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# Unit 5: Digital Human Skills for Tourism

2021-2-DE02-KA220-VET-000048785

## By the end of the presentation:

- You will understand what are human digital skills;
- You will be introduced to the specific set of human digital skills, required by Tourism industry;
- You will learn how to keep your digital skills updated;



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## INTRODUCTION

Digitallisation and  
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## DIGITAL SKILLS FOR TOURISM

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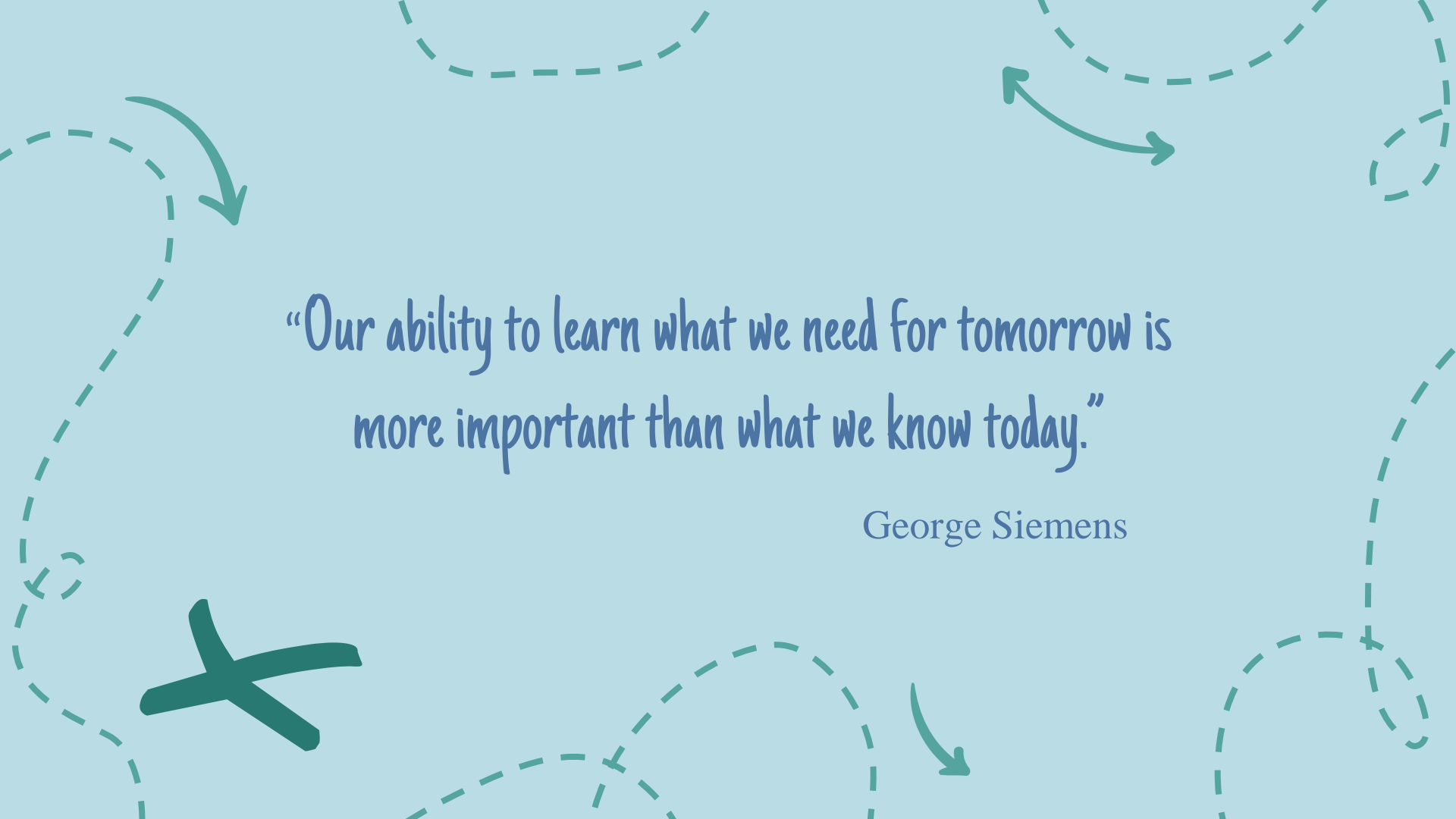
## CONCLUSION

