

Tourism Skills Gaps in the field of Digital, Sustainable and Social Skills: the Next Tourism Generation Alliance

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 **NTG**
Next Tourism Generation Alliance



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Today

- I. **Research into future tourism skills needs**
- II. **Effect of COVID-19 on skills from NTG perspective**



Context: the future of tourism

The tourism industry will change dramatically due to:

- (Health) safety and security measures
- Enabling digital technologies
- Changing visitor demand
- Sustainable tourism needs



A humanoid robot at a hotel reception (Japan)

Sources: e.g., WTTC, OECD, UNWTO, ETC, EU



The Next Tourism Generation Alliance



ITALY, UK, IRELAND, SPAIN, HUNGARY, GERMANY, NETHERLANDS, BULGARIA

The NTG Alliance aims to:

1. build a mechanism together with stakeholders for continuously tracking and bridging the gap between current and future tourism skills.
2. improve the relationship between education, governments and industry.
3. provide employees, employers, entrepreneurs, teachers, trainers and students with a set of core modules in digital, green and social skills.



Sectors and skills sets

Sectors

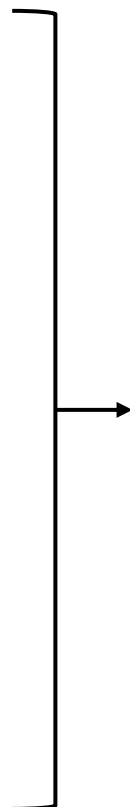
Accommodation

Food & Beverage
Operations

Travel Agencies
& Tour Operators

Destination
Management

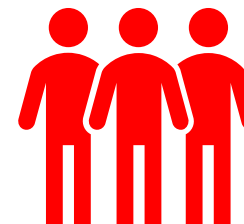
Visitor
Attractions



Skills sets



Sustainability
skills



Social-cultural
skills



Digital
skills



Tourism Industry Skills Needs Assessment

- Desk research / secondary data collection and analysis
- Field research in 8 countries
 - Survey: N=1400
 - Interviews: N = 250
- All findings available on NTG Alliance website



Skills Needs Assessment

SUSTAINABILITY SKILLS

	Current	Future	GAP	GAP%
Sustainability skills				
Ability to minimize the use and maximize efficiency of energy and water consumption	3,19	3,76	0,57	18%
Ability to manage waste, sewage, recycling and composting	3,24	3,75	0,51	16%
Conservation of biodiversity	2,84	3,51	0,67	24%
Promotion of sustainable forms of transport (e.g. public transport)	2,98	3,67	0,69	23%
Promotion of environmentally friendly activities and products	3,34	3,95	0,61	18%
Knowledge of climate change	3,34	3,84	0,50	15%
TOTAL	3,16	3,75	0,59	19%



Personal skills	Current	Future	Gap	Gap%
Problem solving	3,86	4,32	0,46	12%
Initiative and commitment	3,97	4,36	0,39	10%
Customer orientation	4,19	4,55	0,36	9%
Ethical conduct and respect	4,14	4,45	0,31	7%
Willingness to change	3,77	4,36	0,59	16%
Promoting a positive work environment	3,97	4,44	0,47	12%
Creativity	3,83	4,33	0,50	13%
Willingness to learn and to perform	3,99	4,42	0,43	11%
TOTAL	3,97	4,40	0,44	11%
Communication skills				
Written communication skills	3,81	4,22	0,41	11%
Oral communication skills	3,96	4,35	0,39	10%
Active listening skills	3,79	4,32	0,53	14%
Skills related to cultural awareness and expression	3,61	4,26	0,65	18%
Skills related to awareness of local customs (e.g., food, arts, language, crafts)	3,88	4,33	0,45	12%
Ability to speak foreign languages	3,28	4,05	0,77	23%
Skills related to intercultural host-guest understanding and respect	3,72	4,28	0,56	15%
TOTAL	3,72	4,26	0,54	14%
Diversity skills				
Gender equality skills	3,84	4,26	0,42	11%
Age-related accessibility skills	3,77	4,28	0,51	14%
Diets and allergy needs skills	3,51	4,08	0,57	16%
Skills related to disabilities and appropriate infrastructure	3,49	4,18	0,69	20%
Skills related to diversity in religious beliefs	3,37	3,99	0,62	18%
TOTAL	3,60	4,16	0,56	16%



Skills Needs Assessment

DIGITAL SKILLS

Digital skills	Current	Future	Gap	Gap%
Operating System use skills (e.g., Windows)	3,88	4,13	0,25	6%
Microsoft Office skills (e.g., Word, Excel, Powerpoint)	3,84	4,19	0,35	9%
Skills for implementing online safety procedures	3,24	4,01	0,77	24%
Online marketing and communication skills	3,49	4,22	0,73	21%
Skills to adjust digital equipment such as Wi-Fi connectivity, sound / video systems	3,41	3,95	0,54	16%
Desk top publishing skills (for designing brochures, catalogues, etc.)	3,08	3,74	0,66	21%
Computer programming skills	2,28	3,01	0,73	32%
Website development skills	2,58	3,46	0,88	34%
Social media skills	3,45	4,21	0,76	22%
Skills to monitor online reviews	3,36	4,12	0,76	23%
Data analytics, business intelligence, big data skills	2,73	3,69	0,96	35%
Artificial Intelligence (AI) and robotics skills	1,87	3,04	1,17	63%
Skills related to digital hardware technologies, such as Augmented and Virtual Reality	2,02	3,19	1,17	58%
TOTAL	3,02	3,77	0,75	25%



Skills Needs Assessment Survey

Gap (in %)	Sustainable skills	Social: personal	Social: communic.	Social: diversity	Digital skills	TOTAL
Destination management	22	15	17	21	30	23
Food & beverage	21	12	18	15	25	19
Visitor attractions	15	10	12	14	22	16
Travel agents/Tour Operators	18	8	13	15	24	17
Accommodations	18	10	13	14	23	17



Some findings and quotes from the interviews

- **Digital:** *“Staff do not have to be digital specialists, however, they should understand the underlying concepts of AI powered systems, data and technologies”*
- **Creative skills** are also a must-have: *“You need to be able to create a WOW experience for your customers and to be able to think outside of the box in order effectuate customer satisfaction without losing track of the commercial aspects of the job”.*
- The focus will shift from “jobs” and “professions” to **learning and developing skills** - less specific and more ‘fluid’ (transversal skills).
- Most respondents were in agreement that ‘environmental skills’ as such do not really exist. Sustainability is more about **attitude**; it is a **mindset**; it is about a **value transition**.
- Skills of the future are definitely: being able to **work in teams, collaborative skills, sharing of knowledge** and insights.



How to train social, digital and sustainability skills?

An “E-Lab” for students

You will have to do assignments related to the tourism sector and E-business. Leading questions are:

1. How do you inform tourists digitally?
2. How do tourists experience online tools?
3. How do you create engagement through social media?
4. How do you learn more on tourists through online tools?



Social media scan

Social media week

During this assignment you will analyse the Social Media channels of either companies in the Travel Industry or Attractions and Theme parks. You will do this for three different companies and in the end you will compare the results in an Infographic.

Assignment



Visual corporate story

Content week

The visual corporate story is a visual presentation of the vision, strategy, values etc of the company. It shows the identity of the company all in one Infographic.

Assignment



Animation video

Content week

Create an animation video for your selected city. In this video, you try to integrate facts into a story. The aim of this promotion video is not only to get the attention of your target group, but also to persuade them to come visit the selected city.

Assignment



Website

Content week

Create a well-designed website of the appointed city. This website includes the 360-video, the Visual Corporate story and the animation videos.

Assignment



Cities 360

Content week

For Cities360° you visit a Dutch city that is attractive for tourists.. There you ask the locals what the sights and venues are that no tourist should miss. You go there and make a 360° video. The best video's are published on Cities360°.nl.

Assignments



Glamping

Research week

Analyse the Glamping-website and give them advice on how to improve it, based on visuals, usability and their Google Analytics details.

Assignment

How to train social, digital and sustainability skills? Emerald Forest Hotel – Online Management Simulation

<https://www.emeraldforesthôtel.eu/>



What is the online simulation about?

- International management competition
- Multimedia, cross-media, fully online
- Accent on digital, social and entrepreneurial skills
- Students take over a hotel and run it as a team
- Manage the hotel during a number of 'years'
- Per year (round), two assignments :
 - On entrepreneurship
 - On creativity
- *'Real virtuality'*: the demo hotel is as real as it gets
- *'Any'* content can be added to the story line



<https://www.emeraldforesthôtel.eu/>

II. Effects of COVID-19 on skills needs from an NTG perspective



Social skills

- Soft skills / transversal skills:
 - Adaptability and flexibility/agility
 - Critical thinking and problem-solving
 - Cooperation and creativity
 - Interpersonal skills: emotional intelligence, empathy (dealing with overcoming anxiety, risk aversion, uncomfortable situations)
 - Continuous professional development, life-long learning
- Basic health and sanitary risk awareness skills
- Emergency/crisis management and communication skills



Digital

- Modelling of scenarios and simulations
- Data analysis skills to transform data into product improvements
- Online, digital, distance work environments (e.g., online events and collaboration)
- Use of VR, AR, AI to create distance and digital experiences
- Dealing with online opinions, reviews, (fake) news



Green skills /1

- Circular economy skills: foster sustainability and green growth
- Working with local/domestic supply chains and integration
- Visitor flow monitoring, control and management



Please see Nexttourismgeneration.eu

Thank you!

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