 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO  
Tourism policy



*swiss-image.ch/Jan Geerk*

OECD-EC Policy Workshop on  
**PREPARING THE TOURISM WORKFORCE FOR THE DIGITAL  
FUTURE – VIRTUAL MEETING**

## Digital skills in Tourism – Portugal best practices

1. Digital Transition – Portugal strategies
2. Digital Education In Tourism – Strategies & Initiatives
3. Digital Education In Tourism - Future challenges

Ana Paula Pais  
anapaula.pais@turismodeportugal.pt

28.Jan.2021

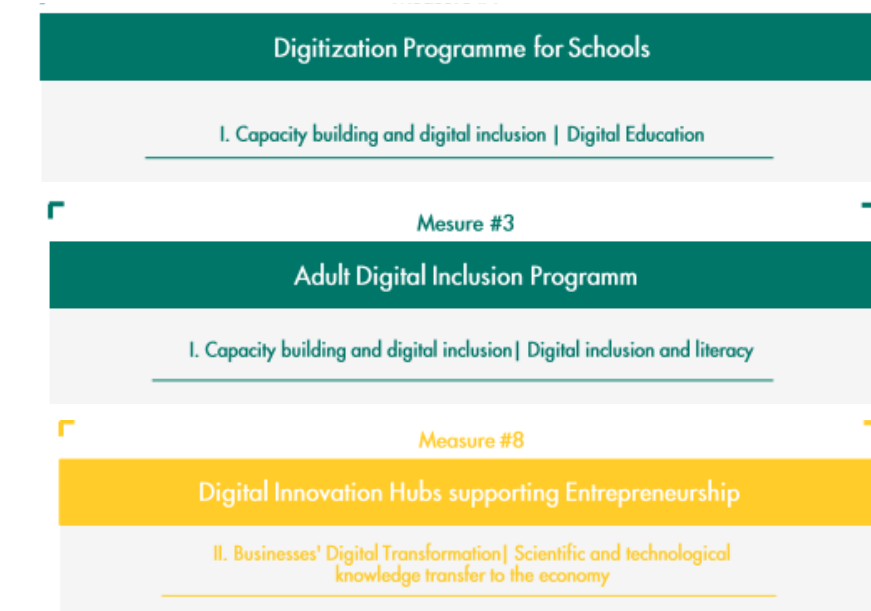
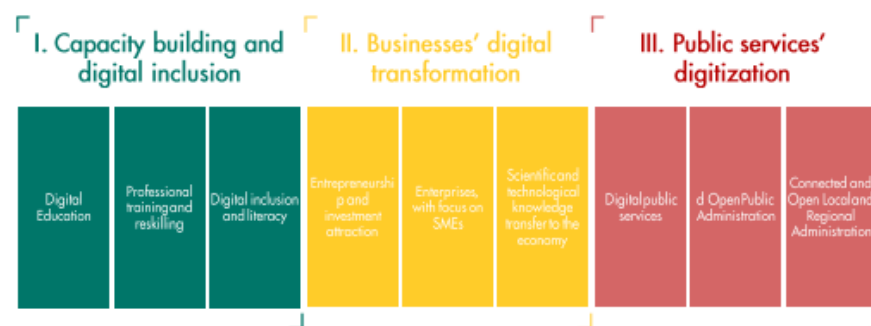


## Portugal's Action Plan for Digital Transition

5 March 2020

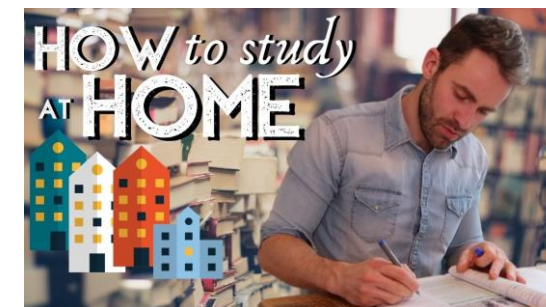
The "Action Plan for the Digital Transition" is the country's transformation engine, aiming to accelerate Portugal by leaving no one behind, through capacity building and digital inclusion among people, businesses' digital transformation and public services' digitization.

1. Digital education;
2. Professional training and reskilling;
3. Digital inclusion and literacy.



## (Re)thinking the place of online education:

- Review evaluation models (non-presential)
- Bet on hybrid models
- Review of financing rules
- Strengthening technological infrastructure
- Investment in teachers' skills
- Enhancing digital literacy

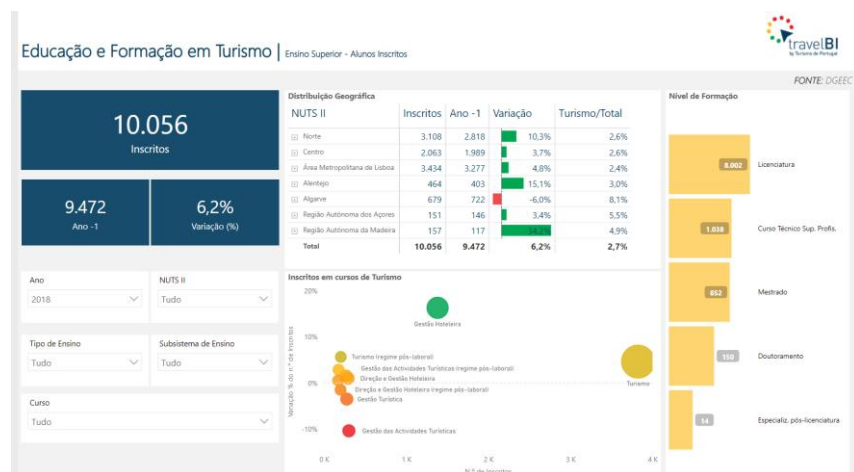


<https://iefponline.iefp.pt>  
<https://www.dge.mec.pt>  
<https://estudoemcasa.dge.mec.pt>

## Strategies

- New governance model
- Digital Academy
- Provide (new) data and information
- Training of trainers
- Cooperation and networking [National Commission Tourism Training]

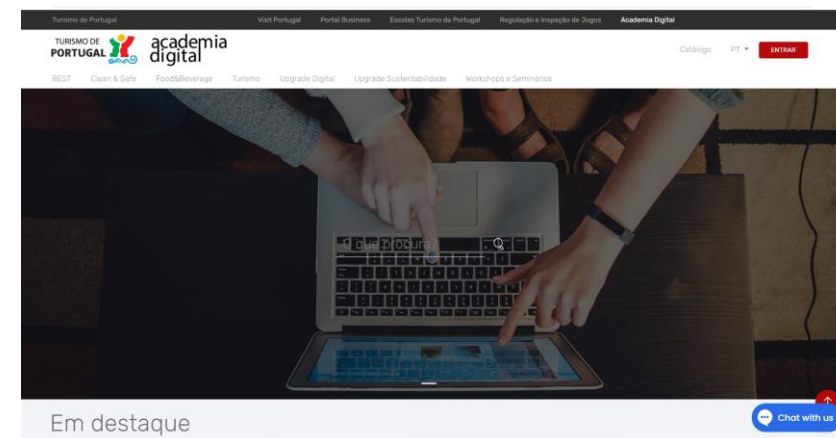
1. Digital education;
2. Professional training and reskilling;
3. Digital inclusion and literacy.



