



**SFUVET**

SWISS FEDERAL UNIVERSITY  
FOR VOCATIONAL EDUCATION  
AND TRAINING

*Swiss excellence in vocational  
education and training*

*Dual digital and green transition and the  
impact on skills needs –  
Promising practices of the UNESCO-UNEVOC expert group*

*FoBBIZ Annual Conference*

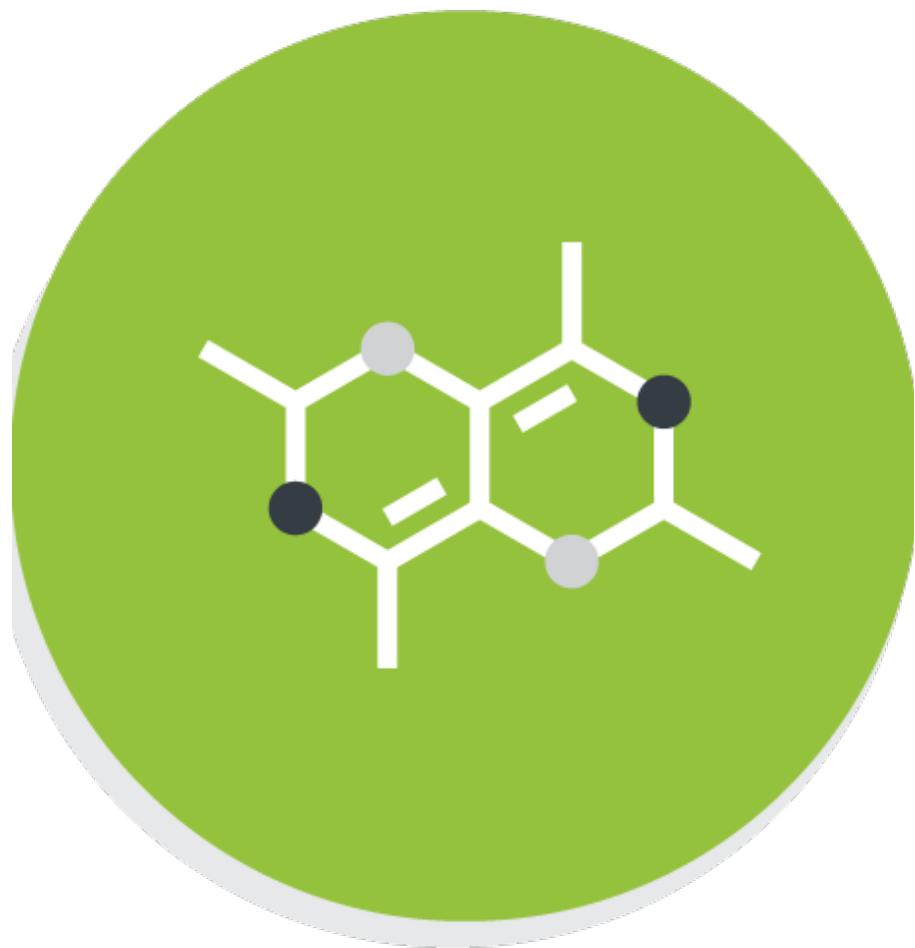
*November 16th 2023*

# Workshop program

- 1. Introduction and objectives of the UNEVOC-expert group*
- 2. Main trends in the digital transition in Africa, Asia-Pacific and Europe*
- 3. Promising practices of Africa, Asia-Pacific and Europe*
- 4. Discussion*



# Scope and objectives



## Focus sector 2023: Tourism & Hospitality



### Objectives:

- *Taking stock of current debates around new skills in the hospitality and tourism sector within the three regions*
- *Identifying innovative TVET practices from the hospitality and tourism sector in each region*
- *Developing a publication featuring practical recommendations for TVET stakeholders in the hospitality and tourism sector*

### Lead:

*Swiss Federal University for VET (SFUVET), Switzerland*

*Co-leads: Boma International Hospitality College (BIHC), Kenya, and École d'Hôtellerie et de Tourisme Paul Dubrulle (EHT), Cambodia*

