

“New Normal” Tourism Skills: Experience Sharing from Australia

Yasmin King, CEO, SkillsIQ



SKILLSIQ

CAPABLE PEOPLE MAKE CLEVER BUSINESS



SkillsIQ Limited

- We are a not-for-profit, independent organisation, appointed by the Australian Government as a Skills Service Organisation (SSO)
- We also support 19 Industry Reference Committees (IRCs) representing some 90 diverse service-related and 'people-facing' industry sectors These IRC's are similar to the concept of Industry Competency Boards that TPQI is establishing
- Driven by the IRCs, we undertake Training Product development to ensure skills are relevant for industry's jobs of today and the future.



**Industry Reference Committees
(IRCs)**



**Workforce Development
– Industry Skills Forecasts**



**Workforce & Skills Policy and Strategy
– Nationally and Internationally**

Our Industry Reference Committees

- Aboriginal and Torres Strait Islander Health Worker
- Aged Services
- Ambulance and Paramedic
- Children's Education and Care
- Client Services
- Community Sector and Development
- Complementary Health
- Dental
- Direct Client Care and Support
- Disability Support
- Enrolled Nursing
- First Aid
- Local Government
- Personal Services
- Public Sector
- Sport and Recreation
- Technicians Support Services
- Tourism, Travel and Hospitality
- Wholesale and Retail Services.





Australian Government
Austrade



TOURISM
RESEARCH
AUSTRALIA

AUSTRALIA TOURISM AND GDP

- In 2018-19 Tourism was 3.1% of the national GDP (Gross Domestic Product).
- Tourism employed 5.2% of Australia's workforce.
- In June 2019 there were 312,174 tourism businesses in Australia, and this was 1-in-8 of all businesses.
- Between 2014 and 2019 there had been large increases in the number of businesses and number of people working in the tourism industry in Australia.
- There had been increases in other businesses related to or impacted by the increases in tourism including in retail trade, cafes, restaurants and takeaways, and arts and recreation.