Find the list of readings to boost your  
digital skills



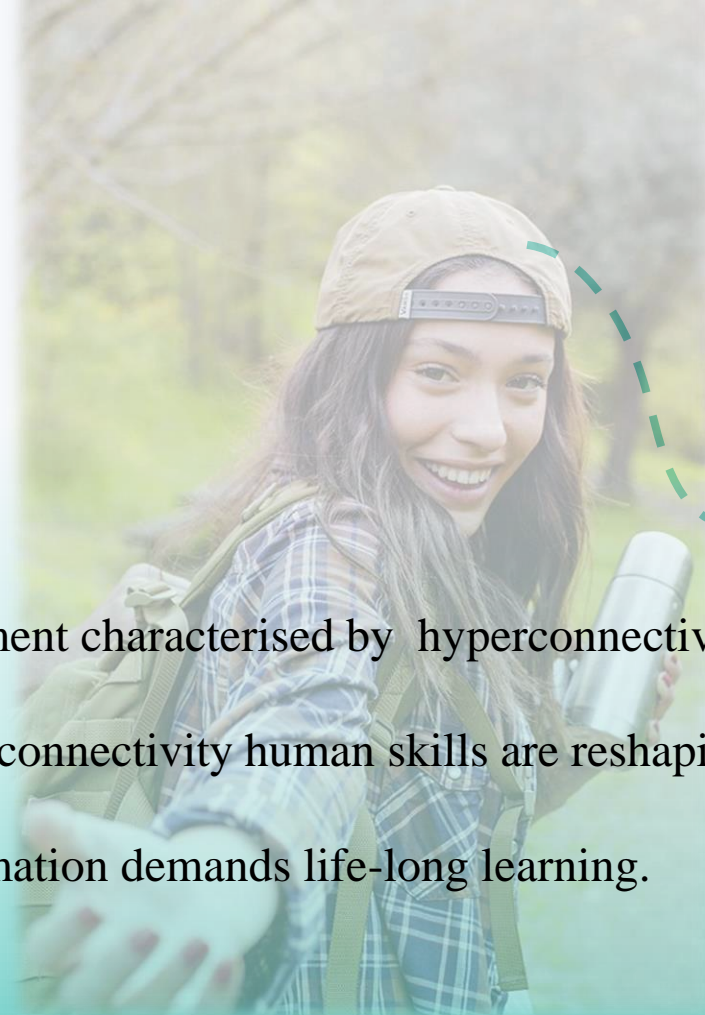
The background is a solid dark blue color. It is decorated with several white dashed line patterns. In the top left, there is a pattern of concentric, irregular loops. In the top right, there is a pattern of wavy, parallel lines. In the bottom left, there is a complex, multi-looped pattern. In the bottom right, there is a pattern of concentric, irregular loops, similar to the top left one.

And...dark blue slides contain  
class activities!

The background is a light teal color with several decorative elements: dashed teal lines forming various shapes and paths, and solid teal arrows pointing in different directions. A large, thick, dark teal 'X' is located in the lower-left quadrant.

“Our ability to learn what we need for tomorrow is  
more important than what we know today.”

George Siemens



# INTRODUCTION

- The digital environment characterised by hyperconnectivity.
- In response to hyperconnectivity human skills are reshaping.
- The digital transformation demands life-long learning.



# INTRODUCTION

**Connectivism learning theory** (*Siemens, 2005*) regarding digital human skills:

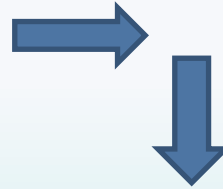
- Capacity to know more is more critical than what is currently known;
- Ability to see connections between fields, ideas, and concepts;
- Decision-making is itself a learning process.

