain as a world leader in the sector.

Overall, we can conclude that, while it is undeniable that the pandemic has translated into a negative impact on the tourism and hospitality sector in terms of economy, there is also a bright side to the same coin: it has raised awareness among hospitality industries that there is a need of developing a more sustainable and equitable tourism. This way, this activity will not only bring financial benefits, but also people will travel more consciously and will try to leave the less impact on the environment as possible. To achieve this, education on this topic is crucial.

2. Methodology

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2.1 EcoSME Consultation

The consultation in the different partner countries (Ireland, Slovenia, France, Spain and Portugal) have been targeted at owners of SMEs and microbusinesses as well as their staff who are in a managerial position. As mentioned previously, the target group of the consultation report are primarily local and national public authorities, governments, policy makers and sector representatives as well as networks and policy makers at EU level.

Since the hospitality and tourism sector has been impacted considerably by the Covid-19 pandemic, the questions have been tailored in a way to find out more about the current needs and skills gaps of SMEs and microbusinesses and their interest in developing more sustainable business management practices and overall operations.

The consultation was developed by EURAKOM with the support of all partners who have supported the development of the questionnaire and have led on the data collection in their respective countries. The partners used Survey Monkey for the questionnaire, which was disseminated in English, Spanish, French, Slovenian and Portuguese. Data was collected in various ways, namely through partner social media channels (LinkedIn, Twitter, Instagram and Facebook), newsletters and mailing lists, by visiting hospitality businesses and by phone. Partners reached out to their networks and sector representatives as well as various relevant associations in order to increase the number of respondents.

Respondents had the option to share their personal data in order to stay in touch with the project team and be informed about survey and project results in general but also in order to be able to benefit from the EcoSME training programme and the EcoSME Network to be set up during the course of the project. However, respondents also had the option to remain anonymous. Data will be kept for a maximum of 5 years in accordance with Regulation 2016/679/EU known as the General Data Protection Regulation (GDPR).

All data linked to the individual respondents is handled by EURAKOM for the duration of the project and exclusively in the context of EcoSME. For the purpose of writing the national reports and for the purpose of local and regional stakeholder engagement in the context of EcoSME, partners are in possession of their respective national data sets.

2.2 Analysis

Each partner analysed their national data and prepared the national reports for the different countries in English.

The presentation and analyses of both qualitative and quantitative data, based on the data collected and reported in five national reports (i.e., one national report in each of the 5 EU countries), will be presented in a Comparative Report.

3. Consultation Results

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3.1 Overview and Main Trends

DomSpain conducted a survey between February 2022 and August 2022. As a result, 38 answers were received.

The survey was first sent by email to SMEs working in the hospitality sector, yet, after receiving little feedback.from their part, DomSpain initiated further actions with the goal of receiving better results, namely, one worker from the organisation was assigned to walk around the city and employ the so-called “door-to-door” strategy which lied in asking people from the hospitality sector (mostly working in restaurants) in person to fill in the formulars in real time.

This turned out to be significantly more effective, hence, more people decided to provide their answers.

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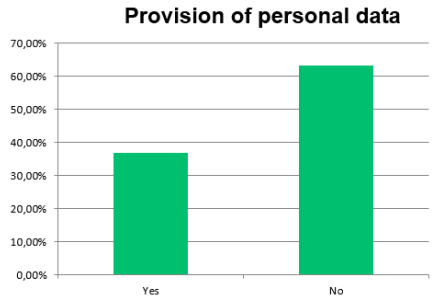
3.2 Consultation Questions and Answers

Introductory Questions

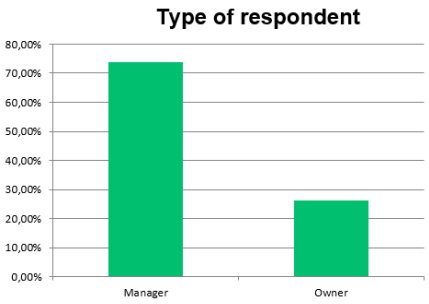
QUESTION 1. PROVISION OF PERSONAL DATA



63,1% of the respondents rejected providing their personal data in order to receive relevant project information, invitations to events or to participate in further surveys exclusive to the EcoSME project and its network, which shows that the majority are a bit reluctant in terms of sustainability issues and increasing their knowledge on the topic.

QUESTION 2: TYPE OF RESPONDENT

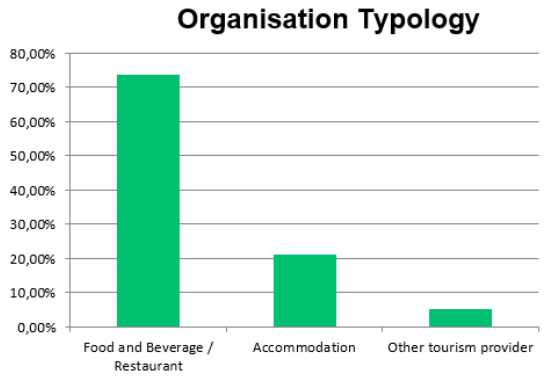
"I am responding to this consultation as a…"



73% of the participants are managers whereas the other 26% are owners. This inequality in the results is due to the type and size of the organizations, as can be seen in the following graph.

QUESTION 3. ORGANISATION TIPOLOGY

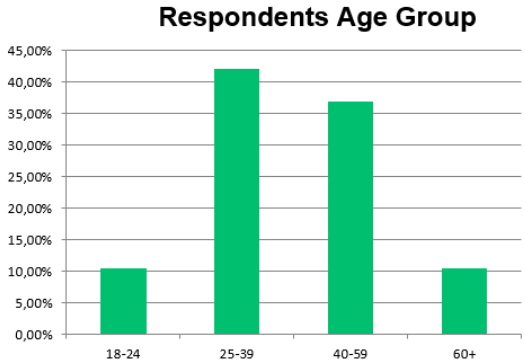
"My SME is…"



73% of the respondents belong to F&B companies while the 21% correspond to accommodation. On the other hand, the remaining 5% belong to other tourism providers, even though they have not specified to which one.

QUESTION 4. RESPONDENTS AGE GROUP

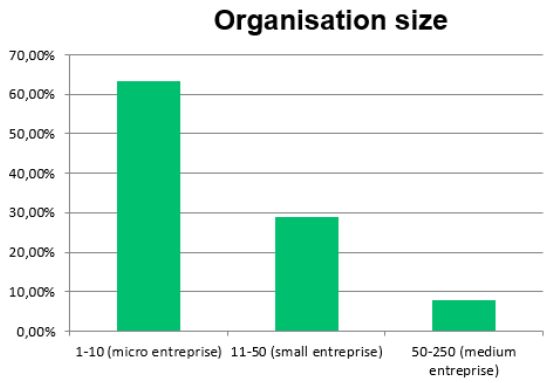
"Which age group do you belong to?