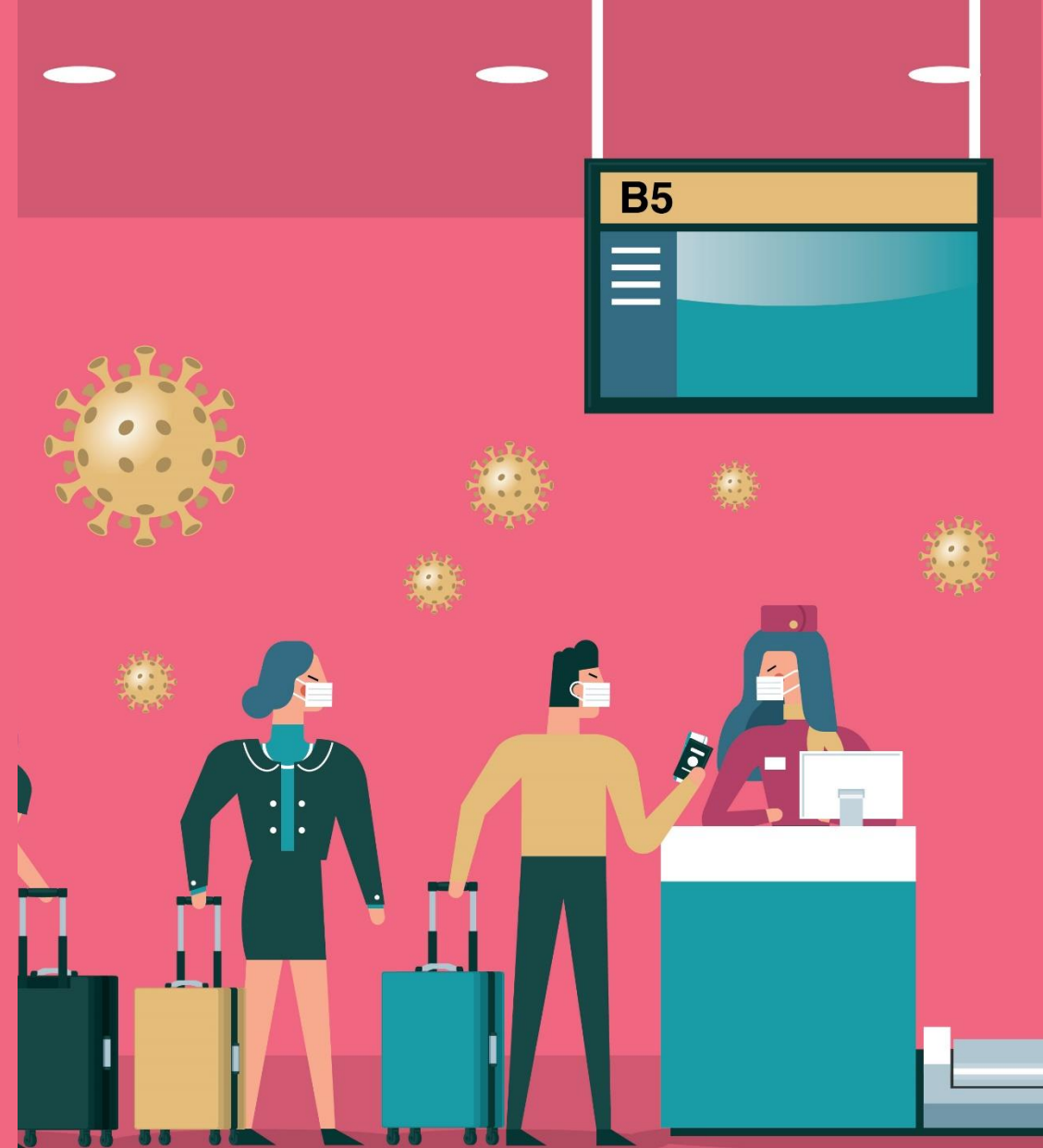
TRAVEL BAN



COVID-19 AND AUSTRALIA

- Tourism and Transport Forum estimates that Border closures are costing the Tourism industry up to \$10 Billion a month
 - \$6 billion in lost domestic
 - \$4 billion in foreign tourism
- Lost 532,000 jobs
- \$21.3 Billion in wages & salaries

- WHAT WILL THE NEW NORMAL LOOK LIKE?
- Safety expected to be a key priority
 - Implication for skills
 - Hygiene more critical than ever
 - In Australia, the Government is supporting the Tourism Industry to undertake Infection Control training at the same standard as Health professionals.
- Style of Travel will change – move to small group travel, travel by car, avoiding crowded spaces, nature, relaxation, a move to “slow travel” – travel less, appreciate more.
- Sustainability focus
- The customer experience will be critical.
- All of these changes will require a reframing of the skills of tourism and hospitality workers



A woman with dark hair, wearing a light blue surgical mask and a light pink long-sleeved shirt, is standing in a queue. She has a dark backpack on her back. A person in a blue denim shirt is using a white non-contact infrared thermometer to check her forehead temperature. The background shows a blurred outdoor setting with a blue circular sign featuring a white arrow pointing right. Three text boxes are overlaid on the image: an orange box on the left, a blue box at the top right, and a red box at the bottom right.

Temperature checks

Wearing masks

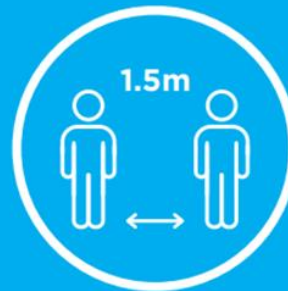
Physical distancing

To address Safety, Government asks businesses to register as COVID safe.

- Tourism and Hospitality businesses that are open are adopting these plans.
- Training their team members in Infection Control.
- Simple clear sign helps inform visitors and helps build trust and confidence.



