

WTTC forecasts 91m new tourism jobs by 2035

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Dhaka: The World Travel & Tourism Council (WTTC) projects the global tourism sector will generate 91 million new jobs over the next decade, even as labour shortages loom large.

A new report, *Future of the Travel & Tourism Workforce*, based on surveys and interviews across 20 major economies, says the sector is on track to account for one in three new jobs worldwide by 2035. Yet demographic and structural shifts, including shrinking working-age populations, could leave supply far short of demand.

Tourism supported a record 357 million jobs in 2024 and is expected to rise to 371 million this year. By 2035, however, worker demand will outpace supply, with the hospitality industry alone projected to face a gap of 8.6 million workers, about 18pc below required staffing. Low-skilled roles will remain most in demand, with more than 20 million extra workers needed.

The study highlights major shortfalls in China (16.9 million), India (11 million) and the European Union (6.4 million). In relative terms, Japan's tourism workforce could be 29pc below demand by 2035, followed by Greece (-27pc) and Germany (-26pc).

WTTC Interim CEO Gloria Guevara said the industry will remain a global engine for job creation but warned that "wider demographic and structural changes are reshaping labour markets." She urged governments, businesses and educators to work together to close the gap.

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