Most participants (42%) are between 25 and 39 years old; followed by a 36% who are between 40 and 59. The percentage of those who are between 18 and 24 and more than 60 is exactly the same, 10%.
Most of those in the 40 to 59-age bracket, as well as those over 60, are either owners or managers.

QUESTION 5. ORGANISATION SIZE

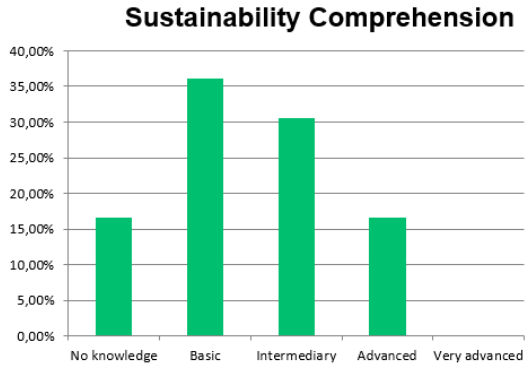
"Your organisation size (full & part-time employees)"



The results show that there is a predominance of micro enterprises, as 63% of the respondents belong to one, followed by almost a 29% who answered micro enterprise and only a 8% belong to a medium enterprise.

QUESTION 6. SUSTAINABILITY COMPREHENSION

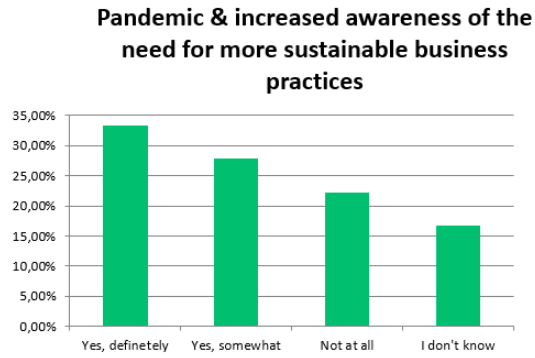
"How do you judge your current understanding of sustainability principles in a business context?"



Two people have not answered to this question.
The majority of the respondents (36%) affirm having a basic knowledge of sustainability principles in a business context followed by a 30% who declare having an intermediary knowledge. Exactly the same percentage of people have no knowledge or advance knowledge of sustainability whereas no one has declared to have very advanced notions on this topic.

QUESTION 7. PANDEMIC & INCREASED AWARENESS OF THE NEED FOR MORE SUSTAINABLE BUSINESS PRACTICES

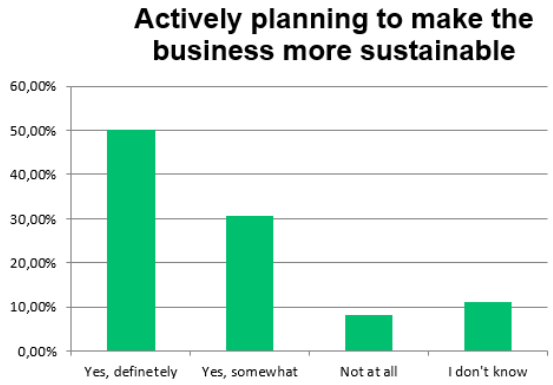
"Has the pandemic contributed to an increased awareness of the need for more sustainable business practices of your SME?"



Once again, two participants skipped this question.
33% of participants responded that the pandemic contributed to an increased awareness of the need for more sustainable business practices for their SMEs while almost a 30% answered that it somewhat helped.
22% of the participants declared that it has not helped at all, while 16% do not know how the pandemic has affected this.
All in all, this data can be interpreted as positive, since the majority think it has had a good effect on their sustainability consciousness.

QUESTION 8. ACTIVELY PLANNING TO MAKE THE BUSINESS MORE SUSTAINABLE

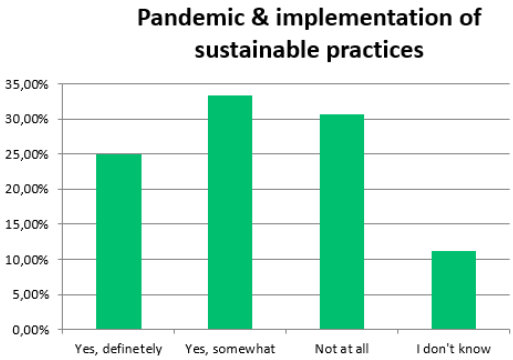
"As an SME, are you actively planning to make your business more sustainable?"



When it comes to this question, 36 people answered, meaning that two people skipped it.
33% of participants are actively planning to make their businesses more sustainable, followed by almost 30% who declare being in the process of planning this somehow.

QUESTION 9. PANDEMIC & IMPLEMENTATION OF SUSTAINABLE PRACTICES

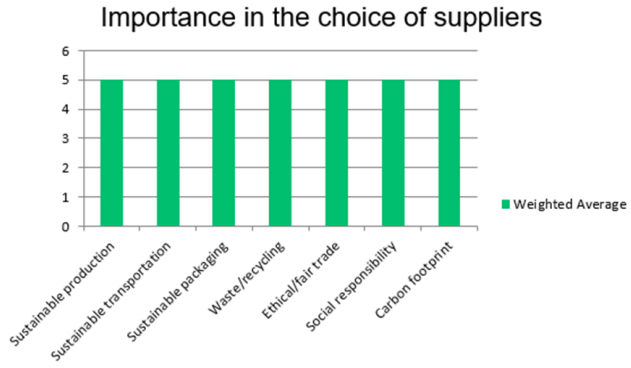
"Has the pandemic led to the implementation of more sustainable practices for your SME?"



When it comes to the above question also two people decided not to answer.
33% of respondents answered that the pandemic led to implementing more sustainable practices in their SMEs in some way. Yet, 30% declared that the pandemic did not lead to that at all.

QUESTION 10. IMPORTANCE IN THE CHOICE OF SUPPLIERS

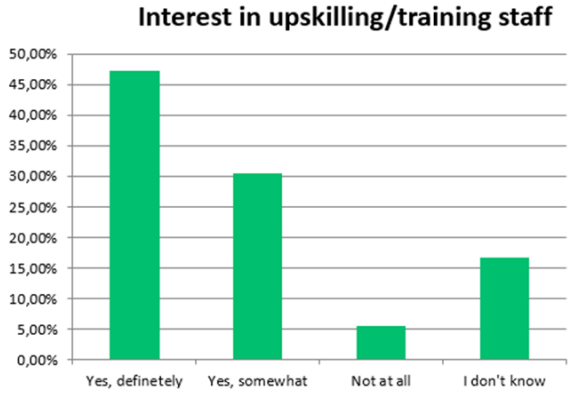
"Please rate the importance of the following in terms of how you choose your suppliers. (1-5 for each, 5 being the most important)"



To this question we got 36 answers.
Almost 53% of respondents considered waste/recycling to be the most important, followed by social responsibility (44%); and ethical/fair trade (41%). What seemed to be considered of less importance was the carbon footprint (almost 14%), followed by sustainable transportation (19%).