# what are human digital skills?

## 21<sup>st</sup> Century Skills

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Creativity  
Critical thinking  
Problem-solving  
ICT-related skills  
Collaboration  
Communication  
Social and Cultural competences



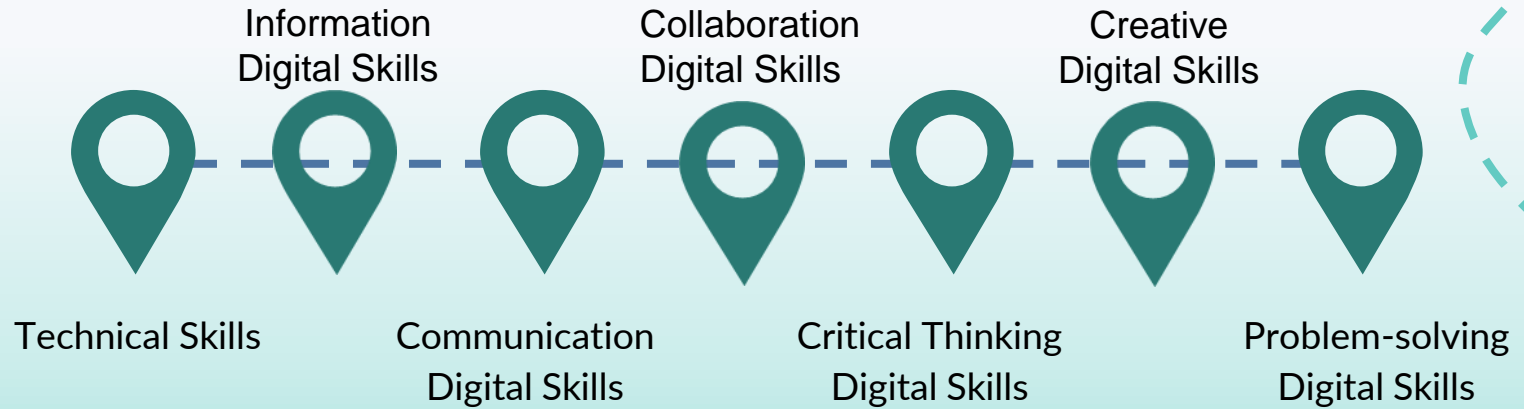
## 21<sup>st</sup> Century Digital Skills

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- (1) Basic skills necessary to use the internet
- (2) Skills required to comprehend and use online content.



# 21<sup>st</sup> Century Digital Skills

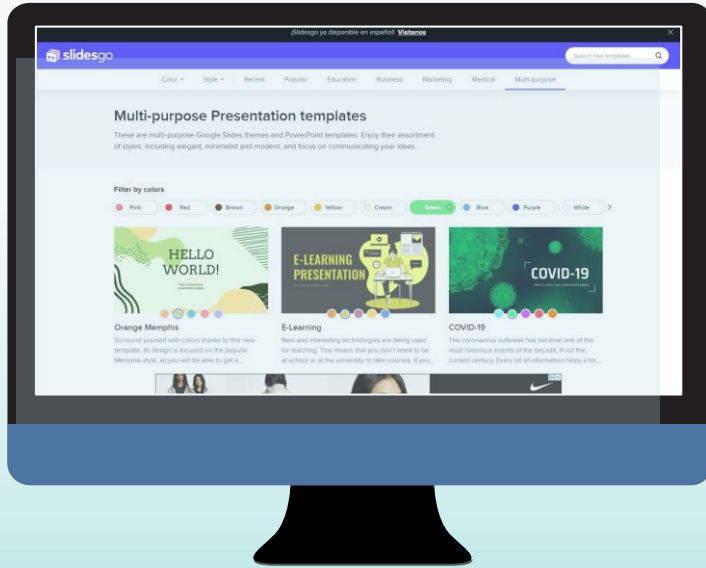


# 21<sup>st</sup> Century Digital Skills



*Technical Skills*





# TECHNICAL SKILLS

*The skills you need to use software or operate a digital device.*

They are very dynamic and you need constantly put effort to keep up with new technologies and practices.



