

## Next Tourism Generation:

European research into tourism skills gaps in the field of digital, green and social

‘Upskilling and reskilling in tourism: Pact for Skills’

NTG public event, 18 December 2020

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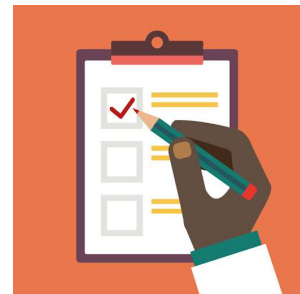
 **NTG**  
Next Tourism Generation Alliance



Funded by the European Union

## Today

- I. **NTG research into tourism skills needs:**
  - Skills Needs Assessment
  - Skills Assessment Methodology
  
- 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**

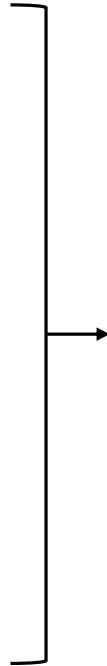
The NTG Alliance aims to improve the relationship between education, governments and industry. It will provide employees, employers, entrepreneurs, teachers, trainers and students with a set of core modules in digital, green and social skills.



# Sectors and skills sets

## Sectors

- Accommodation
- Food & Beverage Operations
- Travel Agencies & Tour Operators
- Destination Management
- Visitor Attractions



## Skills sets



Green skills



Social-cultural skills



Digital skills



## Research Output

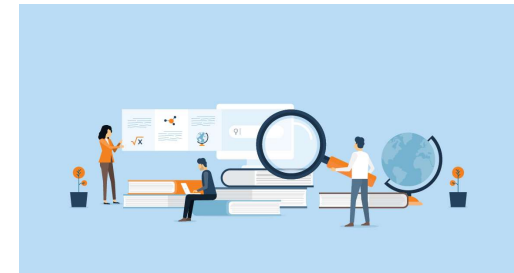
### 1. Tourism Skills Needs Assessment

Research into tourism skills gaps and (future) industry needs.

### 2. Tourism Skills Assessment Methodology

A methodology to continuously monitor (changing) skills needs and gaps.

*All output available on [Nexttourismgeneration.eu](http://Nexttourismgeneration.eu)*



## Skills Needs Assessment Survey /1

	Current	Future	GAP	GAP%
<b>Scores per skills group</b>				
Green 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%





SKILLS TYPE	Current	Future	GAP%
Artificial Intelligence (AI) and robotics skills	1,87	3,04	<b>63%</b>
Skills related to applying digital hardware technologies, such as Augmented and Virtual Reality	2,02	3,19	<b>58%</b>
Data analytics, business intelligence, big data skills	2,73	3,69	<b>35%</b>
Website development skills	2,58	3,46	<b>34%</b>
Computer programming skills	2,28	3,01	<b>32%</b>
Skills for implementing online safety procedures	3,24	4,01	<b>24%</b>
Conservation of biodiversity	2,84	3,51	<b>24%</b>
Ability to speak foreign languages	3,28	4,05	<b>23%</b>
Promotion of sustainable forms of transport (e.g. public transport)	2,98	3,67	<b>23%</b>
Skills to monitor online reviews	3,36	4,12	<b>23%</b>
Social media skills	3,45	4,21	<b>22%</b>
Desk top publishing skills (for designing brochures, catalogues, etc.)	3,08	3,74	<b>21%</b>
Online marketing and communication skills	3,49	4,22	<b>21%</b>
Skills related to disabilities and appropriate infrastructure	3,49	4,18	<b>20%</b>
Skills related to diversity in religious beliefs	3,37	3,99	<b>18%</b>
Promotion of environmentally friendly activities and products	3,34	3,95	<b>18%</b>
Skills related to cultural awareness and expression	3,61	4,26	<b>18%</b>
Ability to minimise the use and maximise efficiency of energy and water consumption	3,19	3,76	<b>18%</b>
Diets and allergy needs skills	3,51	4,08	<b>16%</b>
Skills to adjust digital equipment such as Wi-Fi connectivity, sound / video systems	3,41	3,95	<b>16%</b>
Ability to manage waste, sewage, recycling and composting	3,24	3,75	<b>16%</b>
Willingness to change	3,77	4,36	<b>16%</b>



## Skills Needs Assessment Survey /3

Gap (in %)	Green 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



# Skills Needs Assessment

- Higher levels of education in general needed
- Shift from “job & professions” to “learning & developing skills”: i.e., general skills preferred above tourism-specific skills
- “High Tech with a Human Touch”
- Better general understanding of digitization: AI, VR, AR, data analytics



# NTG SKILLS ASSESSMENT METHODOLOGY



- 1** Establish a NTG Skills Collaborative Platform
- 2** Create a Country / Region / Destination Skills Profile
- 3** Conduct a NTG Survey on the future of Digital, Green and Social Skills
- 4** Conduct NTG interviews on the Future of Digital, Green and Social Skills
- 5** Organize NTG Collaborative Platform Stakeholder Meetings
- 6** Formulate Skills Assessment Response Strategies



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



## Social skills /1

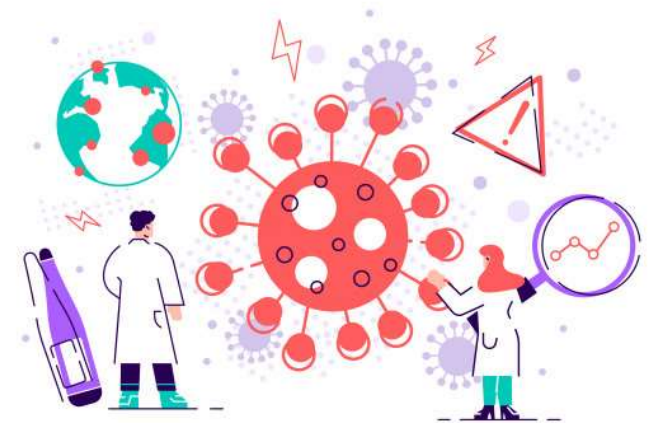
### Soft skills / transversal skills:

- 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



## Social skills /2

### Basic health and sanitary risk awareness skills



## Social skills /3

### Emergency/crisis management and communication skills





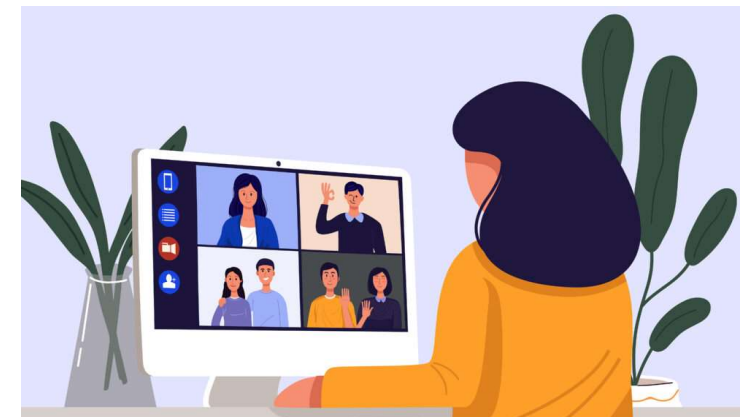
## Digital skills /1

- **Modelling of scenarios and simulations**
- **Data analysis skills to transform data into product improvements**



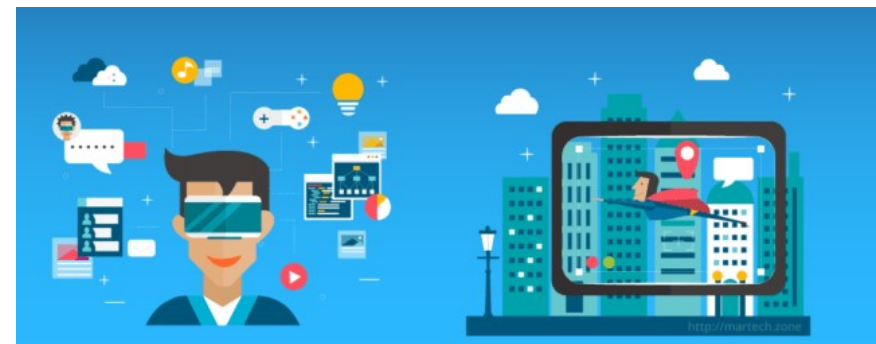
## Digital skills /2

**Online, digital, distance work environments (e.g., online events and collaboration)**



## Digital skills /3

- Use of VR, AR, AI to create distance and digital experiences
- Online design and communication tools



## 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](http://Nexttourismgeneration.eu)  
Thank you!

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