



PROJECT-BACKGROUND

The tourism sector has been significantly impacted by the pandemic, underlining the pressing needs for accelerated digitization in this sector. Just as an example, the Report from the Pact for Tourism Skills (2021) reveals that up to 25% of the tourism workforce has low-level qualifications, making them one of the most under-skilled working populations in EU.

A study by Eurofund (2021) also reveals that tourism companies are less likely to provide training to their staff due to limitations in both human and financial sources. Considering that over 90% of tourism SMEs employ fewer than 10 people (PTS, 2021), it is important to explore strategies for mitigating the expenses associated with acquiring, installing, updating software, and providing staff training.

SCOPES AND OBJECTIVES

Starting from the reasons mentioned above, the Digi-Tour-Skills project focuses on the following topics:

- Identify the digital skill gaps within the tourism sector
- Digitalise the tourism sector
- Offer digital skills training for adults in tourism.

The objectives of the project are the following:

- Increase adult learners & tourism SMEs, DMOs and tourism agencies knowledge on the topic
- Contribution to the daily lives of EU residents with improved and sustainable operations in the tourism sector
- Transfer of knowledge between partners.

MAIN ACTIVITIES AND RESULTS

- Webinars
- Practical case studies designed and showcased through a digital platform
- Digital Handbook (guidelines in effectively utilizing the digital platform)
- Dissemination Handbook and materials.