# 21<sup>st</sup> Century Digital Skills

*Information  
Digital Skills*



# Information Digital Skills

Evaluate

How valuable the source and its contents are for the task?

Distribute

Distribute and maintain information across digital devices

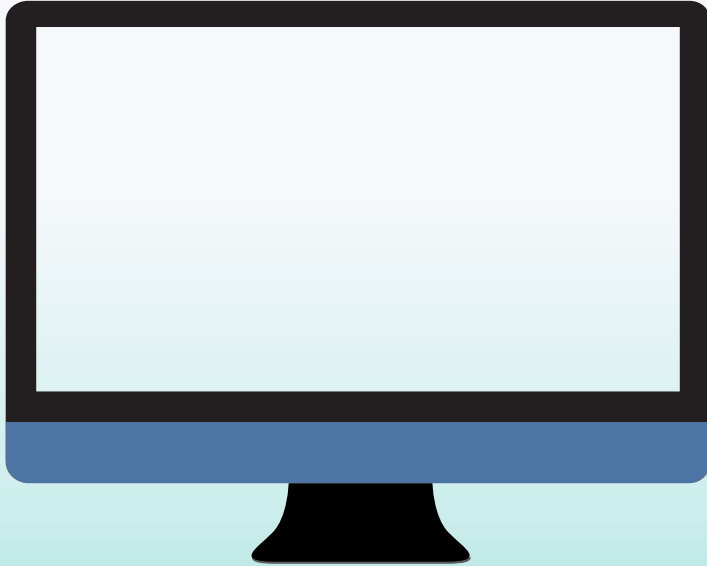
Information management

Define information need and select information by effective and efficient way

Store and Organize

Organize digital information for easy retrieval

# Example: Digital Information Management in Tourism



Travel agencies, as information intermediaries, provide consumers with valuable information and have the ability to book a travel product.

Computer reservation systems and global distribution systems (CRS / GDS) cover flight reservation, in-flight and other relevant travel services.

Each of these systems has certain technical features and special conditions of interaction with tourism enterprises, and required **very high level of information digital skills** from the user.

# Example: Digital Information Management in Tourism

## Main digital global distribution systems in Tourism



GDS Name	Amadeus	Galileo	Sabre	Worldspan
Founders	Lufthansa, Air France, Iberia	British Airways, Swissair, Alitalia	American Airlines, IBM	Delta Airlines, Northwest Airlines
Year of foundation	1987	1987	1964	1991
Number of connected airlines	489	470	420	365
Number of connected hotels	51794	56000	40000	26000
Number of car rental companies	48	24	50	40
Number of terminals	100166	119400	122891	47950

(Emmanuel, 2018)

