Assessing and Closing Digital Skills Gaps for Tourism Employees

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Next Tourism Generation Alliance (NTGA)

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- 8 Countries (Spain, Germany, Italy, UK, Bulgaria, Ireland, Hungary, The Netherlands)

- 6 universities

- 7 Trade Associations

- ATLAS-Europe

- Blueprint strategy and Action Plan for integration of new Sustainability and Digital Skills into EU, National and Local Tourism Education Frameworks and Skill-based Organisations

- NTG Skills Tools (including Skills Matrix and Toolkit, Skills Assessment Methodology, Quality Skills Standards Framework)

- 1442 Qualtrics Survey responses on digital skills gaps across 5 sectors (VA, F&B, Accommodation, Tour Ops and Destination Mgt)

DIGITAL SKILLS Gaps

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%**

Summary of scores per skills group

	Current	Future	GAP	GAP%
Environmental skills	3,16	3,75	0,59	19%
Social skills: Personal skills	3,97	4,40	0,44	11%
Social skills: Communication skills	3,72	4,26	0,54	14%
Social skills: Diversity skills	3,60	4,16	0,56	16%
Digital skills	3,02	3,77	0,75	25%

Gap% per skills group, per sector

Sector:	Green skills	Social: personal	Social: commun.	Social: diversity	Digital skills	TOTAL
Destination management (n=295)	22	15	17	21	30	23
Food & beverage (n=201)	21	12	18	15	25	19
Visitor attractions (n=212)	15	10	12	14	22	16
Travel agents/TO's (n=171)	18	8	13	15	24	17
Accommodations (n=525)	18	10	13	14	23	17

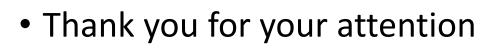# NTG Skills Assessment Methodology (SAM): target groups

- **EU/national/regional governments** to continuously identify necessary current and future workforce skills (related to green/social/digital).
- **Tourism organizations** can identify *skills gaps* in their company and implement strategies to address these, such as online learning.

Mapping Visual National Quality Standards Frameworks

- Higher Education Act = The national version derived from the Bologna Framework for Higher Education
- Department for Education/National Education Authority
- National Education Framework
- National Skills Strategy
- Independent Regulation and inspection of Education provision
- National funding framework/councils
- Higher Education Academies
- Trade association recognition e.g. IoH and ABTA

- Ministries/Depts of Employment & Skills
- National Careers Service
- Quality Apprenticeship Standards
- Apprenticeship Advisory committees
- Regional Skills Fora/Partnerships
- Tourism and Hospitality Skills Partnerships
- National Occupational Standards
- Chambers of Commerce
- Trade Unions
- Trade Associations
- Sector Skills bodies - IoH/ABTA..
- Private Training Providers

- Thank you for your attention
- Any questions?

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