TURISMO DE  
**PORTUGAL**



academia digital





# GO DIGITAL | UPGRADING SKILLS



## #godigitalearningmode

NEST Tourism Innovation Center Portugal  
1,16 mil inscritos

INÍCIO VÍDEOS PLAYLISTS CANAIS DISCUSSÃO SOBRE

Envios REPRODUZIR TODOS CLASSIFICAR POR

Thumbnail Title	Duration	Views	Time Ago
Tourism Trade Talks: Mercados Bélgica e Países Baixos	1:09:25	25 visualizações	1 dia atrás
Agilidade Organizacional no Turismo: Auscultar e...	55:04	19 visualizações	1 dia atrás
Eficiência e Produtividade no Turismo: Utilizando o Office 365	59:23	25 visualizações	1 dia atrás
Tourism Trade Talks: Mercado França	1:15:42	4 visualizações	1 dia atrás
THANK YOU	1:27:25	391 visualizações	3 dias atrás
Check-out & Post-stay	2:44:05	1,3 mil visualizações	4 dias atrás
THANK YOU	1:27:03	618 visualizações	5 dias atrás
TRANSFORMAÇÃO Digital	1:03:42	302 visualizações	1 semana atrás
GOOGLE ADS 101 - ADQUIRA OS CLIENTES CERTOS PARA O SEU NEGÓCIO	50:13	174 visualizações	1 semana atrás
VR/AR: OPORTUNIDADE PARA TURISMO NO PÓS COVID-19	55:07	210 visualizações	1 semana atrás
MUITO OBRIGADO	1:15:27	713 visualizações	1 semana atrás
TOURISM TRADE TALKS :: PAÍSES NÓRDICOS	1:22:30	1 mil visualizações	1 semana atrás
TOURISM TRADE TALKS :: BÉLGICA E PAÍSES BAIXOS			
TOURISM TRADE TALKS :: FRANÇA			
GESTÃO DA REPUTAÇÃO ONLINE NO TURISMO	51:42	306 visualizações	1 semana atrás
Tourism Trade Talks: Mercado Alemanha	45:52	293 visualizações	1 semana atrás
TERMAS E SPAS: DESAFIO PÓS COVID-19	1:28:35	153 visualizações	2 semanas atrás
DATA DRIVEN: TORNE-SE UMA EMPRESA DE TURISMO ORIENTADA POR DADOS	44:12	183 visualizações	2 semanas atrás
Tourism Trade Talks: Mercado Irlanda	53:47	349 visualizações	3 semanas atrás
LANÇAMENTO PROGRAMA FIT - FOSTERING INNOVATION IN TOURISM	52:55	200 visualizações	3 semanas atrás
LEVERAGE YOUR TOURISM COMPANY ONLINE PRESENCE: GOOGLE MY BUSINESS			
TOURISM TRADE TALKS: MERCADO REINO UNIDO			
INSIGHTS SOBRE IMPACTO DO COVID-19 NO TURISMO			
PAPEL DA TECNOLOGIA NA RETOMA DA HOTELARIA			
IDENTIFIQUE INSIGHTS COM A GOOGLE SUGGEST, TRENDS, SURVEYS E DATA STUDIO			
TOURISM TRADE TALKS: MERCADO ESPANHA			

- Sustainability
- New Business Models
- Creativity
- Problem solving
- Soft skills
- Collaboration
- Digital literacy
- Business Analytics
- Digital Marketing
- Revenue Management

TURISMO DE PORTUGAL

## Turismo de Portugal - Digital Skills

This survey aims to understand your relationship with digital media and has a brief duration of approximately 2 minutes.

The results are recorded completely anonymously unless you wish to receive your result, in which case you should enter your e-mail address at the end of the questionnaire.

Your answers will be very useful to help define a more robust training plan that best meets your needs.