*BILT Expert Group members: 28 members from Europe, Africa and Asia-Pacific*



LEAD

CO-LEADS

## Africa

-  **Billy Wadongo**  
Head of Research Innovation and Business  
Boma International Hospitality College
-  **Edith Alusa**  
CEO  
Eco-tourism Kenya
-  **Lynda Kasina**  
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Kibonden College
-  **Naledi Khabo**  
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Africa Tourism Association
-  **Mary Mutungi**  
Assistant Professor,  
United States International University & Member  
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-  **Iris Neumann**  
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Kambaku Hospitality College
-  **Momodou Singhateh**  
Principal  
Gambia Tourism and Hospitality Institute
-  **Sana Darmoul**  
Director General  
Centre National de Formation de Formateurs et d'Ingénierie de Formation

## International

-  **Julie Dabaly Scott**  
International Council President  
SKAL International
-  **Dato J. Palaniappan**  
Chairman  
ASEAN Future Workforce Council
-  **Susanne M. Nielsen**  
Green Skills Expert and Country  
Liaison for Ukraine  
European Training Foundation

## Asia Pacific

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Projects & Communications Manager  
Ecole d'Hôtellerie et de Tourisme  
Paul Dubrule
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-  **John Hart**  
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Tourism Training Australia
-  **Lorraine Zhang**  
Lecturer, Program of Hospitality  
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-  **Jitka Markova**  
Independent Consultant  
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-  **El Cid H. Castillo**  
Executive Director, Qualification and  
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Technical Education and Skills Development Authority
-  **Lilibeth Aragon**  
Secretary  
Tourism Industry Board  
Foundation Inc.
-  **Alix Watson**  
Director of Operations Southeast Asia  
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## Europe

-  **Erik Swars**  
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Federation of Rural Tourism
-  **Rino Vitelli**  
Head of EU Projects & Partnerships  
Federturismo Confindustria
-  **Theodor Grassos**  
Director of Internationalization  
AKMI Education Group



# Trends in hospitality and tourism



- Circular economy
- Energy efficiency, renewable energy, efficient use of resources
- Reduction of food waste, single use plastics etc.
- Sustainability Certifications
- Smart mobility, Carbon-neutral tourism and hospitality buildings



- Internet of Things
- Automation/Robots
- Chatbots/AI
- Mobile Integration
- Virtual reality/Augmented reality
- Reputation management



- Labor shortage, staff retention, «War For Talent»

[https://youtu.be/FogiE8\\_3fPE](https://youtu.be/FogiE8_3fPE)

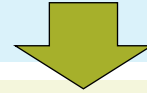
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# Trends - > competencies

In the different sub-sectors (visitor attractions, accommodation, food and beverage, tour operators and travel agents & destination management) the trends lead to new and adapted:

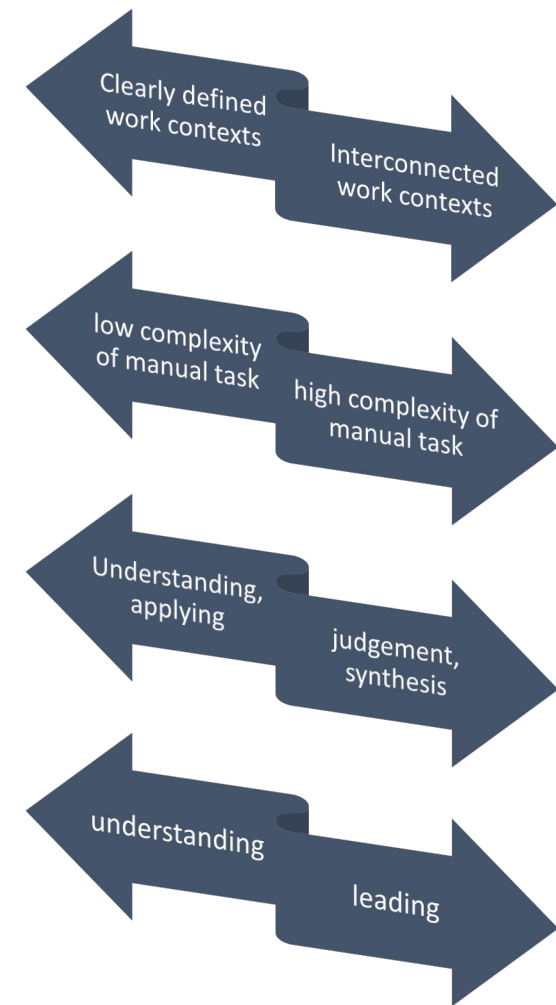
- Processes
- Materials
- Offers
- Tools



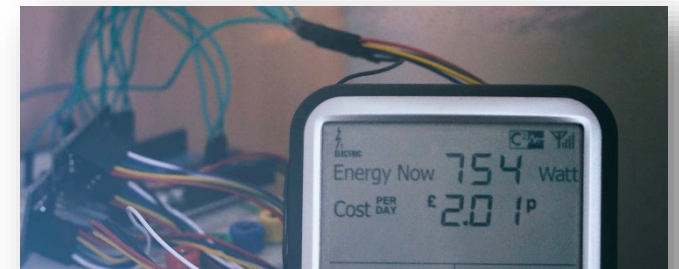
Those require new job-specific competencies regarding:

- Decision making
- Implementation
- Application / use
- Upkeep
- Support

...as well as a number of transversal skills....



ISCED Level 3    ISCED Level 4    ISCED Level 5    ISCED Level 6    ISCED Level 7    ISCED Level 8



# Main trends - Africa

## *Those focusing on addressing problems-*

- *Address the labor shortage through automation and artificial intelligence, or crises like the Covid-19 pandemic through a shift to online and delivery services*

## *Facilitating processes,*

- *Those focused on consumer end include such as the use of apps, platforms to access services and offers including the “sharing economy”, smart and contactless technologies for ease of use, handheld gadgets, biometric software and digital feedback tools*
- *On the other hand, those applications focused on the provider-end processes include the use of big data to optimize services, apps and platforms to provide services and offers, smart and contactless technologies as well as handheld gadgets for efficiency.*

## *Those focusing on enhancing experiences*

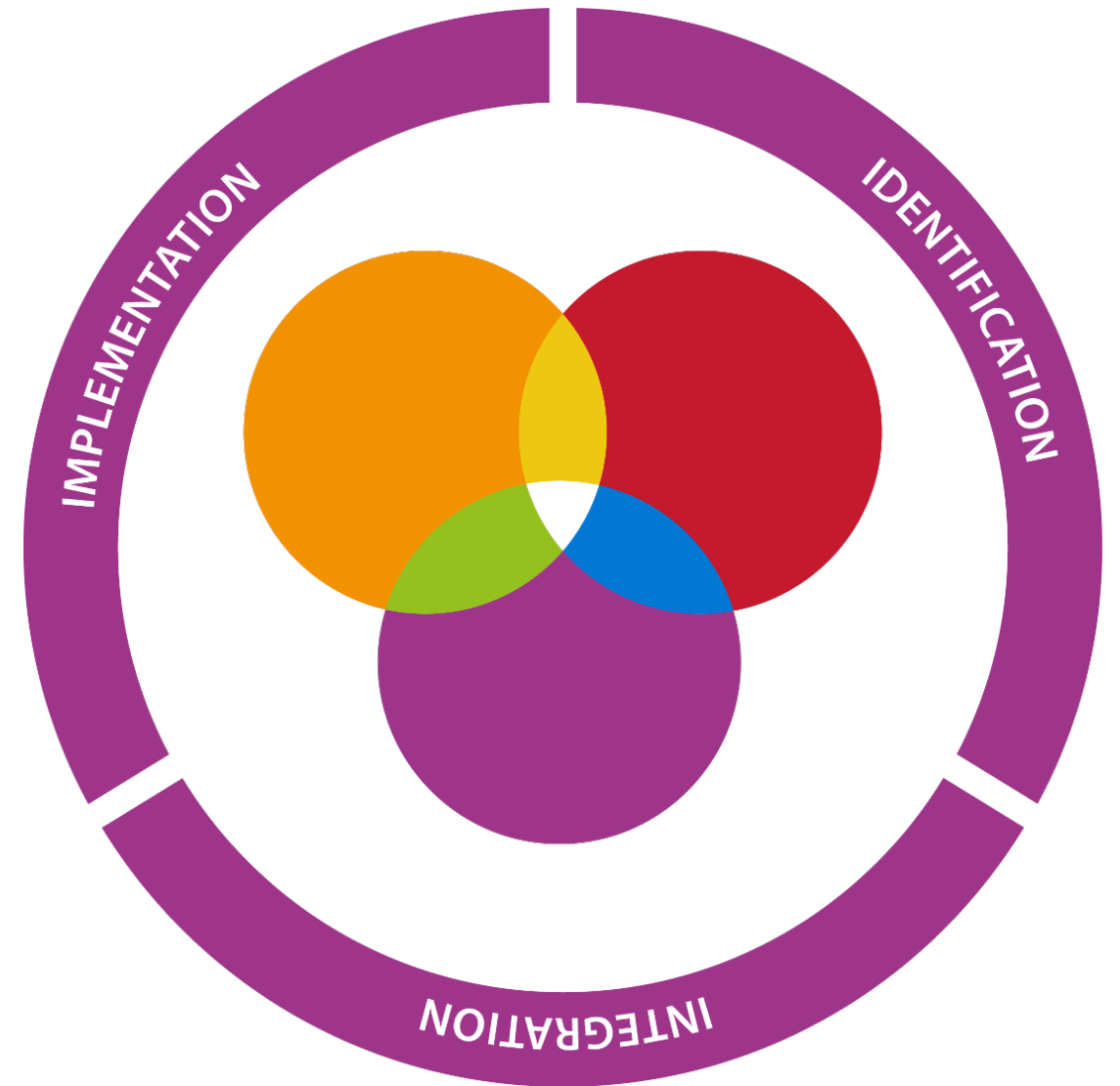
*Augmented reality, augmented virtuality, and virtual reality for tourism experiences, personalized tourism through the use of big data*



# *New competencies*

*“Three I’s Process”, new green and digital competencies in the hospitality and tourism sector need to be:*

- I. Identified*
- II. Integrated into curricula and training regulations*
- III. and effectively implemented into adequate learning environments*





# Europe - Identification

*Scottish Tourism and Hospitality Skills Group*



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Europe

The industry-led THSG is the focal point for the industry to identify and address skill capacity issues faced by the sector. It works with partners and stakeholders to influence skills solutions that are appropriate to supporting industry growth in respect of the Scotland Outlook – 2030 Strategy.

<https://scottishtourismalliance.co.uk/the-tourism-and-hospitality-skills-group>



**SCOTTISH  
TOURISM  
ALLIANCE**

Your voice in tourism matters



# Europe - Integration



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Europe

The BIBB has formulated nationwide minimum standards for all their regulated IVET programs. They specify competencies to be developed across professions, including those in the hospitality and tourism sector. Green and digital competencies (“Digitised Working World” and “Environment and Sustainability”) have been added to the minimum standards in 2021.



*New profession – Digital business developer*

[Entwickler/in digitales Business EFZ | ICT-Berufsbildung](#)



# Europe - Implementation

*Exposure to industry / workplace learning*



Also in Switzerland, Lab Hotel in Thun where students can try new sustainable practices or the EHL Swiss School of Tourism & Hospitality in Passugg has a training restaurant where students can enhance their competencies in digitally enhanced culinary experiences



[The Lab Hotel](#)

*Training of teachers and trainers*

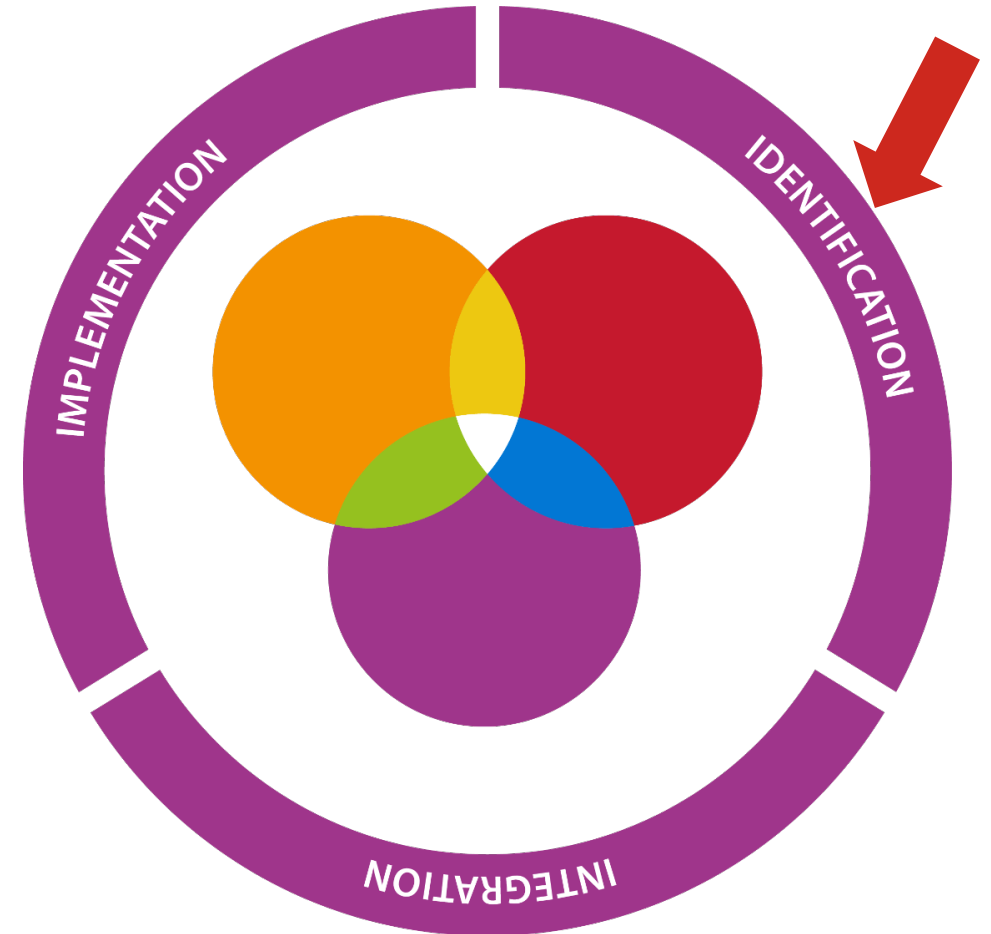
[CAS Lernen digital | Eidgenössische Hochschule für Berufsbildung EHB](#)



