



PWC

*Expectations of future leaders
in tourism & hospitality*

**World Tourism Forum Lucerne
13-15 April 2011**



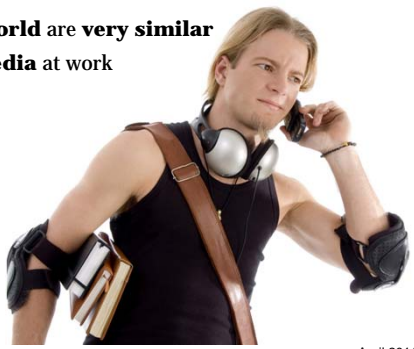
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61% of Generation Y say their generation has a unique and distinctive identity

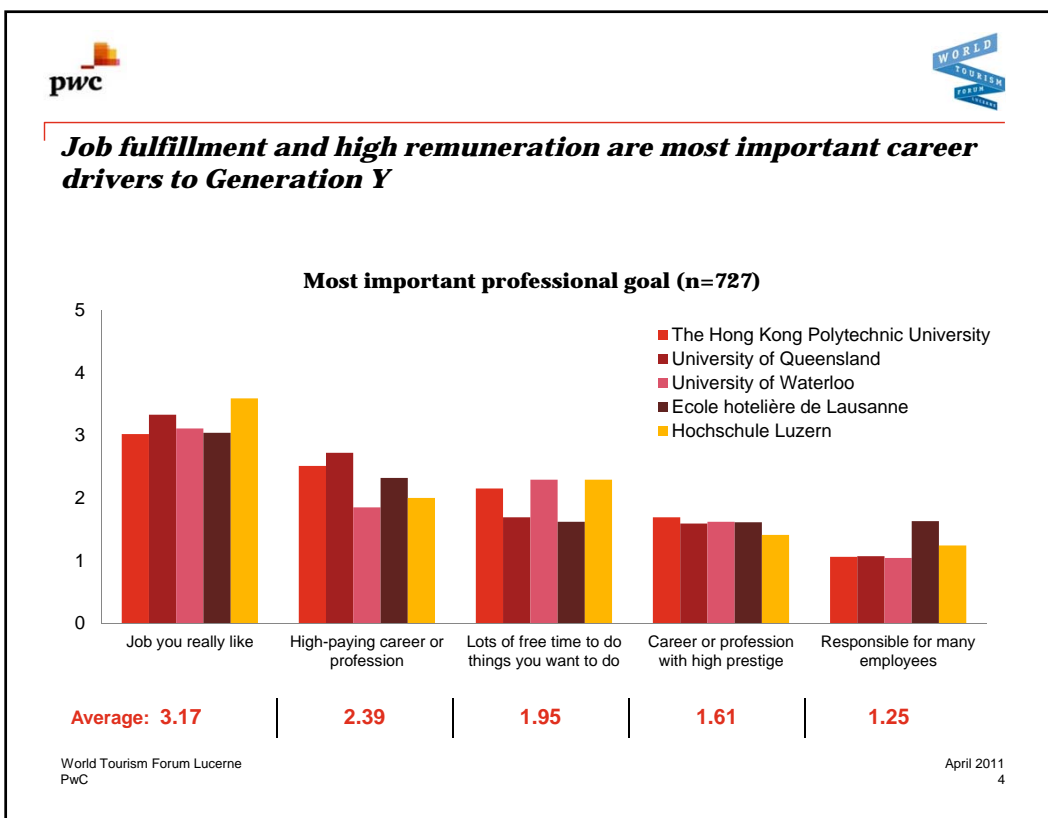
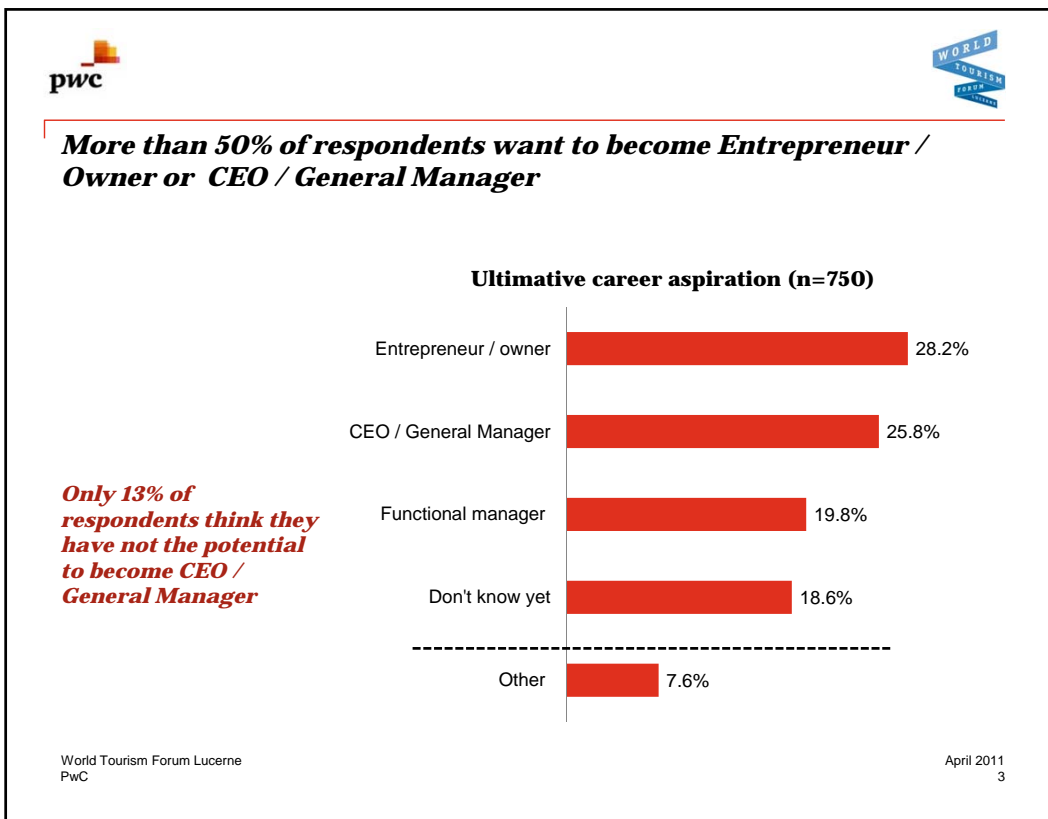