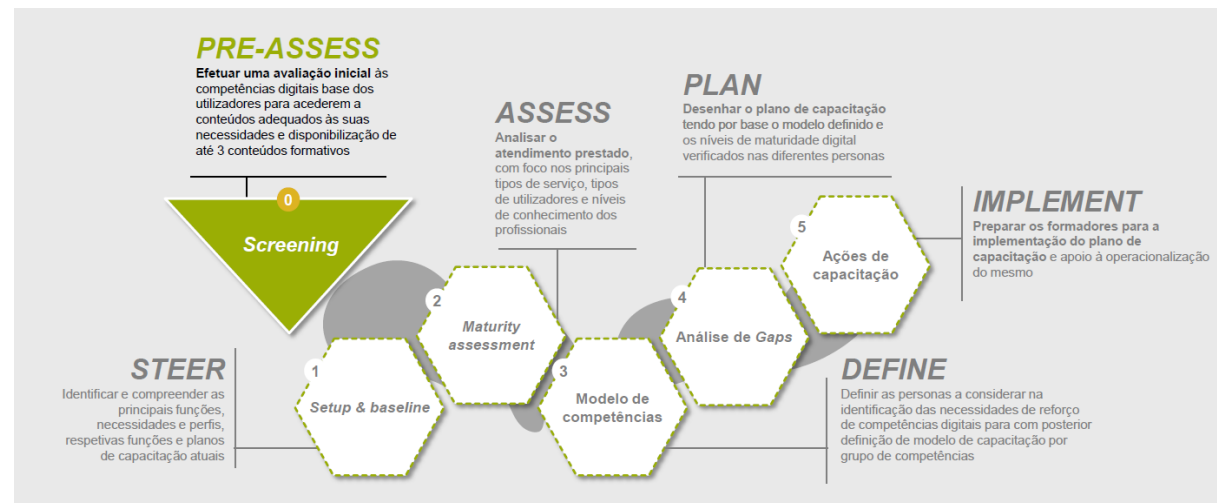
\* Obrigatório

Informações Gerais

1. Data de nascimento: \*

Introduza a data no formato dd/MM/yyyy

2. Em que área trabalha? \*



## Current projects

1. Gap analysis to define individualized qualification and training plans
  2. Practical tools for restructuring business models, making companies more resilient and prepared for future challenges
1. Upgrade Digital
  2. Upgrade Sustainability







# Upgrade Digital

# &

# Upgrade Sustainability



	Modules	h
<b>Upgrade Digital</b>	Digital tools applied to Tourism	16
	Market analysis and new business models	20
	Introduction to digital marketing, websites and performance monitoring	24
	Good practices in digital marketing strategy	28
	Advanced digital marketing techniques: e-commerce, advertising and retargeting	28
		<b>116</b>

**Promote digital transformation**  
 improve digital skills in tourism professionals  
 (digital literacy and advanced digital marketing skills)



Contributing to the **creation of a culture of value and sustainable innovation**, through the integration of good sustainability practices in a 360º approach

1. Digital self-assessment questionnaire
2. Certification
3. Best sustainable professional

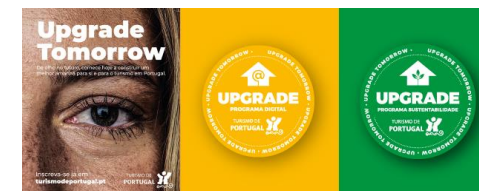


	Modules	h
<b>Upgrade Sustainability</b>	Innovation and new sustainable paths	12
	Sustainable business management	24
	Sustainable resources management	16
	Circular economy in applied management of food resources	16
	Social responsibility management	12
		<b>80</b>

# GO DIGITAL | UPGRADING SKILLS

## #godigitalearningmode

<p><b>ONLINE CLASSES</b></p> <p><b>3.217</b> Online students</p>	<p><b>ONLINE TRAINING</b></p> <p><b>737</b> sessions <b>73.560</b> participants</p>	<p><b>DIGITAL SKILLS</b></p> <p><b>41</b> webinars <b>4.886</b> participants</p>
<p><b>HEALTH &amp; SAFETY</b></p> <p><b>+21.000</b> companies</p>	<p><b>CRISIS MANAGEMENT</b></p> <p><b>+ 500</b> consultancy projects</p>	<p><b>MARKET INTELLIGENCE</b></p> <p><b>18</b> webinars <b>5.238</b> participants</p>





## Key areas for developing quality digital training



### 1| Strategic planning

Preparation of trainees and trainers:

digital literacy & digital skills; access to technology; digital network access; e-tutoring and e-moderation skills; institutional support; evaluation/satisfaction

Preparation of the educational experience:

instructional design; multimedia learning; technological equipment

Digital transformation of Schools and Universities

building a new way of thinking based on a culture of innovation.