# 21<sup>st</sup> Century Digital Skills

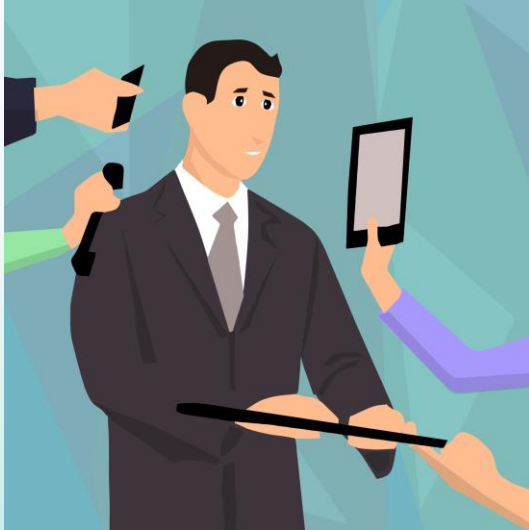


*Communication  
Digital Skills*





# Communication Digital Skills



**Skills to transmit information online and to present this information to a particular audience:**

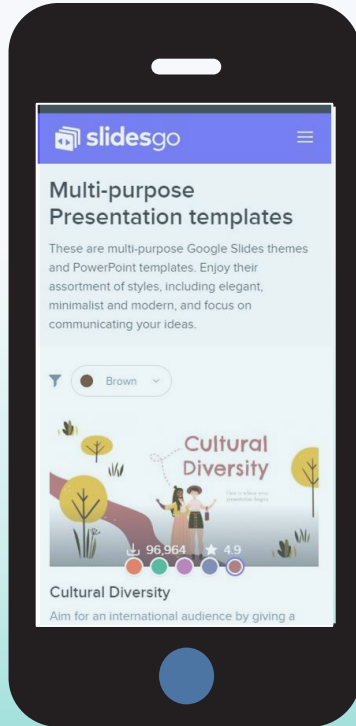
**Expressiveness online** - the ability to shape interpersonal impressions and derive pleasing outcomes from online interactions. The skills to choose the right location to post a message and to carefully consider its contents are crucial to get a message across and accomplish what one wants from online interactions.

**Contact building and Networking** - the ability to mobilize online contacts to achieve a specific goal, such as increasing brand awareness, facilitating resource mobilization, or generating business.

**Content-sharing skills** the ability to share online content, like status updates, photos, and videos and writing comments and blogs.

# Communication Digital Skills

## Online self-regulation



- *A majority of users feel conflicted about the time they spend with internet-connected digital technologies.*
- *Connectivity provided by technology poses a constant dilemma of time and attention allocation among work and nonwork demands.*
- *Self-regulation determine effective performance online.*
- *Extensions for digital self-control widely introduced in Google Play store, Chrome Web, Apple App apps and browser stores.*
- *Self-regulation can be developed by ICT users themselves, as well as it must be promoted and influenced by policy makers, employers and educators.*

## Towards to digital self-regulation

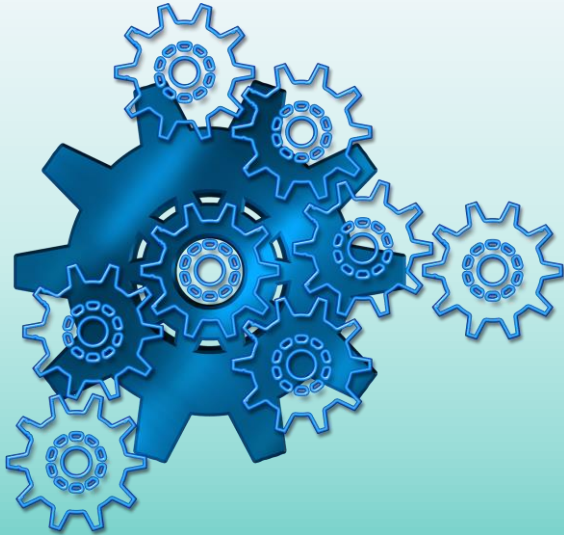
- ✓ **Make a self assessment: calculate how many times you reacted to unimportant message/notification on your device during one hour time (N).**
- ✓ **Multiply N by 10 minutes and you will find the total time (minutes, in average) when you concentration was unfocussed.**

# 21<sup>st</sup> Century Digital Skills



*Collaboration Digital Skills*

# Collaboration Digital Skills



*ICT is especially useful when teams must share information and make decisions across business and national boundaries. For successful collaboration you need:*

- *the skills to connect and collaborate with others beyond a constrained physical environment. Practice with: [Microsoft Teams](#), [Zoom](#), [WhatsApp](#)*
- *the skills to work together on shared documents and projects beyond the restrictions of time and place. Practice with: [Google Docs](#), [Miro board](#), [Microsoft Teams](#)*

# 21<sup>st</sup> Century Digital Skills



*Critical Thinking  
Digital Skills*

# Critical Thinking Digital Skills



## **Online contents must be critically assessed**

- The focus is on the **quality of messages** in relation to performance in argumentation.
- You must rapidly **filter incoming online information** and communication and to extract valuable information.
- To do so, you can apply **TRIANGULATION** by **using multiple (at least THREE) datasets, search methods, search engines to address a research question.**
- Make **critical reflection** upon the points that are being discussed online.
- Give **sustained arguments** that direct the online discussion.