QUESTION 11. INTEREST IN UPSKILLING/TRAINING STAFF

"Are you interested in upskilling/training staff to improve and develop sustainable practices?"

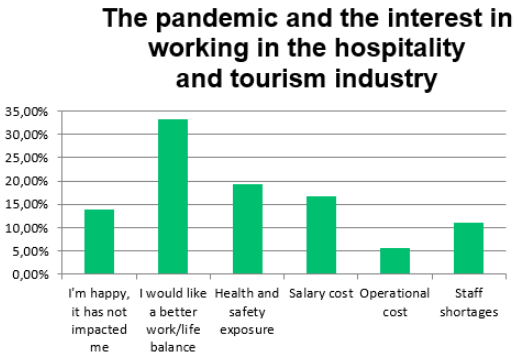


To this question we obtained 36 answers, which means that two people skipped it.
47% of participants were interested in upskilling/training staff to improve and

develop sustainable practices while 5% were not interested in it at all.

QUESTION 12. THE PANDEMIC AND THE INTEREST IN WORKING IN THE HOSPITALITY AND TOURISM INDUSTRY

"Has the pandemic impacted on your interest in working in the hospitality and tourism industry?"



To this question, only 36 people provided answers, while 2 people skipped it.
When asked if the pandemic had affected their interest in working in the T&H industry, the majority (33%) answered that they would like to have a better work/life balance while 19% expressed that they are interested in health and safety at the workplace. Almost 17% chose salary cost whereas almost 14% agreed that the pandemic did not impact them. 11% responded with staff shortages and 5% with operational costs.

QUESTION 13. PRIORITIES TO BUILD AND DEVELOP RESILIENCE OR RELAUNCH A MORE SUSTAINABLE BUSINESS AFTER THE PANDEMIC

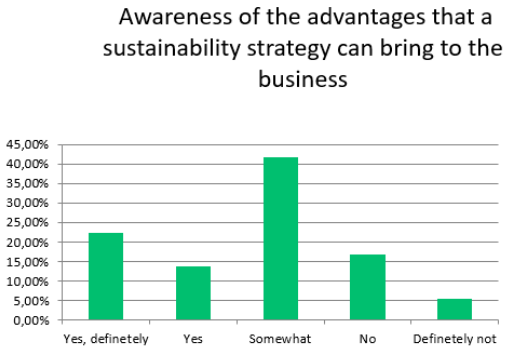
"Which of the following areas does your SME consider to be a priority in order to build and develop resilience or relaunch a more sustainable business after the pandemic. Taking environmental, economic and social factors into account? (Select the 3 most relevant answers for your business)"

36 respondents answered to this question and two skipped it.
Most respondents answered that the priority area to build resilience or relaunch a more sustainable business after the pandemic are energy efficiency, consumption and management (almost 39%); followed by financial management, food waste and general waste management and recycling with the same percentage (almost 28%). What they voted the less was communication and management (8%) followed by partnership and community engagement (0%).

Challenges and Opportunities

QUESTION 14. AWARENESS OF THE ADVANTAGES THAT A SUSTAINABILITY STRATEGY CAN BRING TO THE BUSINESS

"Are you aware of the advantages that a sustainability strategy can bring to your business?"



To this question, 36 people answered while 2 people decided to skip it.
The majority of respondents were somewhat aware of the advantages of a sustainability strategy for their businesses. Only 22% were definitely aware of them

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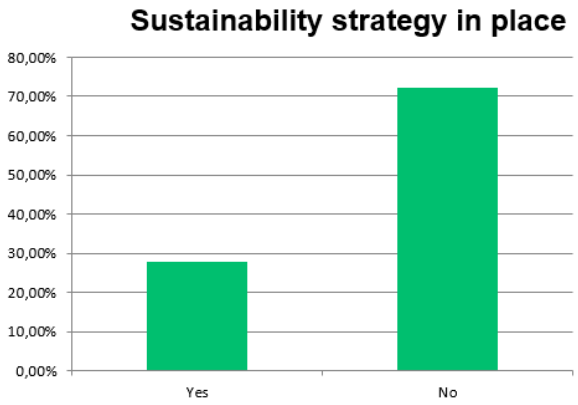
whereas 5% were completely unaware of the benefits.

QUESTION 15. SUSTAINABILITY STRATEGY IN PLACE

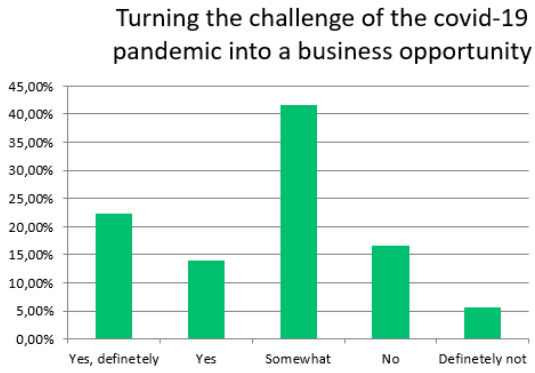
"Do you already have a sustainability strategy in place?"



Only 36 people provided answers to this question while 2 people skipped it.
72% of participants answered that they did not have any sustainability strategy in place which unfortunately forms quite a big number of businesses.

QUESTION 16. TURNING THE CHALLENGE OF THE COVID-19 PANDEMIC INTO A BUSINESS OPPORTUNITY

"Have you been able to turn the challenge of the Covid-19 pandemic into an opportunity for your business?"



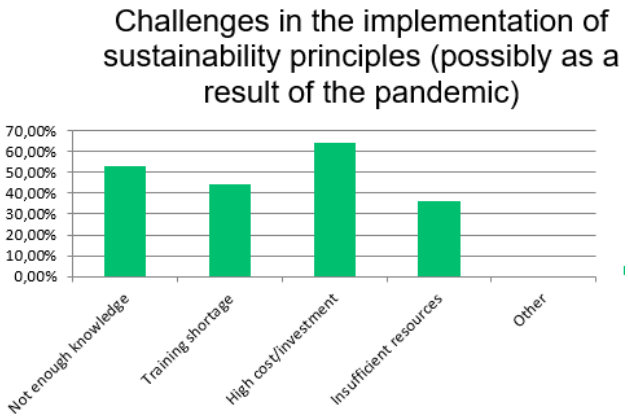
Again 36 people answered to this question and 2 people skipped it.
There was a disparity of opinion on this question. 41% answered that they were aware of the possibilities of turning the challenge of the covid-19 pandemic into a business opportunity whereas only 22% stated that they were definitely aware of them.
When asked how they turned challenges into opportunities, several participants mentioned that they adopted the new reality by recycling and reusing more, turning products they would have thrown away into new ones.
Moreover, some of them employed new technologies thanks to which they could avoid or at least minimize direct contact with their clients. For instance, they implemented QR codes and as a result they did not have to print menus anymore.
Overall, pandemic has enhanced opportunities for almost everybody.