Key findings of PwC survey on Generation Y tourism & hospitality (T&H) students:

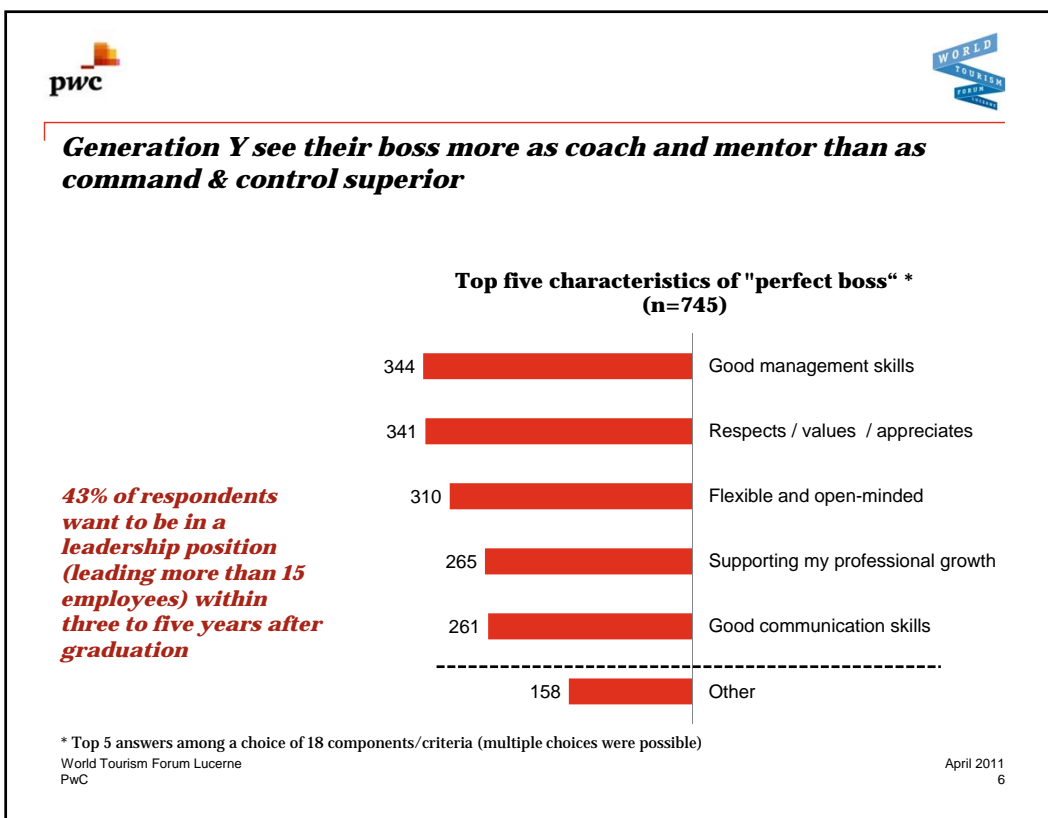
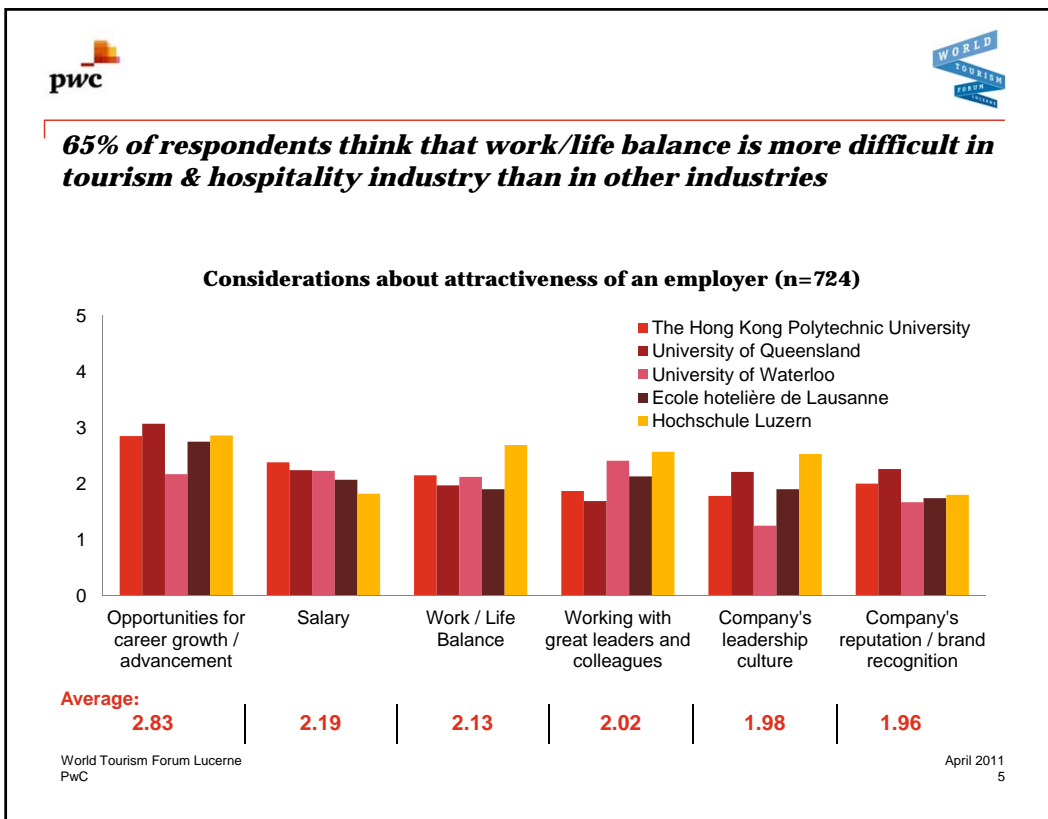
- T&H students are **very ambitious** and **self confident**
- Most important regarding career is to be in a **job they really like**
- Managing **work / life** is a tough **challenge**
- Needs and desires of T&H students **all over the world** are **very similar**
- T&H students are **cautious** with **use of social media** at work
- T&H students seem to be **more loyal**
- T&H students **value family above career**

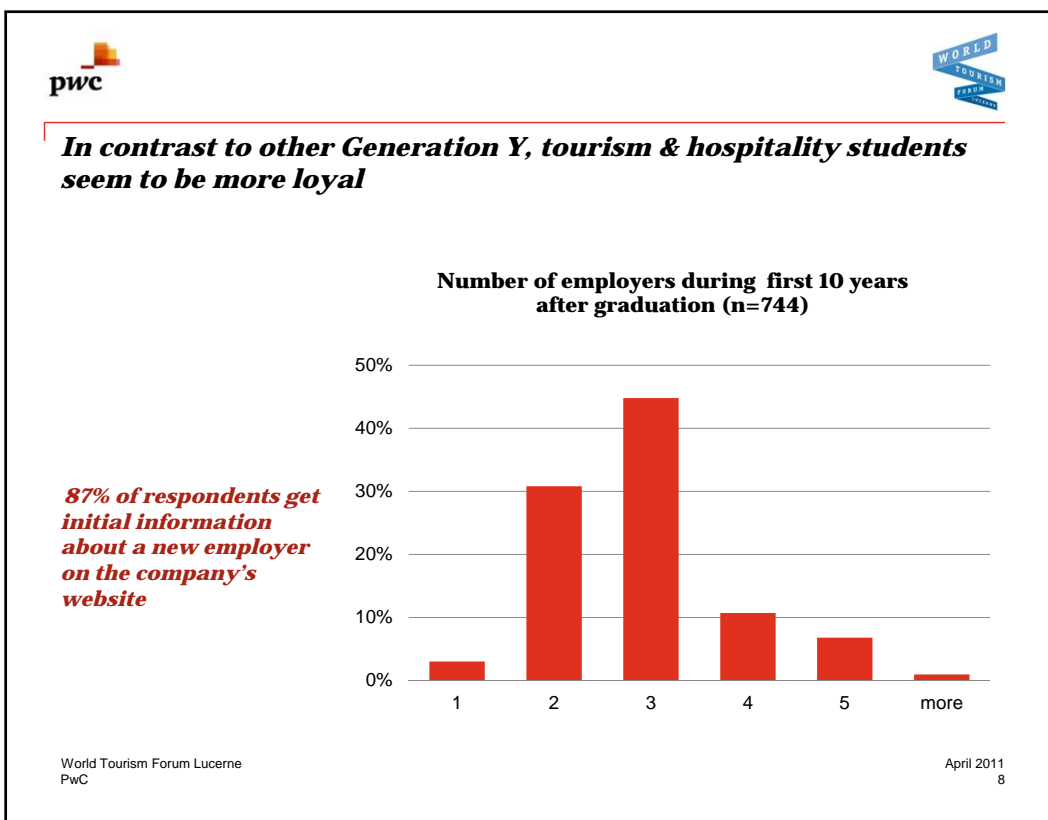
