PANTOUR Insights: from Job Titles to Skills Portfolios

How AI, sustainability demands and changing workforce expectations are transforming work in tourism

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PANTOUR
PACT FOR NEXT TOURISM GENERATION SKILLS

# Transformation is a Reality

PANTOUR Europe-wide research findings

- 📊 **873 surveys + 100 interviews** across 9 countries

- ⚠️ **40% average skills gap** across all competencies

- 🚨 **Some gaps exceeding 90%** (Gen AI, robotics, AR/VR)

45% of tourism jobs will be transformed or automated by 2030 (WEF, 2025)

unsplash.com

Three Forces Driving Change

- 🤖 **AI Adoption**
  - Fluency needed, not mastery

- 🌱 **Sustainability**
  - Without green skills, organisations can't comply, compete or survive

- 👥 **Workforce expectations**
  - 72% of EU tourism businesses struggle to fill vacancies
  - Gen Z wants purpose, flexibility, development -- not just salary

freepik.com
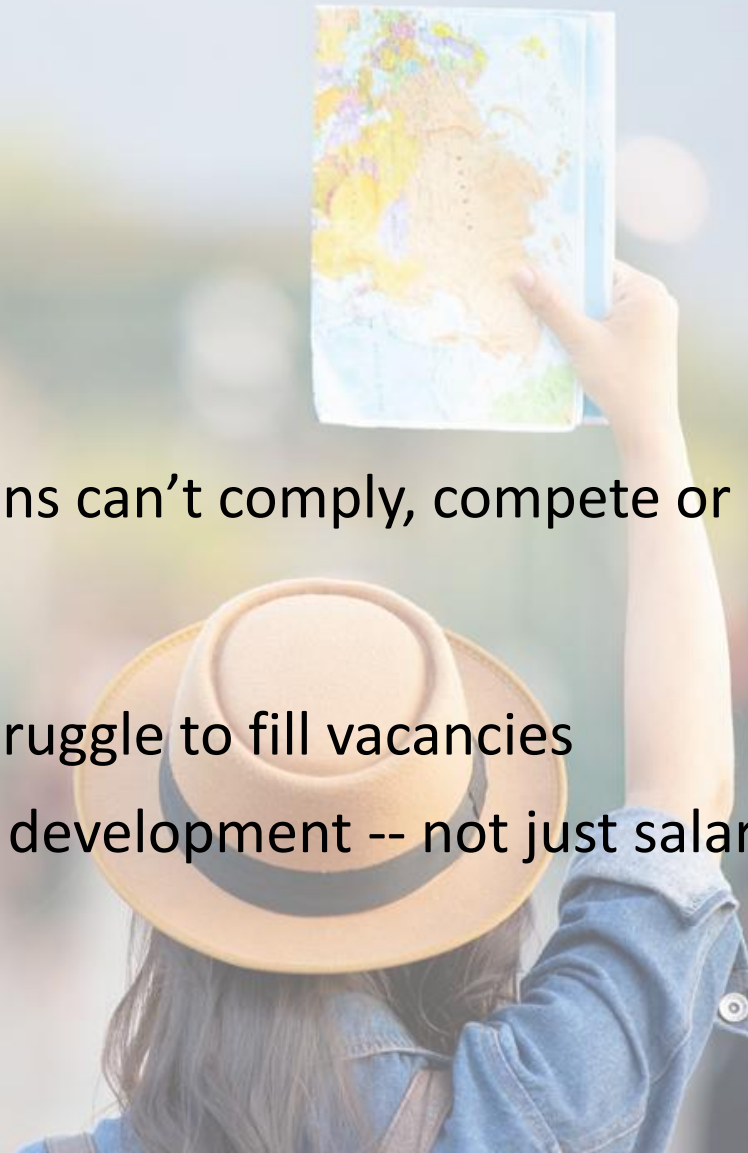
The Critical Shift: Job Titles → Skills Portfolios

✗ Old Paradigm

✗ Fixed job titles

✗ Linear career paths

✗ Static role descriptions

✗ "Will my JOB exist?"

✓ New Reality

✓ Fluid skills portfolios

✓ Project-based work

✓ Continuous learning

✓ "Will my SKILLS be relevant?"

The question isn't about job security—it's about skills relevance

The Three Survival Skills Sets

PANTOUR framework for tomorrow's tourism workforce

DIGITAL FLUENCY

Not mastery, but confident collaboration with tech.

SUSTAINABILITY THINKING

Environmental consciousness as default mindset.

HUMAN-CENTERED DESIGN

Using uniquely human skills that technology can't replicate.

The Human Advantage in an AI World

The Human Advantage

PANTOUR Finding:

Customer Service Excellence rated **4.80/5** importance — highest of all skills

"As technology handles transactions, humans create transformations"

High tech with human touch = winning formula

From Research to Reality: New Job Profiles
Skills-based hiring examples from PANTOUR

WE ARE HIRING! — **AI TOURISM EXPERT**
Are you a passionate about tourism with a soft spot for AI?