QUESTION 17. IF YES, JUSTIFY HOW.

12 people answered question 17 while 26 skipped it (meaning their answer in the previous one was negative). Among the positive answers, there were people pointing out that they adapted to the new paradigm after the COVID19 pandemic by introducing recycling and reusing practices. They also mentioned that now they pay more attention to hygiene in general (i.e. product manipulation). The use of new technologies was also mentioned, since many businesses have adopted practices such as the use of QR codes or other digital solutions.

QUESTION 18. CHALLENGES IN THE IMPLEMENTATION OF SUSTAINABILITY PRINCIPLES (POSSIBLY AS A RESULT OF THE PANDEMIC)

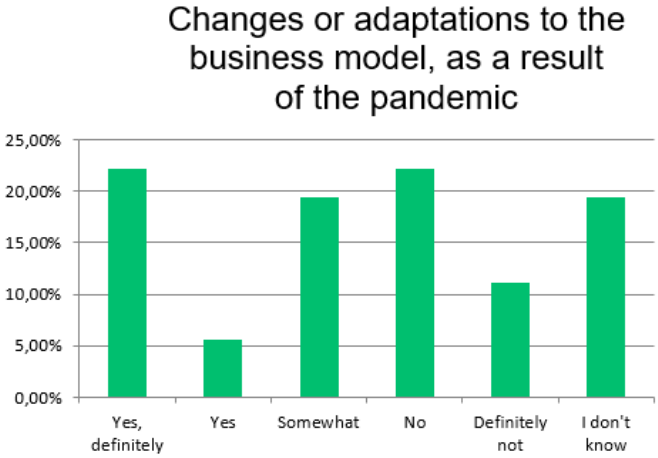
"Which challenges, if any, do you face in the implementation of sustainability principles (possibly as a result of the pandemic)?"



Again 36 respondents answered the question and 2 people skipped it.
With regard to the challenges in the implementation of sustainability principles, the majority of respondents stated that the high costs and investment was the main challenge they had encountered. Almost 53% answered that they did not have enough knowledge which was followed by training shortage (44%) and insufficient resources (36%).

QUESTION 19. CHANGES OR ADAPTATIONS TO THE BUSINESS MODEL, AS A RESULT OF THE PANDEMIC

"As a result of the pandemic, has your business looked into changing or adapting its business model?"

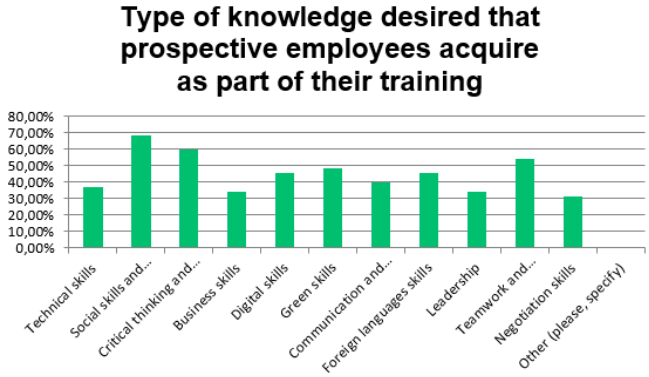


Similarly to the previous case, only 36 people answered the question, while 2 responders skipped it.
What is interesting is the fact that the following answers "yes, definitely" and "no" got the same percentage of the votes - 22%. The same situation could be observed when it comes to "somewhat" and "I don't know" which was chosen by 19% of the respondents.
These answers showed that there was coherence between the businesses who looked into changing or adapting their business model as well as between those who did not.

The role of innovation, technology and strategy for sustainability

QUESTION 20. TYPE OF KNOWLEDGE DESIRED THAT PROSPECTIVE EMPLOYEES ACQUIRE AS PART OF THEIR TRAINING

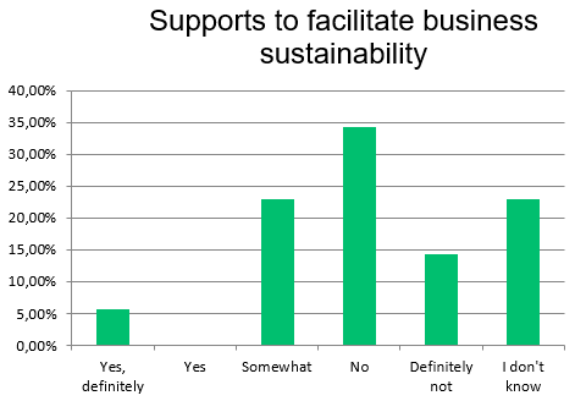
"What type of knowledge do you want your prospective employees to acquire as part of their training? (Top 5 important ones)"



This question was answered by 35 respondents and skipped by 3 respondents.
Most of the participants stated that the five types of knowledge desired that prospective employees acquired as part of their training were: social skills and customer service (68%); critical thinking and problem solving (60%); teamwork and collaboration (54%); digital and foreign languages skills (almost 46% each). The type of knowledge that received less votes was negotiation skills (31%).

QUESTION 21. SUPPORTS TO FACILITATE BUSINESS SUSTAINABILITY

"Are there enough supports in your region/country to facilitate business sustainability?"

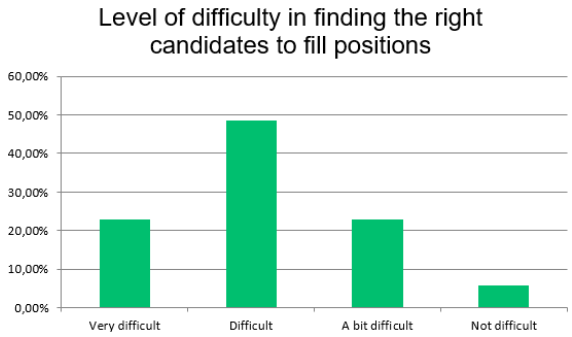


As in the case of the previous question, 35 people answered the question while 3 people decided to skip it.

Most respondents answered that there was not enough support in their region/country to facilitate business sustainability; only 5% said there was, while almost 23% said that they did not know.

