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 [10] page.
Tourism Skills+Jobs
6 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:
Other than job-specific training, what types of skills development programs do you currently have in place?

- Online Training Courses: 26%
- On-the-Job Learning: 15%
- In-Person Programs: 12%
- Mentoring/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 attend professional conferences (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

2. 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

Source URL: https://www.trainingaid.org/infographics/tourism-skills-and-jobs
Links: