

A Deep Dive into Skills Intelligence Monitoring



Webinar “Fast Forward: Tourism and Hospitality skills that matter”

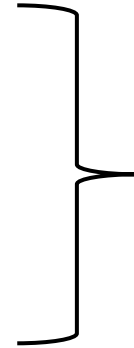
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WHY Skills Intelligence Monitoring?

- Green & digital transition
- Resilience of the sector
- Societal dynamics
- Labour market challenges



- Rapid changes in skills needs
- Labour and skills shortages
- Mismatch supply and demand
- Mismatch training solutions



Intelligence is necessary for well-informed decision making



WHAT is Skills Intelligence Monitoring in tourism?

A continuous and systematic **collection, analysis, and use of data & insights** about **current and future skills needs, gaps, and trends** to enable **better informed decisions**.



WHO benefits from **Skills Intelligence** monitoring?



It supports:

- **Policymakers** (EU, national, regional, local)
- **Educators** (VET, universities, training providers)
- **Sector Associations**
- **Social partners, Trade Unions**
- **Employers**
- **Employees**
- **Students**

...to understand the (current and future) **demand and supply** of skills and competences in tourism, enabling **better workforce planning, training,** and alignment of **labour market needs.**



Segmentation in PANTOUR Skills Intelligence Monitoring

5 TOURISM SUBSECTORS:

- Accommodations
- Visitor attractions
- Food & Beverage
- Destinations
- Travel agents + tour operators

3 SKILLS SETS:

- Green / sustainability
- Digital
- Social - cultural

10 COUNTRIES:

BG, FI, DE, GR, HU,
IE, IT, NL, PT, ES

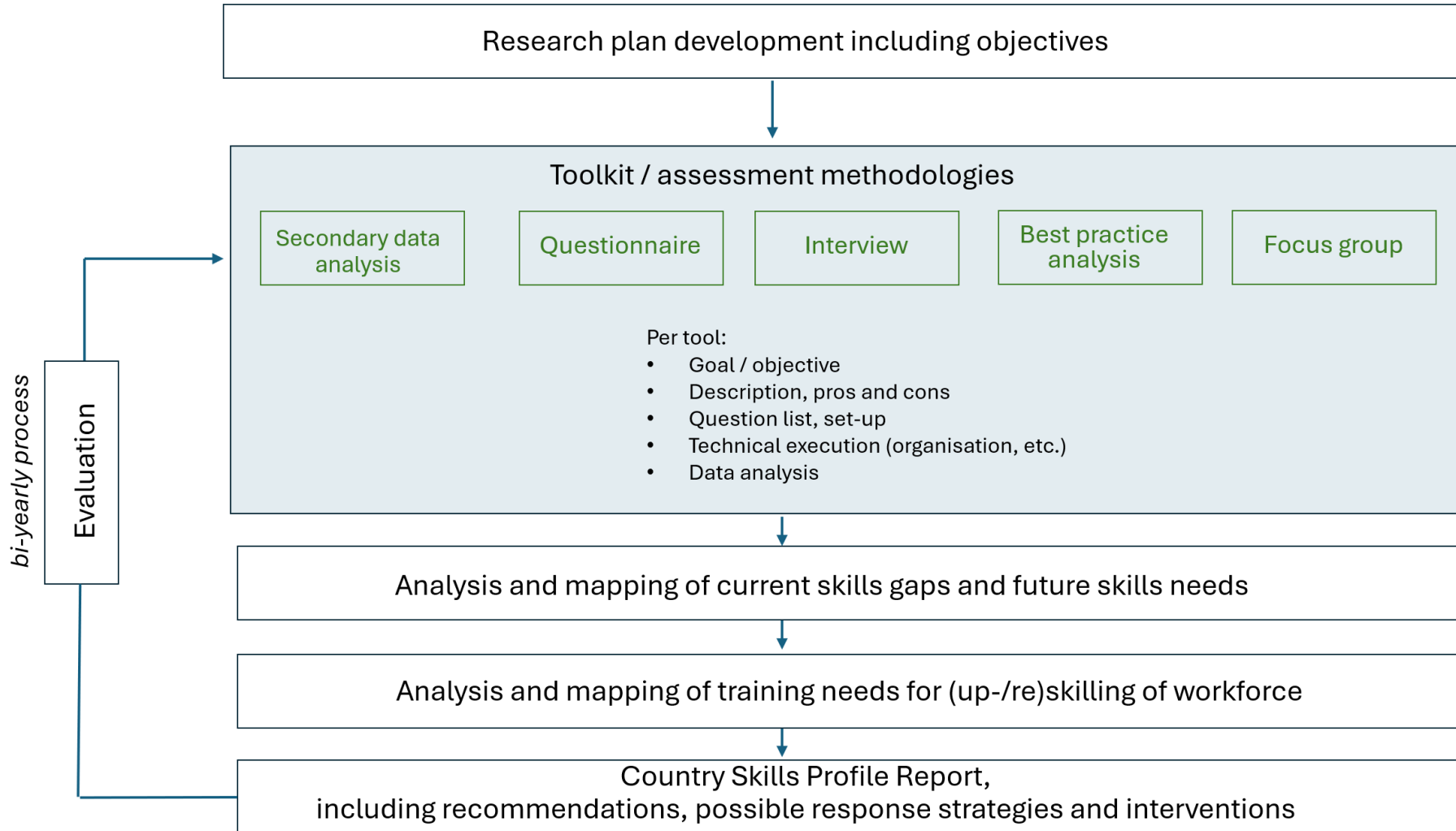
4 ORGANISATIONAL SIZES:

- Micro
- Small
- Medium
- Large

4 FUNCTIONAL ROLES:

- Operational
- Supervisor
- Lower management
- Higher management





PANTOUR

Sectoral Skills Intelligence Monitor

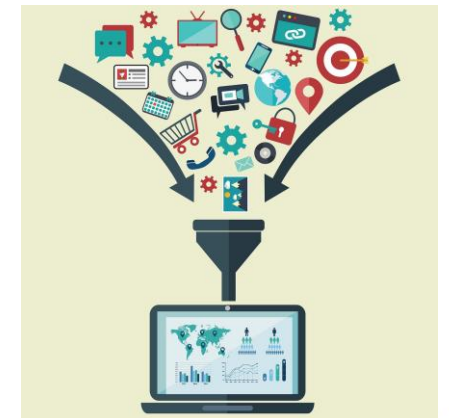
Data Collection Toolkit → Analysis + Mapping → Reporting, Communication, Action

- Secondary data
- Primary data:
 - Questionnaires
 - Interviews
 - Best Practice Analyses
 - Focus Groups

- *Current skills needs*
- *Future skills needs*
- *Skills gaps*
- *Training needs*

Country Skills Profile Reports
(with response strategies and actions)

See: <https://nexttourismgeneration.eu/sector-skills-intelligence-monitoring-system/>



Skills Intelligence in Action: Real-World Impact

Skills Intelligence Monitoring is not just a theoretical exercise. It can turn gut feeling into evidence, and evidence into action.

- The **National Skills Group** of the Netherlands uses the Best Practices from the SSIM to identify and promote transferable practices across the sector.
- A **Hotel chain** uses skills gap data to redesign its onboarding programme, focusing on digital tools and sustainability practices.
- A **Regional Tourism Board** uses country skills profile data to lobby for targeted upskilling subsidies from national government.



Skills Intelligence for attracting and retaining of staff

- **Sector Attractivity and Employer Branding** - to improve and influence sectoral and organisational reputation among talented job applicants and existing employees.
- **Sustainable Employership** (SE) - does the organisation create the right conditions to retain good staff? (*investing in people, meaningful work, social responsibility*)
- **Employee Experience Design** (EED) - to craft high-quality employee experiences and at the same time providing relevant solutions for the organisation.



How can YOU be involved?

Let's build this together - your role matters

Skills Intelligence Monitoring only works if the right people contribute.

- **Employees & Students:** What are employers asking for vs. what education/training prepared you for? → participate in the Tourism Skills Lab, sharing your skills experiences and expectations.
- **Educators & Researchers:** Use the *Country Skills Profile Reports* for your curriculum design and research → contribute your expertise to methodology development.
- **Industry & Employers:** Use the findings to benchmark your workforce (planning) → join employer panels and interviews: your perspective shapes the data
- **Policymakers & Associations:** Embed Skills Intelligence findings into regional and national tourism strategies → support the establishment of Skills Partnerships in your context.



Thank You

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