QUESTION 22. LEVEL OF DIFFICULTY IN FINDING THE RIGHT CANDIDATES TO FILL POSITIONS

"What level of difficulty do you experience in finding the right candidates to fill positions? (with reference to skills, talents, knowledge, abilities)"

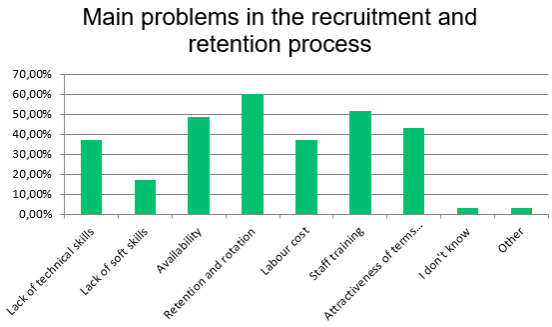


Only 35 respondents answered to this question, while 3 respondents skipped it.

48% of the participants said it was difficult to find the right candidates to fill positions (regarding skills, talents, knowledge, and abilities) while the other almost 23% affirmed that it was very difficult or a bit difficult.

QUESTION 23. MAIN PROBLEMS IN THE RECRUITMENT AND RETENTION PROCESS

"What are the three main problems you face as part of the recruitment and retention process? (Select the 3 main ones)"



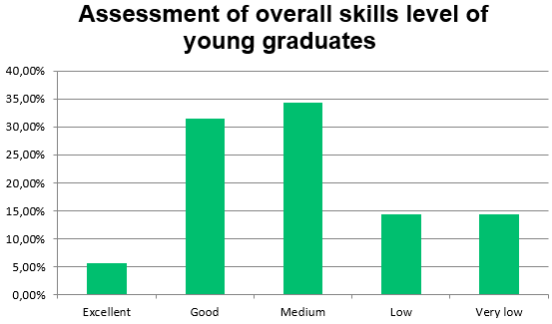
Again only 35 people answered which means that 3 people skipped it.

The majority of respondents admitted that the three main problems in the recruitment and retention process were: retention and rotation (60%), staff training (51%), and availability (48%).

Availability was followed by the attractiveness of terms and conditions for the employee (42%).

QUESTION 24. ASSESSMENT OF OVERALL SKILLS LEVEL OF YOUNG GRADUATES

"How do you judge the overall skills level of young graduates?"



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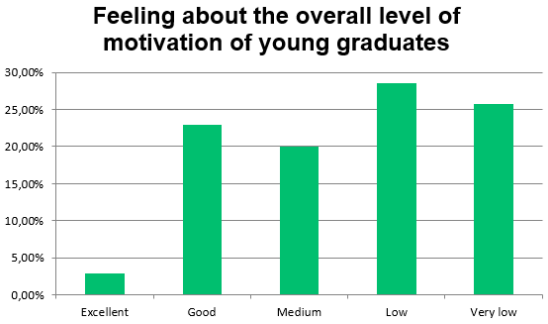
35 people answered to this question, which means that 3 people skipped it.
The participants judged the overall skills level of young graduates as medium or good while only 5% considered their level to be excellent.

QUESTION 25. FEELING ABOUT THE OVERALL LEVEL OF MOTIVATION OF YOUNG GRADUATES

"How do you feel about the overall level of motivation of young graduates?"

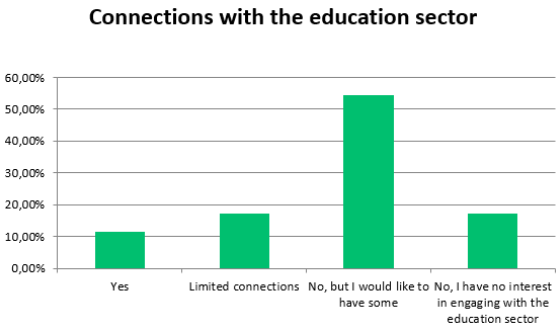


Again out of 38 people, only 35 answered the question.
Respondents felt the overall level of motivation of young graduates as low (28%), very low (almost 26%), good (almost 23%), medium (20%), and excellent (nearly 3%). Therefore, it can be assumed that young graduates lacked motivation.

Partnerships and collaborations

QUESTION 26. CONNECTIONS WITH THE EDUCATION SECTOR

"Do you have connections (at any level) with the education sector (for recruitment, training, knowledge exchange, educational programmes etc.)?"

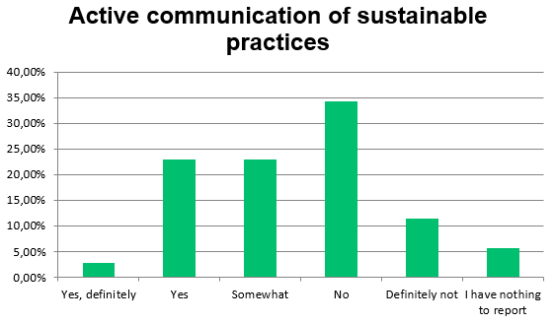


As in the previous question only 35 people provided answers.
54% of participants did not have connections with the education sector (for recruitment, training, knowledge exchange, educational programmes etc.) but declared they would like to have some. 17% stated that had some limited connections and the same percentage affirmed they were not interested in engaging with this sector. Only 11% had connections, at some level, with the education sector.

Communication and Marketing

QUESTION 27. ACTIVE COMMUNICATION OF SUSTAINABLE PRACTICES

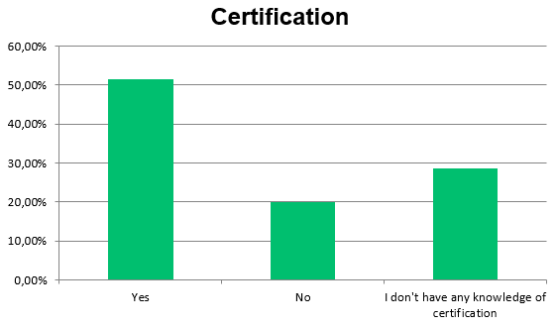
"Does your business actively communicate its sustainable practices?"



Once again only 35 people answered the question.
34% of the participants revealed that they did not communicate actively their sustainable practices. Almost 23% stated that they did communicate its sustainable practices and the same percentage affirmed they somewhat communicated it.

