

What is Skills Intelligence?

A sectoral approach for tourism



Webinar “Renewing Tourism Education: Bridging skills gaps for a modern workforce” - 9 Dec 2024

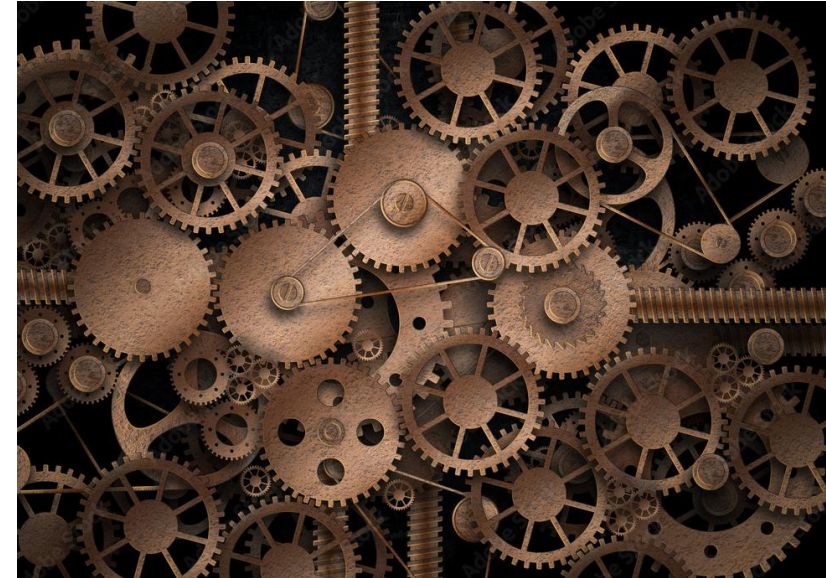
Dr. Corné Dijkmans

Dynamics in tourism

- Green and digital transformation
- Volatility, uncertainty, complexity
 - Health – safety – security
- Changing consumer behavior and demands
 - Labor and skills shortages



Need for structural skills monitoring and intelligence



WHAT is Skills Intelligence?

A systematic **collection, analysis, and use of data** and **insights** about **current and future skills needs, trends,** and **dynamics** within the tourism sector.



WHO benefits from **Skills Intelligence**?

It helps:

- **Policymakers** (national, regional, local)
- **Educators** (VET, universities, training providers)
- **Sector associations**
- **Social partners / trade unions**
- **Employers** (organisations, companies)
- **Employees**

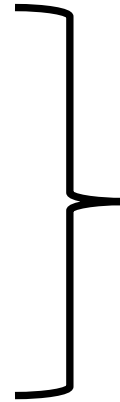
to understand the **demand and supply** of skills in tourism (currently and future), enabling **better workforce planning, training,** and alignment of **labour market needs.**



The PANTOUR project

Pact for Next Tourism Generation Skills

- Green transition
- Digital transition
- Resilience of the sector



SKILLS SETS:

