

# THE FUTURE OF DIGITAL, GREEN AND SOCIAL SKILLS IN TOURISM

## DESK RESEARCH SUMMARY

An assessment of trends, developments and future needs regarding digital, green and social skills to support future sustainability and technology based content and topics for training delivery in the tourism and hospitality industry and education organizations. Results derived from critical analysis of policy documents, government strategies, statistical reports, academic and trade journal articles, textbooks and websites.

## NEXT TOURISM GENERATION

The Next Tourism Generation Alliance (NTG) is the first European partnership and alliance for improving a collaborative and productive relationship between education and industry. The project runs until 2021 in order to explore the **digital, green and social** skills gaps in the tourism industry composed from 14 partners from 8 European countries.



## EUROPEAN KEY PARTNERS

Italy, UK, Spain, Bulgaria, Hungary, The Netherlands, Germany and Ireland

## 5 SUB-SECTORS



F&B



TOUR OPERATORS



VISITOR ATTRACTIONS



DESTINATION MANAGEMENT



ACCOMMODATION

## THE FUTURE OF TOURISM JOBS

Estimated 1.8 billion International tourist arrivals by 2030 (UNWTO, 2011)  
 313 million tourism jobs (WTTC, 2017)  
 9.9% of total employment in 2017 (WTTC, 2017)

## 4 MEGATRENDS IN TOURISM

- Evolving visitor demand
- Sustainable tourism growth
- Enabling technologies
- Travel mobility

## OVERALL NTG DESK RESEARCH OUTCOMES

**Higher levels** of education in general are needed

**Self-learning capacities** of work force is needed to cope with **fast changing digital innovations** and disruptive business models

**Digital fluency** - a better understanding of AI, VR, AR, data analytics

Skills in creating unique, customized and personalized **experiences**

**"High Tech with a Human Touch"** will be important for developing tourism skills for the future

**Transversal skills** are highly necessary in tourism, but in general in all service industries

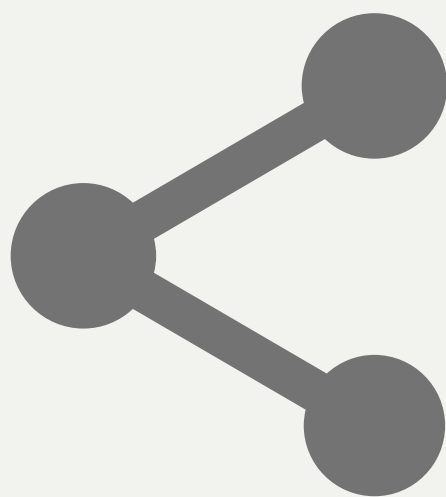
The main skill gaps and shortages reported by employers relate to general skills such as skills, **problem solving skills**, small business **management** and entrepreneurial management rather than to **tourism-specific skills**

# DIGITAL INSIGHTS

## TECHNOLOGICAL INNOVATIONS

**AI-driven technologies** and **data analysis** enable a deeper understanding of consumption patterns

To survive in an increasingly digitalized world, **transversal skills** will become more relevant

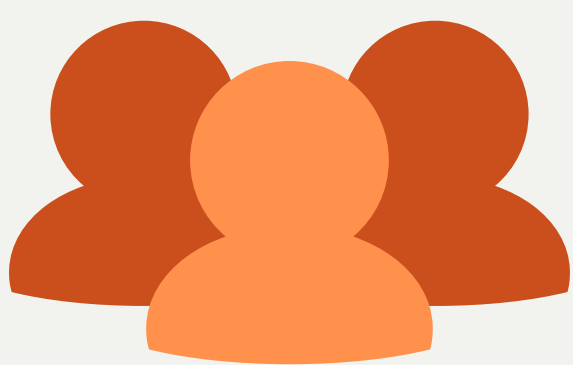


# SOCIAL INSIGHTS

## DEMOGRAPHIC CHANGES

Shift in global economic power from the West to emerging and developing countries and will contribute to **increasing arrivals of Asian tourists to Europe** and the need to respond to their cultural needs and tastes

**Overtourism** and **overcrowding** became hot topics in cities like Venice and Amsterdam where the impact of millions of visitors compromises both the **quality of life of residents** and the **quality of the visitor experience**



# GREEN INSIGHTS

## SUSTAINABLE PRACTICES

Climate change, resource scarcity and environmental degradation are posing increasing threats to the world and **skills to manage waste and natural resources** in the tourism industry are becoming increasingly **urgent**

On the positive side, **tourism can raise awareness** of cultural and environmental values, help finance the conservation of landscapes and cultural heritage, rekindle interest in ancient traditions and local cultures and **create jobs**



# ➤ SUCCESS FACTORS

Self-learning capacities such as permanent education and flexibility are of huge importance in order for employees to cope with digital innovations in the future. In order to work with new technologies to create and analyze unique experiences, education and flexibility

Human skills such as, creativity, critical thinking, collaborative and intercultural communicative skills cannot (yet) be replaced by machines and are likely to become even more important in the decades ahead

Only tourism that is built upon, broad stakeholder engagement, contributing to the well-being of local communities, decent incomes, environmental integrity, authentic visitor experiences, is a viable option for sustainable development