# Innovative Learning Practices – Africa

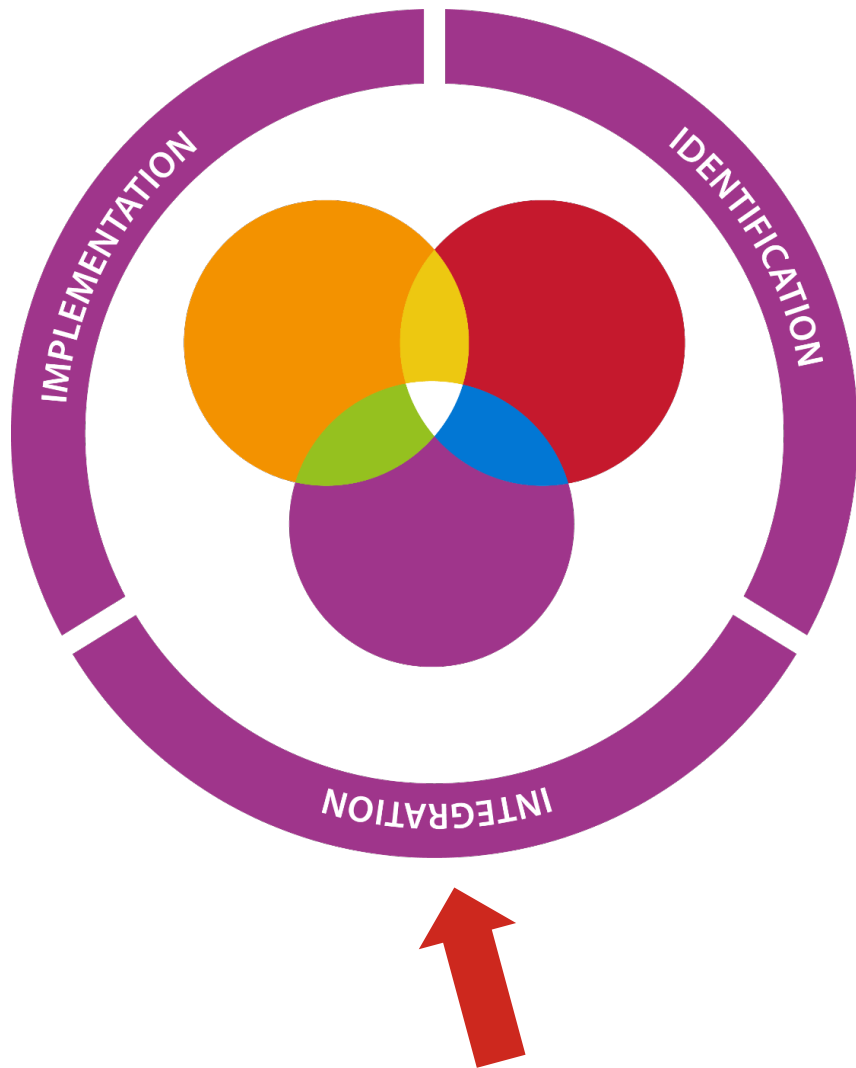
## Promising practice (Tanzania)