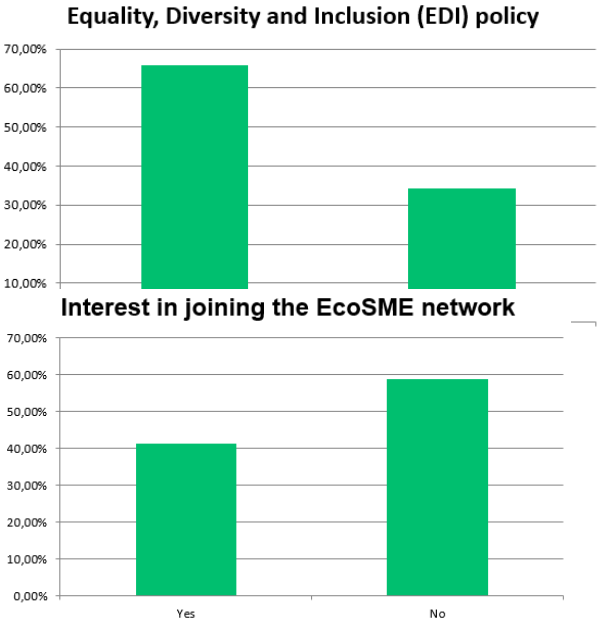
QUESTION 28. CERTIFICATION

"Are you interested in certification of your business in order to demonstrate your sustainability efforts?"



Again, 3 people skipped answering this question, which translates into 35 answers on behalf of the respondents.
51% of participants declared their interest in certification of their business in order to demonstrate their sustainability efforts. 28% did not have any knowledge of certification while the remaining 20% stated that they did not have any interest in gaining certification.

QUESTION 29. EQUALITY, DIVERSITY AND INCLUSION (EDI) POLICY
"Does your business have an equality, diversity and inclusion policy (EDI)?"



Again 3 people skipped the answer and thus only 35 answers were received.

Most participants (almost 66%) stated that their business had equality, diversity and inclusion (EDI) policy.

QUESTION 30. STAFF TRAINING
"Among the following training options, apart from sustainable business management, which ones could your business and staff benefit from? (multiple answers possible)"

To this question only 34 people provided answers which means that 4 people decided to skip it.
50% of respondents stated that their staff could benefit from training related to product innovation and/or hospitality in general.
Marketing and sales, customer service and communication skills, sustainable training obtained 35% of the votes each while training in human resources and health and wellbeing, equality and stakeholder and community commitment received the least percentage of votes.

QUESTION 31. INTEREST IN JOINING THE ECOSME NETWORK
"Are you interested in joining the EcoSME network of stakeholders in order to network with other SMEs across Europe and exchange best practices about sustainable business management?"
As in the case of the previous question, 34 people answered, while 4 people skipped it.
Almost 59% of respondents were not interested in joining the EcoSME network of hospitality SMEs, which unfortunately will not facilitate networking and exchange of best practices on sustainable business management.

4. Conclusions

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The survey was composed of 30 questions. Throughout it, we could see that the number of answers decreased. The reason why this happened is because it was not compulsory to provide answers to all questions. Nevertheless, in the English version it was.

What we can interpret from the results of this survey is that the pandemic has made people and business owners more aware of sustainability issues. Despite the fact that respondents said that they did not have enough knowledge on this topic, they accepted that there was need to work on it.

One of the difficulties they encountered, apart from the need of learning more about sustainability, was that not enough support was provided to facilitate these practices in the enterprises. Moreover, most of participants agreed on the fact that implementing them in their businesses had a high cost and required a high investment. Linked to that, let us not forget that 33% of respondents admitted having lack of knowledge on this topic.

Regarding the communication of their sustainable practices, respondents claimed that they did not communicate them actively. It would be interesting for them to do so in order to implement economic or conscious responsibility.

In spite of the fact that most of the participants admitted that they lacked knowledge on the topic of sustainability, it was interesting to see how more than a half of the respondents were interested in certifying their business to demonstrate their sustainability efforts.

Overall, we can conclude that the pandemic has brought something positive as we seem to be more aware of the importance of keeping good care of the planet we live on and finally make the change to preserve it by implementing sustainable practices that will benefit us all.

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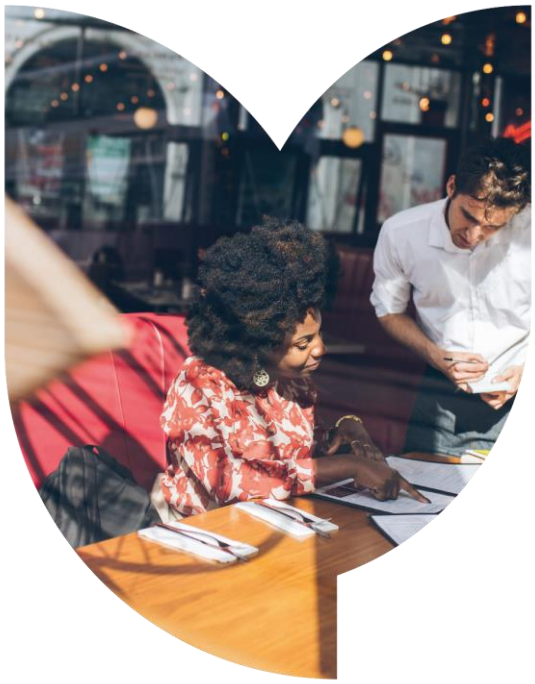

6. Annexes

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6.2 Consultation questions in Spanish

EcoSME

Habilidades de sostenibilidad empresarial para las PYMES del sector de la hostelería

Encuesta

¿Trabajas o diriges una PYME del sector de la hostelería (alimentación y alojamiento) afectada por la Covid-19? ¿Te interesan las prácticas de gestión empresarial más sostenibles y las competencias ecológicas para tu empresa?

EcoSME es un proyecto que desarrollará las competencias en materia de sostenibilidad empresarial del personal de las PYME del sector de la hostelería. El objetivo de esta encuesta es conocer mejor los retos actuales de la sostenibilidad y las necesidades de competencias de las PYME y las microempresas a raíz de la pandemia de Covid-19.

¿Quién debe participar en esta encuesta?
Si eres una PYME, una microempresa o un gestor/propietario del sector de la hostelería y quieres ayudarnos a entender mejor los retos a los que te enfrentas, tienes hasta el **28 de febrero de 2022** para participar en esta encuesta. Todos los participantes tienen la oportunidad de unirse a la **Red EcoSME de PYMES** de hostelería, que permitirá la creación de redes y el intercambio de buenas prácticas sobre **gestión empresarial sostenible**.

Al responder a esta encuesta, ayudarás a diseñar un programa de formación altamente relevante y adecuado para apoyar con éxito a los sectores de la hostelería y el turismo a enfrentarse a los retos actuales de la sostenibilidad. El programa será completamente **gratuito** para que puedas acceder y participar en él.

Esta encuesta está dirigida por EURAKOM (Francia) para el proyecto EcoSME con sus socios el Galway-Mayo Institute of Technology (GMIT) (Irlanda) como coordinador del proyecto, VSGT en Maribor (Eslovenia), DOMSPAIN (España), el Instituto Politécnico de Viana do Castelo (Portugal) y Bia Innovator Campus CLG (Irlanda).

