



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
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Federal Department of Economic Affairs,
Education and Research EAER

State Secretariat for Economic Affairs SECO
Tourism policy



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

Programme Thursday 28 January 2021

12:00 – 12:15 **Opening remarks**

- Mr. Eric Jakob, Head of the Promotion Activities Directorate, State Secretariat for Economic Affairs SECO, Switzerland
- Mr. Alain Dupeyras, Head of Regional Development and Tourism Division, OECD
- Mr. Eric Philippart, Senior Expert, Tourism, Textiles and Creative Industries Unit, DG GROW, European Commission

Moderator: Mr. Daniel Fischer, Dr. oec. HSG, Daniel Fischer & Partner AG

Session I **The impact of digital technologies on the nature of work in the tourism sector**

Session I will examine the emerging role of digital technology in tourism, its impact on work organisation, including job displacement and the opportunities and challenges associated with digitalisation in an era of COVID-19, and whether there are particular implications for SMEs or different types of destinations.

12:15 – 12:25 **Keynote presentation: Ms. Anabela Silva**
Partner leading the People Advisory Services Practice in EY Portugal
Impact of Innovation and Digitalization in Tourism in the COVID-19 era

12:25 – 12:35 **Additional panellists:**
Mr. Jon Erni, President discover.swiss,
Digital Projects & Initiatives as Enablers for Economic Development
Mr. Philip Mondor, President and CEO, Tourism HR Canada,
The Impact of COVID-19 on the Tourism Workforce & the Digital Response

12:35 – 13:05 **Panel and discussion**



Session II Closing the skills gap to succeed in the digital tourism economy

Session II will explore how digitalisation affects the demand for skills in tourism, including new and emerging skills needs, changing skills mixes, skills shortages and gaps, and how tourism enterprises can adapt to this fast changing environment.

13:05 – 13:15 **Keynote presentation: *Mr. Martin Sturzenegger***, CEO Zurich Tourism, *"Chief VUCA Officer" – What?*

13:15 – 13:25 **Additional panellists:**
Mr. Urs Wohler, Managing Director Niesenbahn AG, *Digitalisation is a Must for our Employees, Trust is Key*
Dr. Sheena Carlisle, Project Quality Manager, Next Tourism Generation (Wales), *Assessing and Closing Digital Skills Gaps for Tourism Employees*

13:25 – 13:55 **Panel and discussion**

Session III Policy responses to prepare the tourism workforce for the digital future

Session III will consider the role and practice of government in creating the conditions for the digital transformation and in helping prepare the tourism workforce for those changes in a post-COVID environment. It will examine concrete industry initiatives, the strategic options for action for national and regional policy-makers, and the need for integrated policy responses.

13:55 – 14:05 **Keynote presentation: *Prof. David Parsons***, Expert to the OECD, *Supporting the Digital Transformation and Workforce Adjustment in Tourism*

14:05 – 14:15 **Additional panellists:**
Mr. Ueli Schneider, Head of Business Development HotellerieSuisse, *Hospitality Booster – an Initiative by Hotelleriesuisse*
Ms. Ana Paula Pais, Senior Director for Training, *Turismo de Portugal. Digital Skills in Tourism – Portugal Best Practices*

14:15 – 14:45 **Panel and discussion**

14:45 – 15:00 **Summary and closing remarks**

Contact Information

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