- Westerwelle Foundation  
Tanzania democratizing digital technologies to the marginalized groups (women and youth) in the tourism industry
- The basis is to help them build their digital skills and grow their markets
- 2000 youth and 60 entrepreneurs sensitized and trained on various digital opportunities





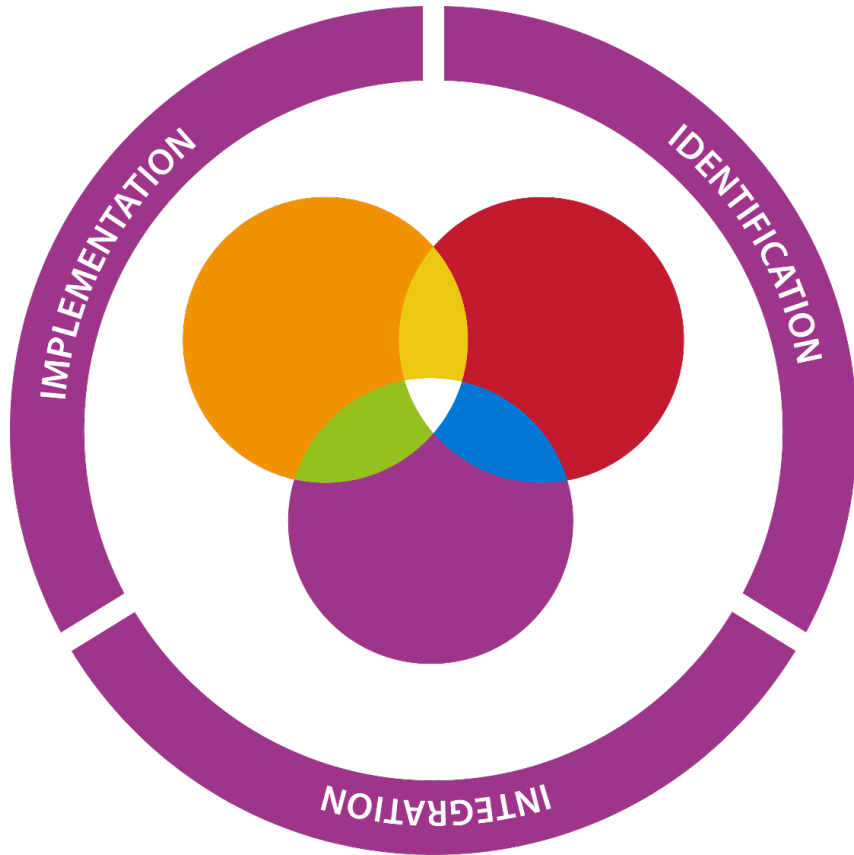
# Innovative Learning Practices – Africa



Promising Practice (Namibia, Eswatini, South Africa)

- CiMSO, donating their software to any government accredited training institution (public or private)
- Initiative focuses on preparing future workforce in the use of digital tools for the hospitality industry through training institutions
- Beneficiaries - Namibia University of Science and Technology, Namibian Training Authority, and Bulembu Orphanage

# Innovative Learning Practices – Asia Pacific



## **Cambodian National Guidelines of Green and Digital Skills in the Tourism Sector**

*Ministry of Tourism, Cambodia*

Sector-wide approach, developing curricula guidelines to integrate in TVET institutions nation-wide.

## **Digital Microcredentials for Tourism and Hospitality**

*Tourism Training Australia*

Micro-credential platform which is using AI to target potential students and their learning needs.

Learn more: <https://www.tourismtraining.com.au/micro-credentials>

## **Huazhu Digital College Program**

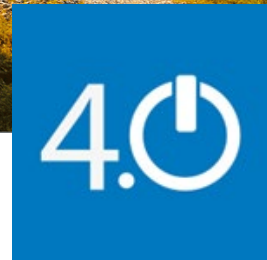
*Shenzhen Polytechnic, China*

Innovative hospitality education model and creating a school-industry collaborated college to support learners to develop the relevant digital competencies and skills.

Learn More: <https://english.szpt.edu.cn/>



# Discussion



Further information : [Expert Group \(unesco.org\)](https://unesco.org)