Puedes ponerte en contacto con DomSpain para obtener más información sobre esta encuesta en tu país a través de info@domspain.eu. Para preguntas generales, puedes contactar con EURAKOM en inglés o francés research@eurakom.eu.

Si deseas participar activamente en este proyecto y generar un impacto positivo en tu comunidad local, destino o región en los ámbitos de la hostelería y el turismo, estamos deseando trabajar contigo.

Este proyecto está financiado por el programa Erasmus + en el ámbito de la educación y la formación profesional.

Configuración de la privacidad y anonimización de las contribuciones
Se publicará un resumen de los resultados y las respuestas a este cuestionario. Sin embargo, tus datos de contacto se mantendrán en el anonimato. Sólo se publicará el tipo de encuestado, el departamento y el contenido de la contribución. Los datos personales (nombre, cargo, rango de edad, nombre y tamaño de la organización) no se publicarán. No

obstante, si deseas participar activamente en la iniciativa y en la Red EcoSME y/o ser informado de la evolución del proyecto, deja tus datos de contacto al final de esta encuesta. En este caso, el equipo organizador se pondrá en contacto contigo por correo electrónico. Puedes negarte a recibir información en cualquier momento. Tus datos se conservarán durante un máximo de 5 años de acuerdo con el Reglamento Europeo 2016/679/UE conocido como Reglamento General de Protección de Datos (RGPD).

Preguntas introductorias

El Galway Mayo Institute of Technology (GMIT) es un controlador de datos bajo el Reglamento General de Protección de Datos y las Leyes de Protección de Datos de 1988 - 2018. Los datos personales suministrados en este formulario se requieren para el propósito de (INSERTAR EL PROPÓSITO PARA LA SOLICITUD DE DATOS PERSONALES).

Los datos personales recogidos en este formulario se utilizarán (*INSERTAR CÓMO SE UTILIZARÁN LOS DATOS PERSONALES RECOGIDOS Y CON QUIÉN SE COMPARTIRÁN) y se conservarán de forma segura de acuerdo con el Programa de Conservación de Registros de GMIT.

1) **Los datos personales que he proporcionado a efectos del proyecto ECOSME se mantendrán en una base de datos segura administrada por EURAKOM. Acepto recibir en el futuro información relevante del proyecto, invitaciones a reuniones, invitaciones a participar en encuestas y otras comunicaciones relacionadas exclusivamente con el proyecto ECOSME y la Red EcoSME.**
   - **Si**
   - **No**

2) **Respondo a esta encuesta como**
   - Gerente
   - Propietario

3) **Mi PYME es**
   - Comida y bebida / restaurante
   - Alojamiento
   - Proveedor de servicios turísticos (por favor, especifica el tipo)

4) **Grupos de edad**
   - 18-24
   - 25-39
   - 40-59
   - 60 o más mayores

5) **Tamaño de la organización (tiempo completo y parcial)**

- 1-10 (microempresa)
- 11-50 (pequeña empresa)
- 50-250 (mediana empresa)

Conceptos empresariales sostenibles

La sostenibilidad se define a menudo como la satisfacción de las necesidades del presente sin comprometer la capacidad de las generaciones futuras para satisfacer las suyas. Tiene cuatro pilares principales: **económico, medioambiental, social y cultural**. La gestión empresarial sostenible se refiere a la gestión y coordinación de las exigencias y preocupaciones medioambientales, sociales y financieras para garantizar el éxito responsable, ético y continuo de una empresa. En relación con el sector, la Organización Mundial del Turismo de las Naciones Unidas define el turismo sostenible como aquel que tiene plenamente en cuenta sus repercusiones económicas, sociales y medioambientales actuales y futuras, atendiendo a las necesidades de los visitantes, el sector, el medio ambiente y las comunidades anfitrionas.

6) **¿Cómo valoras tu conocimiento actual de los principios de sostenibilidad en un contexto empresarial?**
   - Ningún conocimiento
   - Básico
   - Intermedio
   - Avanzado
   - Muy avanzado

7) **¿Ha contribuido la pandemia a una mayor concienciación sobre la necesidad de que tu PYME adopte prácticas empresariales más sostenibles?**
   - Sí, definitivamente
   - Sí, algo
   - No en absoluto
   - No lo sé

8) **Como PYME, ¿estás planeando activamente hacer tu negocio más sostenible?**
   - Sí definitivamente
   - Sí, algo
   - No en absoluto
   - No lo sé

9) **¿Ha llevado la pandemia a la implantación de prácticas más sostenibles en tu PYME?**
   - Sí definitivamente

- Sí, algo
- No en absoluto
- No lo sé

10) **Por favor, valora la importancia de los siguientes aspectos a la hora de elegir a tus proveedores. (1-5 para cada uno)**
    - Producción sostenible
    - Transporte sostenible
    - Embalaje sostenible
    - Residuos/reciclaje
    - Comercio ético/justo
    - Responsabilidad social
    - Huella de carbono

11) **¿Estás interesado en capacitar/formar al personal para mejorar y desarrollar prácticas sostenibles?**
    - Sí, definitivamente
    - Sí, algo
    - No en absoluto
    - No lo sé

12) **¿Ha influido la pandemia en tu interés por trabajar en el sector de la hostelería y el turismo?**
    - Estoy contento, no me ha impactado
    - Me gustaría un mejor equilibrio entre el trabajo y la vida privada
    - Exposición a la salud y la seguridad
    - Coste salarial
    - Coste operativo
    - Escasez de personal

13) **¿Cuál de las siguientes áreas considera tu PYME prioritaria para construir y desarrollar la resiliencia o relanzar un negocio más sostenible teniendo en cuenta los factores medioambientales, económicos y sociales? (Selecciona las 3 respuestas más relevantes para tu empresa).**
    - Gestión financiera
    - Mejora o cambio de la estrategia empresarial/modelos de negocio
    - Salud y seguridad/higiene
    - Eficiencia, consumo y gestión de la energía
    - Abastecimiento de productos y cadena de valor sostenible
    - Residuos alimentarios
    - Gestión general de residuos y reciclaje

- Gestión y consumo de agua
- Aplicación de los principios de la economía circular
- Habilidades digitales, incluido el mayor uso de herramientas y plataformas
- Comunicación y marketing
- Desarrollo profesional y competencias del personal
- Igualdad, inclusión y diversidad (IID)
- Asociaciones y compromiso con la comunidad
- Reducción de la huella carbono digital
- Otros, por favor especifica:

Retos y oportunidades

Integrar los principios de sostenibilidad en cualquier empresa puede ser un reto, pero también debe reconocerse como una gran oportunidad para la empresa, la sociedad y el planeta.