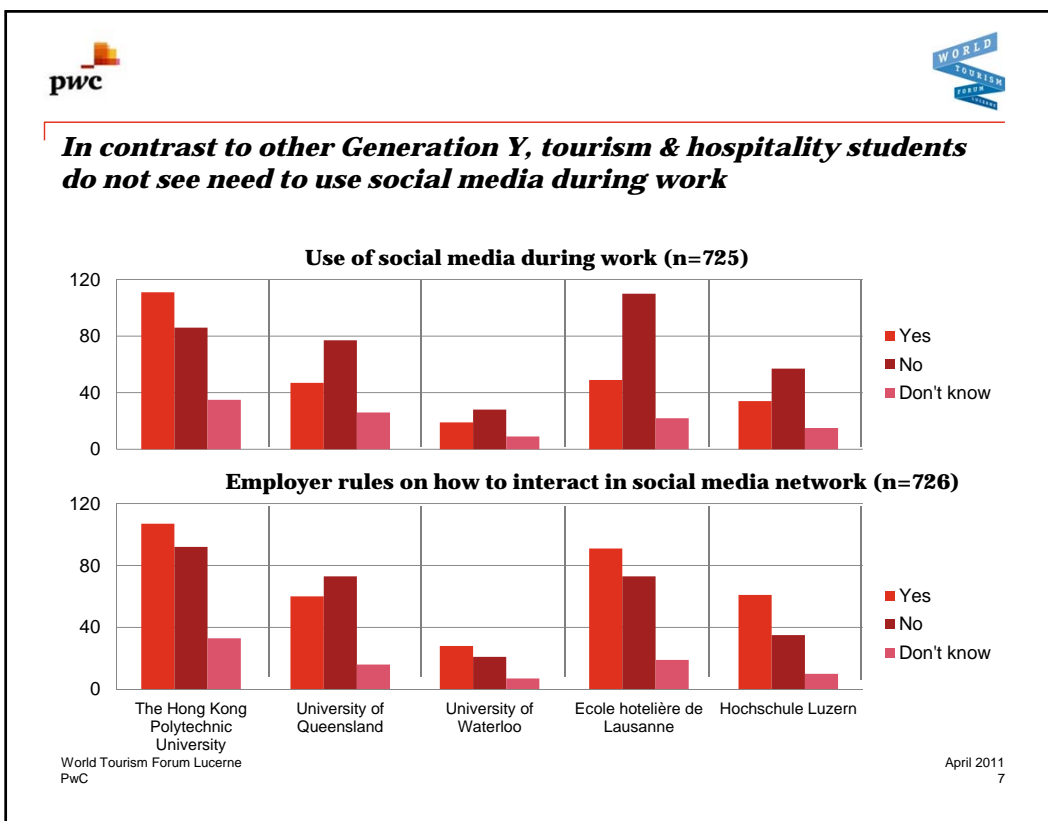


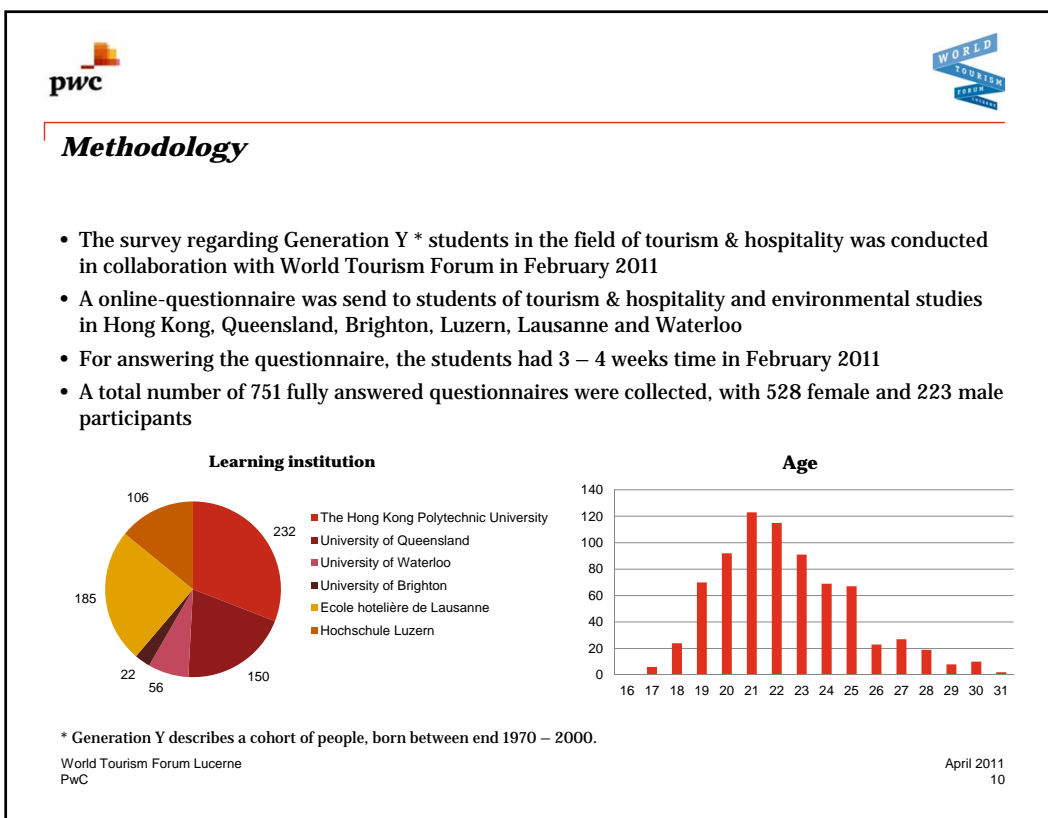
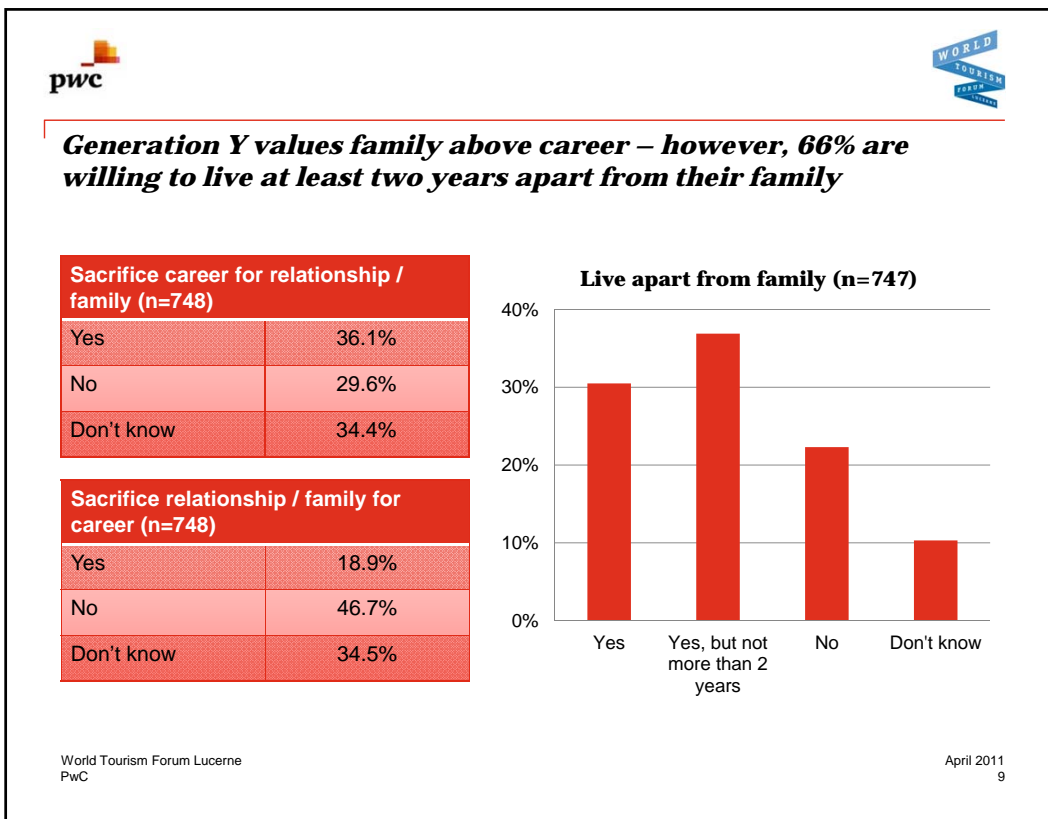
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