**We have a
COVID-19 Safety Plan
and are committed to
keeping you safe.**



Physical
distancing



Hygiene and
cleaning



Record
keeping



Wellbeing of staff
and customers

DIFFERENT RISK PROFILE OF TRAVELLERS

- If we consider hospitality (cafes and restaurants), many customers quickly returned to eating out as soon as it was allowed, albeit with restricted capacity and social distancing.
- Looking to increase outdoor dining as that seems to have less risk to enable cafes to be viable and still be safe.
- However data shows that spending on hospitality has decreased dramatically as some do not want to take the risk and leave their homes.
- Cafes/restaurants that are part of local communities are doing very well compared to destination restaurants.



- Increased Demand for Digital Skills for Customer experience
 - Contactless, Digital guest information (no paper)
 - Maintain, interrogate guest data more critical than ever

TAKE A VIRTUAL TOUR



- Eco Tourism and Environmental sustainability
 - Need to develop skills in sustainability
 - Stakeholder engagement

TOURISM

Eco-friendly tourism is becoming a movement, and more vacationers are buying into the concept

PUBLISHED SAT, APR 28 2018•9:00 AM EDT UPDATED SAT, APR 28 2018•9:00 AM EDT

Samantha Kummerer, special to CNBC.com

SHARE [f](#) [t](#) [in](#) [✉](#)

KEY POINTS

- A trend is underway, where environmentally sustainable outcomes are emphasized over mere 'experience' vacationing.
- Places like Vail, Colorado and far-flung international destinations in Thailand and Iceland are also joining the push.



Longtail boats in Surin Island, Thailand.

Getty Images

REDEPLOYMENT OF TOURISM AND HOSPITALITY WORKERS

- Recognition of the skills and capabilities of tourism and hospitality workers that other sectors such as Health, Age Care, Retail are seeking to employ.
- For example, our major supermarket chain worked with our major airline to redeploy airline staff to work with them during the high demand for food, customer service staff, etc. while the airline was effectively grounded.