14) **¿Conoces las ventajas que una estrategia de sostenibilidad puede aportar a tu empresa?**
    - Sí, definitivamente
    - Sí
    - Algo
    - No
    - No, en absoluto

15) **¿Tienes ya una estrategia de sostenibilidad?**
    - Sí
    - No

16) **¿Has sido capaz de convertir el reto de la pandemia de Covid-19 en una oportunidad para tu negocio?**
    - Sí, definitivamente
    - Sí
    - Algo
    - No
    - No, en absoluto

17) **En caso afirmativo, ¿cómo?**
    - Respuesta abierta

18) **¿Qué restos, si los hay, afronta en la aplicación de los principios de sostenibilidad (posiblemente como resultado de la pandemia)?**

- Falta de conocimientos
- Escasez de formación
- Alto coste/inversión
- Recursos insuficientes
- Otros (especifica):

19) **¿Cómo consecuencia de la pandemia ha estudiado tu empresa la posibilidad de cambiar o adaptar tu modelo de negocio?**
    - Sí, definitivamente
    - Sí
    - Algo
    - No
    - Definitivamente no
    - No lo sé

    (condicional) Si tienes un nuevo modelo de negocio, indica los detalles:

El papel de la innovación, la tecnología y la estrategia para la sostenibilidad

La innovación, las competencias digitales y el seguimiento de las nuevas tendencias y oportunidades son elementos esenciales para una empresa sostenible y resiliente.

20) **¿Qué tipo de conocimientos te gustaría que adquieran tus futuros empleados como parte de su formación? (los 5 más importantes)**
    - Habilidades técnicas
    - Habilidades sociales y atención al cliente
    - Pensamiento crítico y resolución de problemas
    - Habilidades empresariales
    - Habilidades digitales
    - Habilidades ecológicas
    - Comunicación y marketing
    - Conocimientos de idiomas extranjeros
    - Liderazgo
    - Trabajo en equipo y colaboración
    - Habilidades de negociación
    - Otros, especifica

21) **¿Existen suficientes apoyos en tu región/país para facilitar la sostenibilidad de la empresa?**
    - Sí, definitivamente
    - Sí
    - Algo así
    - No
    - Definitivamente no

- No sé

22) **¿Qué nivel de dificultad experimentas a la hora de encontrar los candidatos adecuados para cubrir los puestos? (con referencia a las aptitudes, talentos, conocimientos y habilidades)**
    - Muy difícil
    - Difícil
    - Algo difícil
    - No es difícil

23) **¿Cuáles son los tres principales problemas a los que te enfrentas en el proceso de contratación y retención? (selecciona los 3 principales)**
    - Falta de habilidades técnicas
    - Falta de habilidades sociales (por ejemplo)
    - Disponibilidad
    - Retención y rotación
    - Coste de la mano de obra
    - Formación del personal
    - Atractivo de las condiciones para el empleado
    - Otros (especifica)
    - No lo sé

24) **¿Cómo valoras el nivel general de competencias de los jóvenes graduados?**
    - Excelente
    - Bueno
    - Medio
    - Bajo
    - Muy bajo

25) **¿Qué opinas del nivel general de motivación de los jóvenes licenciados?**
    - Excelente
    - Bueno
    - Medio
    - Bajo
    - Muy bajo

Asociaciones y colaboraciones

Las asociaciones y colaboraciones están en el centro del desarrollo de una empresa más sostenible. Las PYME forman parte de un complejo ecosistema de partes interesadas, pero rara vez aprovechan todas sus oportunidades de colaboración más allá de sus redes existentes.

26) **¿Tienes conexiones (a cualquier nivel) con el sector educativo (para la contratación, la formación, el intercambio de conocimientos, los programas educativos, etc.)?**
    - Sí
    - Conexiones limitadas
    - No, pero me gustaría tener algunas
    - No, no tengo interés en relacionarme con el sector educativo

Comunicación y marketing

Una empresa verde y sostenible es buena para la imagen de cualquier PYME, siempre que sea auténtica y esté estratégicamente pensada para que no se pueda acusar a las PYME de “lavado de imagen verde”.

27) **¿Tu empresa comunica activamente sus prácticas sostenibles?**
    - Sí, definitivamente
    - Sí
    - Algo así
    - No
    - Definitivamente no
    - No tengo nada que comunicar

28) **¿Estás interesado en la certificación de su empresa para demostrar sus esfuerzos de sostenibilidad?**
    - Sí
    - No
    - No tengo ningún conocimiento de la certificación

29) **¿Tiene tu empresa una política de igualdad, diversidad e inclusión (IDI)?**
    - Sí
    - No

Preguntas finales

30) **Entre las siguientes opciones de formación, aparte de la gestión empresarial sostenible, ¿de cuáles podrían beneficiarse tu empresa y tu personal? (son posibles varias respuestas)**
    - Formación en material de cadena alimentaria, nutrición y dietética
    - Formación en marketing y ventas
    - Formación en medios sociales y canales de comunicación
    - Formación en gestión de recursos humanos

- Formación relacionada con la innovación de productos y/o el turismo y la hostelería en general
- Habilidades de atención al cliente y comunicación
- Emprendimiento
- Habilidades, herramientas y plataformas digitales
- Salud y bienestar
- Formación en materia de igualdad, diversidad e inclusión (IDI)
- Formación sobre el sesgo inconsciente
- Formación en compras sostenibles (ecológicas)
- Formación sobre el compromiso de las partes interesadas y la comunidad
- Otros (especifica)

31) **¿Estás interesado en unirte a la red de partes interesadas de EcoSME para establecer una red con otras PYME de toda Europa e intercambiar buenas prácticas sobre gestión empresarial sostenible?**
    - Sí
    - No

32) **Información personal (opcional - para recibir actualizaciones del proyecto, ser invitado a eventos y recibir información sobre la red EcoSME).**

Apellidos y nombre (no se publicarán)
Correo electrónico (no se publicará)
Número de teléfono (sólo se publicará si quieres que nos pongamos en contacto contigo para la organización de eventos, no se publicará)

- Apellido
- Nombre
- Nombre de la organización
- Cargo dentro de la organización
- Ciudad
- Código postal
- Correo electrónico
- Número de teléfono

¿Te gustaría añadir algún comentario o sugerencia con respecto a las necesidades o retos (de formación) actuales de las PYMES del sector de la hostelería o hacer sugerencias para el contenido del programa de formación? ¿Ha aplicado tu empresa, buenas prácticas que podamos destacar y presentar como parte de la formación y del proyecto a nivel europeo? Deja un comentario aquí o ponte en contacto con nosotros en research@eurakom.eu.

Gracias por haber dedicado tu tiempo a responder a esta encuesta y por tu participación y apoyo para que la hostelería sea más sostenible.

¡Gracias por tu contribución!

Partners

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