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
6 Key Findings on Skills Training for Tourism Industry Professionals

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

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

- Online Training Courses: 26%
- On-The-Job Learning: 24%
- In-Person Programs: 22%
- Mentorship/Coaching: 15%
- In-House Employee Training: 7%

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

19% Access to external online course
24% Opportunities to earn professional certifications (e.g., conferences)
11% Custom online training and e-learning course
23% Custom in-person training courses and workshops
23% Access to external in-person training courses and workshops

Online Learning Habits of Tourism Professionals

And what are they learning?

- 54% have taken an online learning course
- Tourism-Specific: Hospitality, destination marketing, tour guiding
- Broader Topics: Business strategy, social entrepreneurship


Links