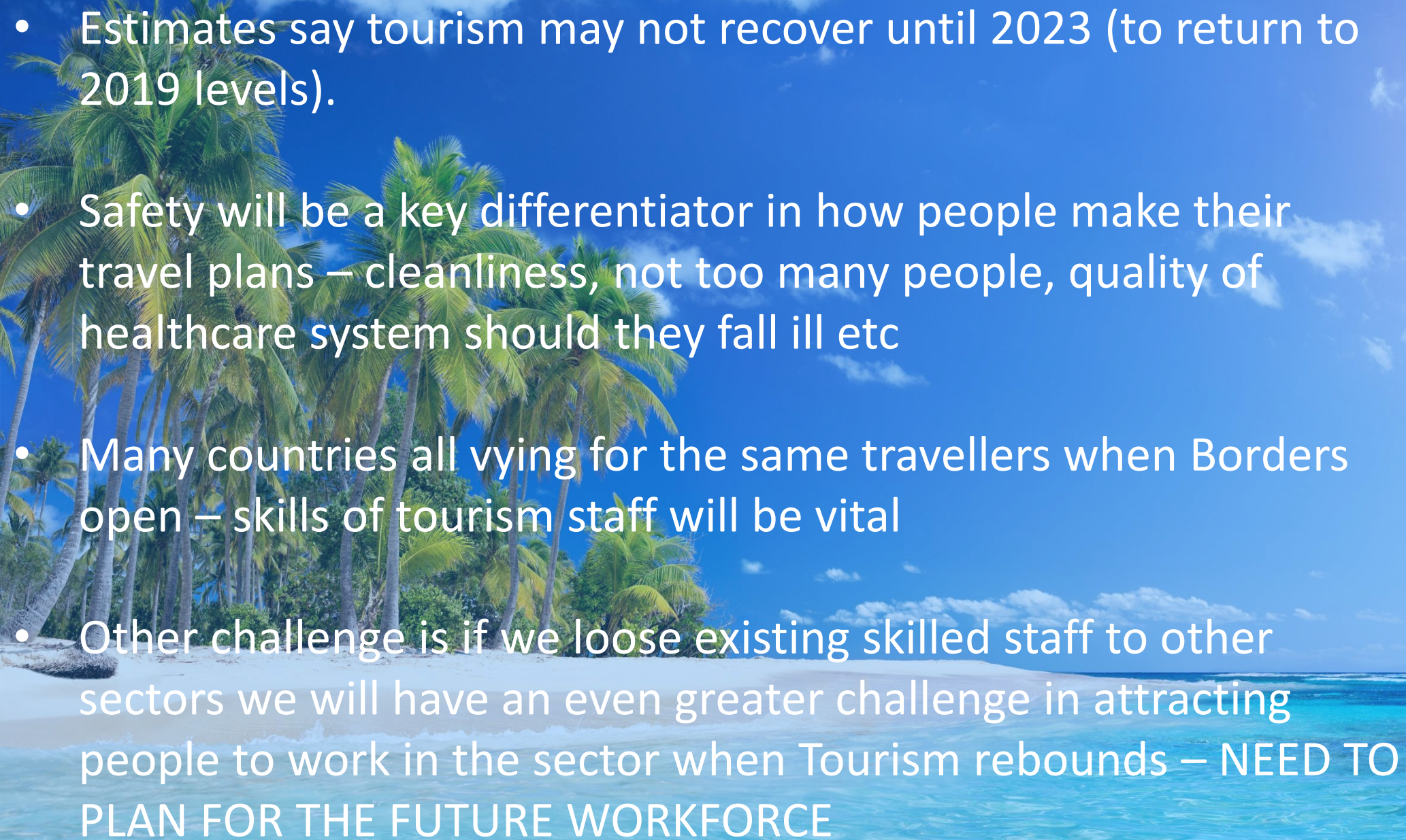
REDEPLOYMENT OF TOURISM AND HOSPITALITY WORKERS

- For example, we have created a micro credential for Chefs who are unable to work in hospitality and transition them to work in Age Care to create appropriate nutritional meals. When the Tourism industry rebounds, some of those chefs may leave the Aged Care sector, but they will have passed on their expertise in hospitality skills, food presentation, menu planning and purchasing etc which the Age Care in Australia is lacking.
- Government support has been provided to ensure that current apprentice chefs (still in training) are able to continue their training by supporting their employers to keep them employed.



- Other Challenges :
- In Australia, we have an issue of dealing with difficult customers who become aggressive if they were asked to comply with social distancing, wearing masks, etc.
 - requires training of staff to deal with these aggressive customers.
- A large number of tourism operators are self-employed and do not employ anyone else, thus it can mean that their business needs to close unless they have someone else to fill in for them if they are unwell.
- Challenges regarding mental health support for business owners and staff due to unprecedented impacts of COVID-19 on the industry.



- 
- Estimates say tourism may not recover until 2023 (to return to 2019 levels).
 - Safety will be a key differentiator in how people make their travel plans – cleanliness, not too many people, quality of healthcare system should they fall ill etc
 - Many countries all vying for the same travellers when Borders open – skills of tourism staff will be vital
 - Other challenge is if we loose existing skilled staff to other sectors we will have an even greater challenge in attracting people to work in the sector when Tourism rebounds – **NEED TO PLAN FOR THE FUTURE WORKFORCE**

Questions?



SKILLSIQ

CAPABLE PEOPLE MAKE CLEVER BUSINESS

Copyright © 2020 SkillsIQ. All Rights Reserved.



Contact Us

Yasmin King, CEO

P +612 9392 8100

A Level 1, 332 Kent Street, Sydney, NSW 2000

W skillsiq.com.au

E yasmin.king@skillsiq.com.au


SkillsIQ Limited

P +612 9392 8100

E enquiries@skillsiq.com.au

SKILLSIQ

Copyright © 2020 SkillsIQ. All Rights Reserved.



Thank you