Green / sustainability

Digital

Social/cultural

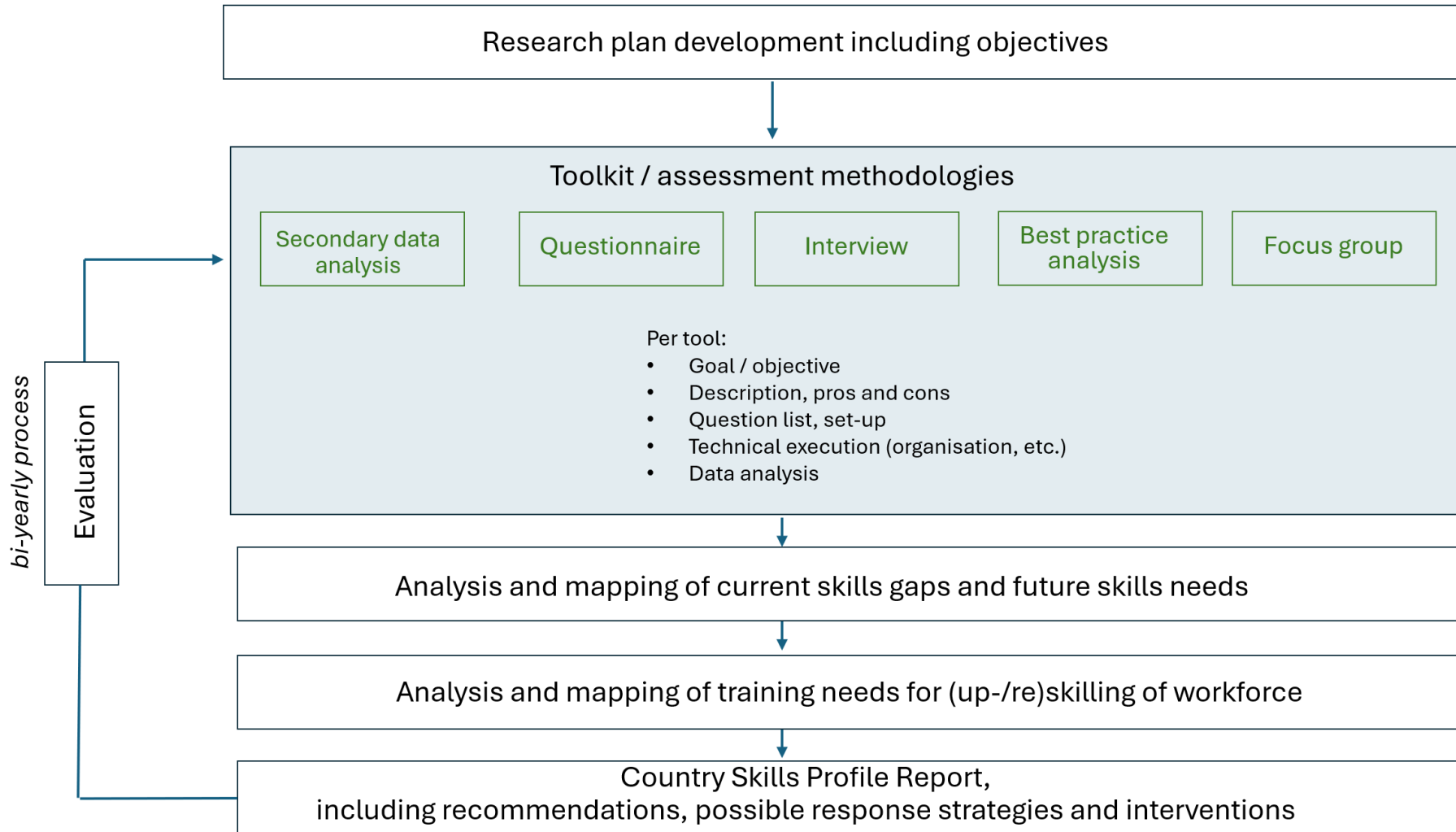


NTG Alliance ('18-'22)



PANTOUR ('22-'26)





Sectoral Skills Intelligence Monitor

Data collection toolkit → Analysis + mapping → Reporting, communication, action

- Secondary data analysis
- Questionnaire
- Interviews
- Best Practice Analyses
- Focus Groups

- *skills gaps/needs*
- *training needs*

*Regional/Country Skills Profile Report
(response strategies and actions)*

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



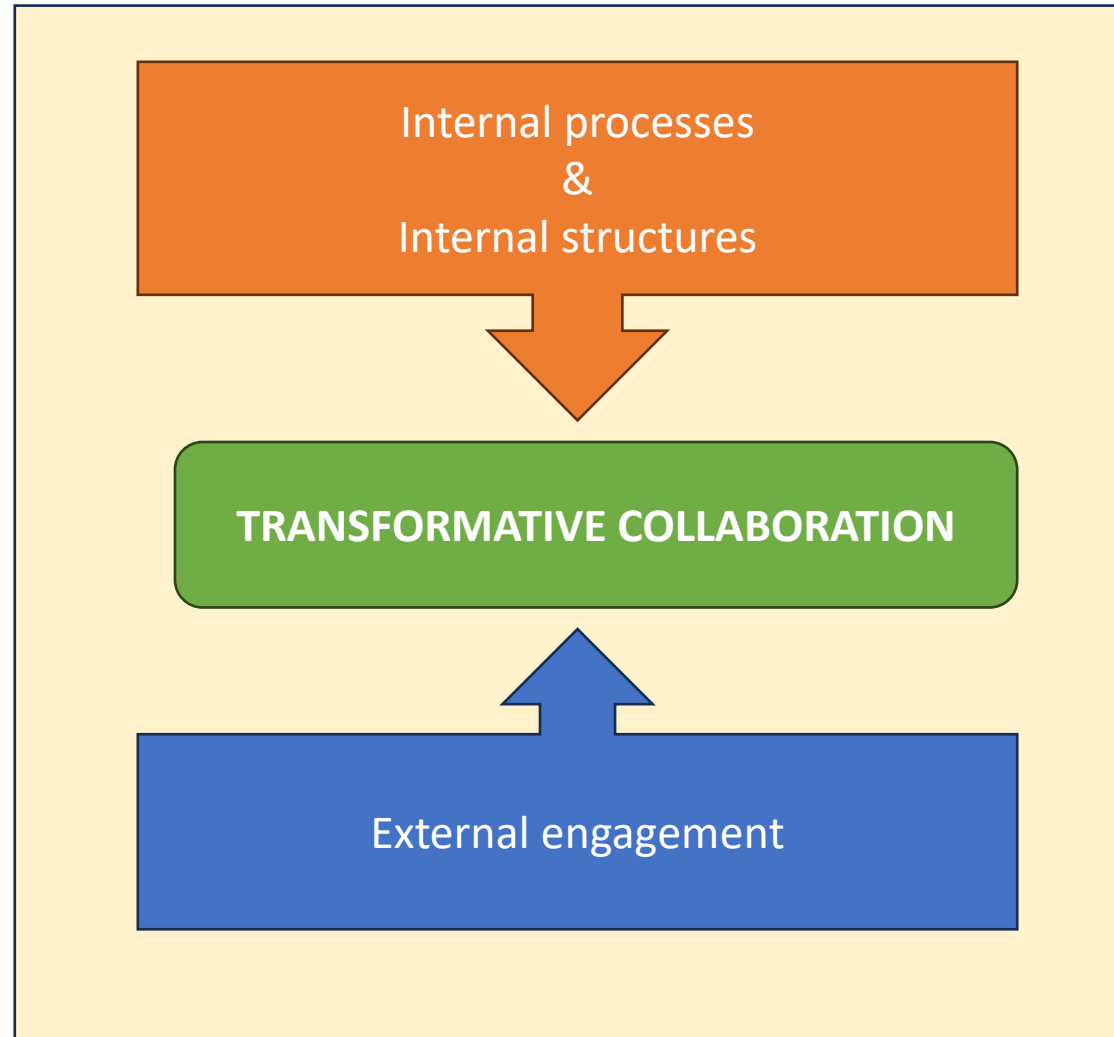
Conditions for implementing structural Sectoral Skills Intelligence Monitoring

Human resources: staff time, staff having the right competences	Financial resources: securing and managing budgets for execution
Institutional resources: the right governance structures, clear policies and priorities	Infrastructure & network: willingness to cooperate, networking building resilience and embracing innovation

**National/Regional
Skills Partnerships**



National/Regional Skills Partnerships: Collaborative Governance Framework



In conclusion

- Sectoral Skills Intelligence Monitoring is **fundamental** for the future of work in tourism
- Effective **National/Regional Skills Partnerships** are needed to implement SSIM, securing the right resources (human, financial, institutional, network)
- Skills Intelligence Monitoring is an **ongoing process**, not a one-time effort, it can be customised to specific needs
- Establish **accountability** through **monitoring**: you can only improve what you measure



Thank you!

Corné Dijkmans

dijkmans.c@buas.nl



www.nexttourismgeneration.eu/pantour



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