### 2| Governance

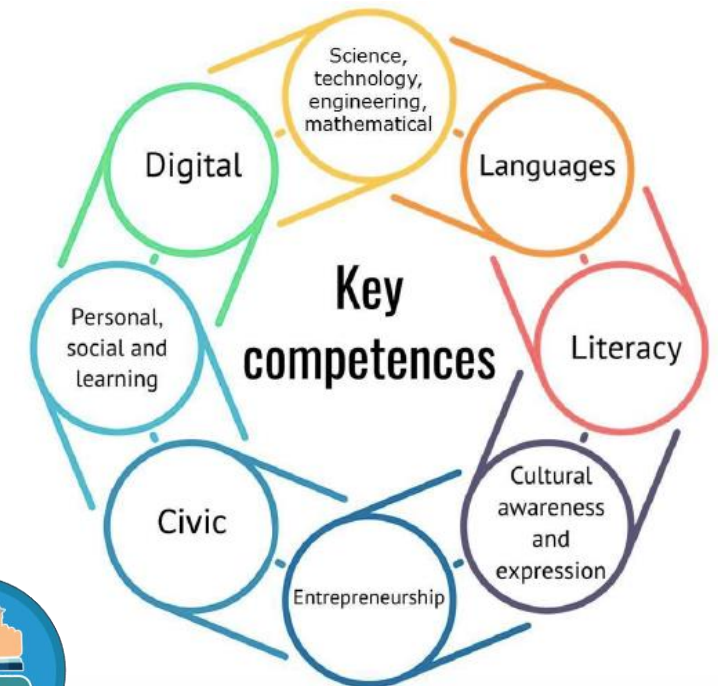
Defining educational strategies and implementing best practices

