



Centre for
**Strategy & Evaluation
Services**

Digital skills for the tourism sector

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Digital Tourism Platform

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Study for DG GROW

- ❖ **Overview of skills and competences required by tourism occupations**
- ❖ **Analysing national systems for providing tourism skills**
- ❖ **Performance check of delivery of skills**
- ❖ **Recommendations for action at EU level**
- ❖ **Final conference: 21 October 2015, Brussels**

Demand for digital skills

- ❖ **Reflects wider digital trends in tourism**
- ❖ **Important similarities with demand in all sectors**
- ❖ **High demand in outgoing tourism occupations**
- ❖ **Technology replacing some roles and creating new ones**
- ❖ **Continued need for human interaction in many roles**
- ❖ **Training needed for the introduction of new technologies**
- ❖ **ICT systems often not tailored to SMEs**

Implications for skills provision

- ❖ Performance of the wider education system is crucial
- ❖ Low level of skills in many occupations
- ❖ Working patterns make skills provision difficult
- ❖ Skills provision as part of the wider adoption of ICT
- ❖ Responsiveness of education systems to new occupations
- ❖ Difficulties facing SMEs
- ❖ Potential for networking and co-operation between SMEs



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THANKYOU!

STUDY REPORT AVAILABLE: SUMMER 2015

**FINAL CONFERENCE: 21 OCTOBER, THE SQUARE,
BRUSSELS**