TrainingAid's infographic, "Tourism Skills and Jobs," explores the learning and professional development needs, as well as perceived skill gaps in the tourism industry; provides examples of training and skills development opportunities currently available for tourism professionals; and identifies key challenges and needs for improving training programs and skills development opportunities.
For more information and the background of this infographic visit our Tourism Skills and Jobs page.
Tourism Skills + Jobs
8 Key Findings on Skills Training for Tourism Industry Professionals

1. Tourism Professionals Value Online Learning (But Their Employers May Not Know It)

- Employers were asked: What are the most important ways for you to gain new skills?

- Tourism employers have the opportunity to improve their training efforts by incorporating online learning tools.

- 19% Access to on-demand online courses
- 11% Custom online training and e-learning courses
- 24% Opportunities to earn professional credentials (e.g., certificates)
- 23% Custom in-person training courses and workshops
- 23% Access to external in-person training courses and workshops

2. Online Learning Habits of Tourism Professionals

- 54% have taken an online learning course

- And what are they learning?
  - Tourism-Specific
  - Hospitality
  - Destination marketing
  - Tour guiding

- Broader Topics

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