Developing new models of international cooperation for knowledge sharing



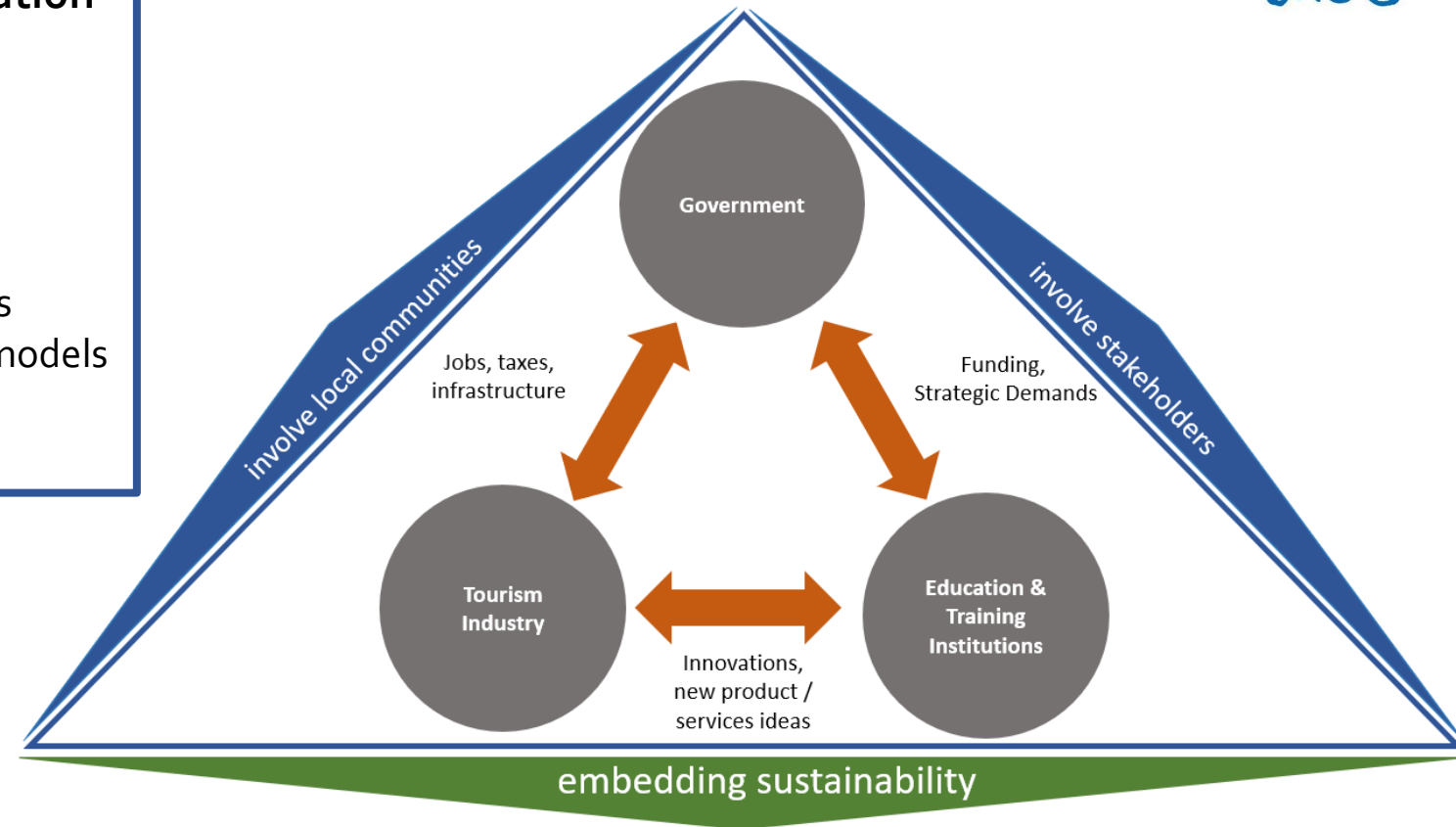
### 3| Technical & Digital Support

Develop and implement reliable technological solutions, safe, scalable, accessible and collectively followed



Digital competences, are not an end in themselves, they are the support for a **new model of education and training**

- Creating attractiveness
- Accelerating learning
- Promoting greater accessibility to education
- Ensuring continued adaptation to industry trends
- Ensuring continued adaptation to new working models
- Making work more attractive
- Creating higher levels of (work) satisfaction



(Re)thinking organization models of Education&Training in Tourism



## Future Challenges

### 1. Identifying the future key competences of tourism workforce

higher-demand functions  
cross-training and upskilling  
create a more resilient workforce

### 2. Identifying basic digital skills in the tourism industry jobs

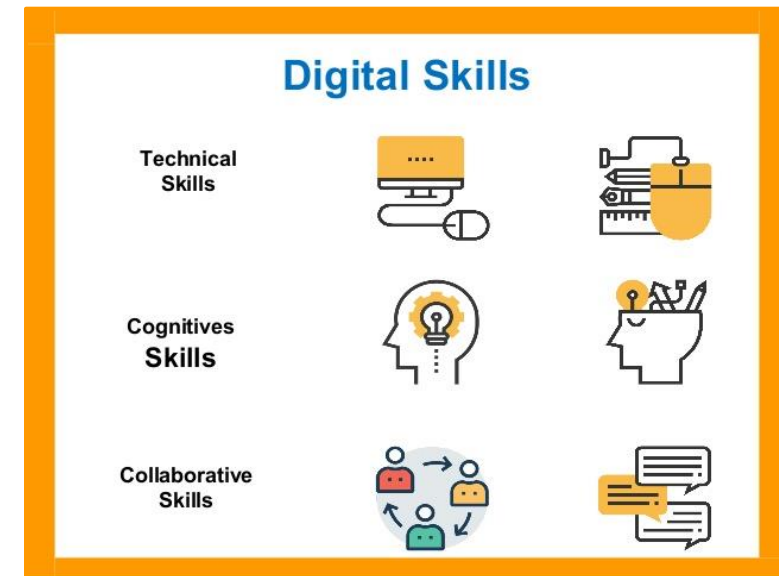
Basic skills (digital literacy)  
Transversal competences (data analysis, communication...)  
Specific skills (digital marketing, e-commerce ...)

### 3. Develop a collaborative network with schools/universities to guarantee the preparation of teachers and tutors


new methods | new tools | new evaluation systems

### 4. Create synergies with private stakeholders for the development of innovative solutions to support digital education and digital skills development (on-the-job projects)

### 5. Create (new) labor benefits that create attractiveness and promote the continuous development of digital skills





 Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra



Federal Department of Economic Affairs,  
Education and Research EAER  
State Secretariat for Economic Affairs SECO  
Tourism policy



*swiss-image.ch/Jan Geerk*

OECD-EC Policy Workshop on  
**PREPARING THE TOURISM WORKFORCE FOR THE DIGITAL  
FUTURE – VIRTUAL MEETING**

# Thank you!

Ana Paula Pais

[anapaula.pais@turismodeportugal.pt](mailto:anapaula.pais@turismodeportugal.pt)

