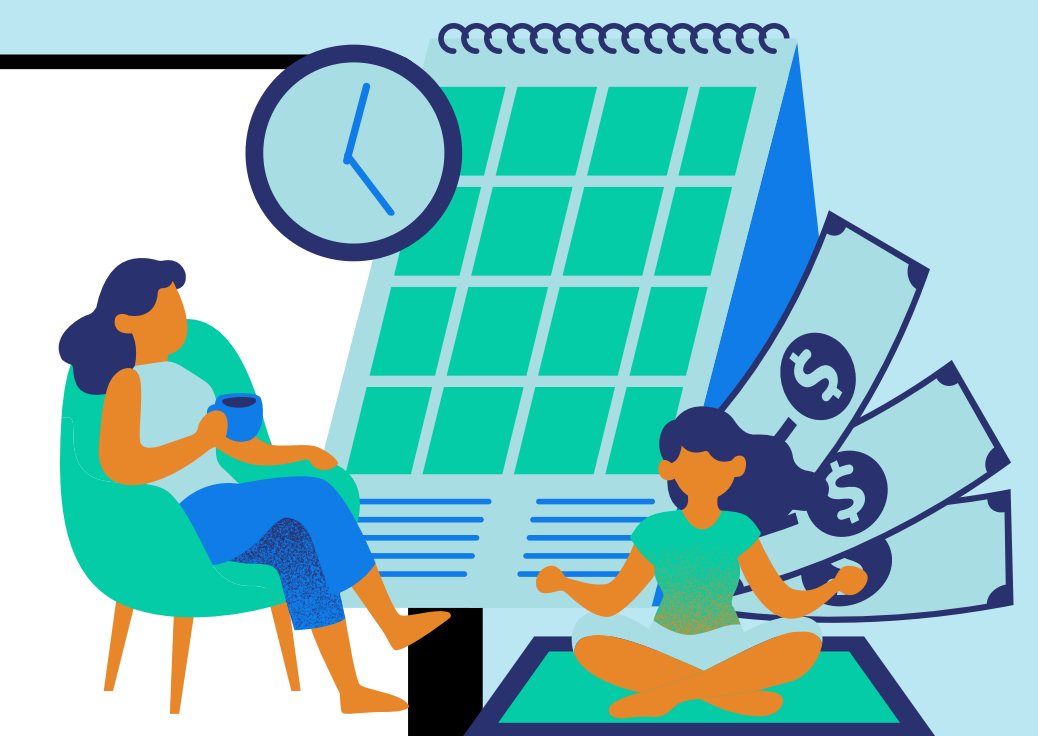


Digitalise Your Way Through

GET INFORMED



WORK-LIFE-BALANCE VS WORK-LIFE BLENDING

As travel and tourism adapt to a more digital and remote-friendly model, grasping the essence of **work-life-balance** and **work-life blending** becomes crucial.



FOUNDATIONS OF HYBRID HOSPITALITY



Booking Platforms

01

Tools like 'Booking.com' or 'TripAdvisor' aren't just for reservations. **Engage with customer reviews;** they're your immediate **feedback loop.**

Tools & Tips

02

Organise **Virtual Tours:** "Platforms like 'YouVisit' or 'Matterport' **offer immersive experiences.** Explore them. Could you curate a virtual tour of a local attraction?"





WORK-LIFE-BALANCE

is about **allocating separate time blocks for professional tasks and personal activities.** In hospitality it means separating long hours at the hotel or restaurant from your personal time. It's like **keeping your shifts in one box and your off-duty hours in another.**

Tools & Actions

01

Use Digital Calendars (Google Calendar, Outlook) to **schedule also your 'me-time' or hobbies.** Apply **task managers** such as 'Trello' or 'Asana' to break down your tasks.

Examples

02

1. After a day guiding tourists, you switch off and spend the evening playing guitar.
2. You have 'office hours' even when working from home, post which you relax.

Tip

03

Don't let a **last-minute booking** request influence **your personal time.** Schedule it for your **next working block.**



WORK-LIFE-BLENDING

is about **integrating work tasks and personal responsibilities** throughout the day, like reading a report while waiting for your laundry or taking a work call during a morning walk. Work-Life Blending is the **deliberate merging of work and personal activities** within the same time frame.

01

Tools
Pomodoro Technique: work in focused 25-minute bursts, followed by a 5-minute break. Use tools like 'TomatoTimer'. Use **digital Detox Apps** such as 'Offtime' or 'Flipd' to lock you out of distracting apps.

02

Tip
Select **2 days a week** where you'll **intentionally blend** work and personal activities. During these days, answer work emails during personal downtime but take personal breaks during work hours.

03

Example
Listening to 'The Tourism Podcast' while jogging in the morning.





PROS AND CONS FOR TOURISM PROFESSIONALS

While **balance** ensures you disconnect after a day of assisting travelers, **blending** offers **adaptability** in an industry. But remember, blending can sometimes lead to **feeling perpetually 'on duty'**.

01 Set clear working hours

even if some tasks seem casual or fun.

02 Take breaks

such as exploring local spots, practicing some sports, or engaging in a hobby.

03 Dedicate a workspace

to ensure work doesn't spill into every corner of your life.

TIPS & TOOLS



04 Engage with peers

to keep the collaborative spirit alive. Maybe join a virtual group or forum to share your experiences.

05 Prioritize self-care

ensuring your personal well-being is your first and most important responsibility.

06 Choose a physical activity

Be it yoga, walking, or cycling. This isn't just for physical health, but a mental reset.

TIPS & TOOLS



EXPAND YOUR KNOWLEDGE

The **tourism industry is ever-evolving**. Stay informed and always be prepared for the next shift.



Tools & Tips

01

Platforms like 'Coursera' or 'Udemy' offer courses on tourism trends. Dedicate **an hour a week to learning**.

Check out 'The Tourism Podcast' or 'Skift's Daily Briefing'. Listen during commutes or workouts. Stay **updated without dedicating extra time**.

Example

02

You could take a **short online course** about eco-tourism trends or **attend a webinar** about travel.

ENGAGE WITH MODERN TRAVELLERS

Travellers today appreciate when you balance **personal touch with efficiency**



Tools & Examples

Tools like 'SurveyMonkey' or 'Google Forms' can help.

03

'Zoom' or 'Microsoft Teams' aren't just for meetings. Host a **virtual 'travel cafe'** – a space for **brainstorming, networking, and sharing.**

After a virtual travel showcase, **send out a quick survey.** Iterate based on real feedback.

Tip

04

Once a month, organize a **virtual travel showcase.** Use video conferencing tools to **present a destination, complete with visuals, sounds, and stories.** Ask for feedback.



NOW TASK! IMAGINE YOU ARE STARTING A BOUTIQUE HOTEL.

As the owner and manager, you are passionate and often work long. At the same time, you value spending quality time with your family and pursuing personal interests outside of work.

Brainstorm strategies to achieve a work-life balance. Consider creative ways to delegate tasks, set boundaries for work hours, and prioritize self-care and family time without compromising the quality of your hotel's service.