What You'll Do:
- Integrate machine learning to optimize pricing and recommend budget-friendly options
- Develop AI-driven algorithms for personalized travel recommendations
- Knowledge of AI for marketing/research purposes
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- Data Management, Analysis and Forecasting
- Improve operational efficiency through automation

What We're Looking For:

D: digital skills
G: green skills
S: social skills

- Core digital literacy and use of office applications (**D**)
- Digital marketing and social media skills (**D**)
- Use of specific digital technologies and software applications (**D**)
- Digital skills for sustainability management (**D**)
- Problem solving skills in a digital context (**D**)
- Sustainable Tourism and Supply Chain Integration (**G**)
- Customer-Oriented Skills (**S**)
- Critical Thinking Skills (**S**)
- Communication and collaboration through digital technologies (**D**)
- Data analytics and data driven decision making (**D**)

WE ARE HIRING! — **TOURISM EXPERIENCE DESIGNER**
Are you a passionate about tourism with a soft spot for experiences and emotions?

What You'll Do:
- Researching and defining new "instagrammable" places
- Competitor analysis (USP)
- Conduct user research to understand diverse preferences and design personalized experiences
- Storytelling and Branding
- Creating immersive tourism product

What We're Looking For:

D: digital skills
G: green skills
S: social skills

- Core digital literacy and use of office applications (**D**)
- Communication and collaboration through digital technologies (**D**)
- Communication and collaboration through digital technologies (**D**)
- Digital content creation skills (**D**)
- Use of specific digital technologies and software applications (**D**)
- Data analytics and data driven decision making (**D**)
- Sustainable Tourism and Supply Chain Integration (**G**)
- Customer-Oriented Skills (**S**)
- Experience Management Skills (**S**)
- Initiative and Commitment Skills (**S**)
- Critical Thinking Skills (**S**)
- Sustainable Transport and Eco-Friendly Services (**G**)
- Effective Communication Skills (**S**)

Task-based → Skills-based orientation
Every role now requires combinations of digital, green, and social skills

Action Plan - Starting tomorrow

For **Employers**:
- Build a learning culture, not just training events
- EDI practices: 25% more likely to increase profitability

For **Educators**:
- Embed AI literacy across curriculum NOW
- Make sustainability a mindset, not a 'course'
- Teach adaptability as a core competency

For **Individuals**:
- Identify your "AI-proof" human skills
- Commit to continuous learning (e.g., 1 new skill/quarter)
- Build your personal learning network
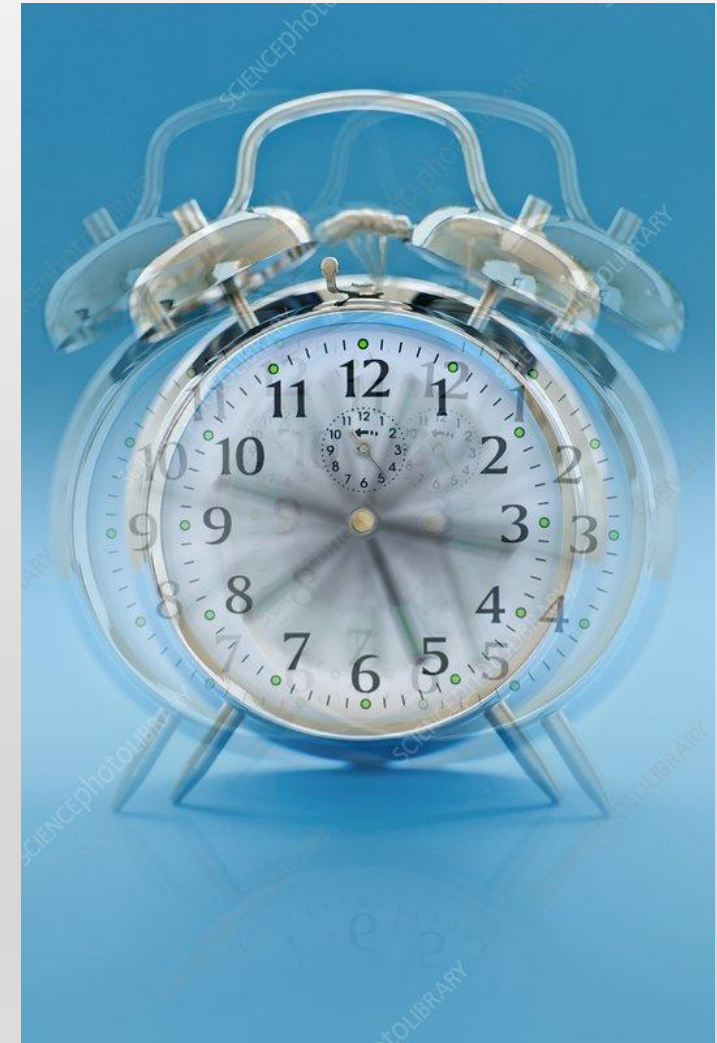
The future belongs to the adaptable
Those who blend technical fluency with irreplaceable human skills

ASSESS

Use PANTOUR framework to audit your skills gaps

DEVELOP

Focus on digital fluency, sustainability thinking and human skills

TRANSFORM

Shift from job titles to skills portfolios

RESOURCES AND FULL REPORTS:

www.nexttourismgeneration.eu/pantour

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