### Towards to digital critical thinking:

- ✓ **Make an online research regarding the statement: ”*Every human needs to drink two litres of water everyday*”.**
- ✓ **Collect opinions that prove and opinions that disprove the statement.**
- ✓ **Evaluate reliability of every source, that you used.**
- ✓ **Now formulate your own opinion regarding the statement.**



# 21<sup>st</sup> Century Digital Skills

## *Creative Digital Skills*



# Creative Digital Skills

*This content was created with mobile phone in Stop Motion app*



***Digital creativity is about using digital tools and technologies to explore creative ideas, apply different approaches, and find new ways of displaying your work and research.***

- *This could be taking a photo, recording a video or doing something fancy in a presentation.*
- *It might mean using digital tools to develop or explore non-digital material or outputs.*
- *Or you might decide you want to develop your skills in coding, data visualisation, gaming, or virtual reality.*



# 21<sup>st</sup> Century Digital Skills



*Problem-solving  
Digital Skills*

# Problem-Solving Digital Skills



***Skills to use ICTs to analyse a problem situation and deploy knowledge in finding a solution to the problem.***

- *Problem-solvers often use the Internet to generate and integrate information about the problem and to try and solve the problem according to the acquired information.*
- *In evaluating problem-solving skills, both flexibility and effectiveness should be considered.*
- *Flexibility - come up with multiple solutions to the problem using online platforms.*
- *Effectiveness - effectively use various online tools to ensure that the solutions are practical and thoroughly considered.*
- *Example: Process of online booking for the trip with the time constrains and limited budget.*

What digital skills are mostly required by  
Tourism industry?

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# Digital Skills For Tourism



*Digital skills across all tourism subsectors consist of:*

- *Self-learning capacities* (permanent education, adaptability, agility and flexibility – necessary to cope with ongoing digital innovations and disruptive business models) and digital fluency;
- *Skills for conducting E-business:* all skills necessary for online branding, marketing and distribution (including websites, social media, reviews), data collection, data analytics and data management (including protection, ethics and cybersecurity);
- As *AI, VR and AR driven technologies* will be increasingly important in all tourism sectors, a better understanding of these fields is essential;



# Digital Skills For Tourism



## *Self-learning capacities*

**Motivation, discipline, and effective learning strategies:**

REMEMBER!  
*Capacity to know  
more is more  
critical than what is  
currently known*

**Step 1. Set clear goals:** Define what digital skills you want to learn and why you want to learn them. Having clear goals will help you stay motivated and focused.

**Step 2. Break it down:** Break the digital skill you want to learn into smaller parts, and tackle them one at a time. This will make the learning process more manageable and help you avoid feeling overwhelmed.

## Step 1 and 2 towards to successful self-learning

WHAT digital skills you want to learn?

WHY you want to learn them?

This part will help you to stay motivated

online branding, marketing and distribution	
websites, social media, reviews	
data collection	
data analytics	
data management (including protection, ethics and cybersecurity)	
AI, VR and AR driven technologies	



# Digital Skills For Tourism



## *Self-learning capacities*

***Motivation, discipline, and effective learning strategies:***

***Step 3. Utilize online resources:*** There are plenty of online resources that can help you learn digital skills, such as video tutorials, online courses, and blogs. Find resources that match your learning style and preferences.

REMEMBER!

*Capacity to know  
more is more  
critical than what is  
currently known*



### Step 3. Utilize online resources

WHAT digital skills you want to learn?

WHERE you can learn them?

FREE resources to start learning today

online branding, marketing and distribution	<u>Fundamentals of Digital Marketing by Google</u> <a href="https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing">https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing</a>
websites, social media, reviews	The strategy of content marketing, University of California <a href="https://www.coursera.org/learn/content-marketing">https://www.coursera.org/learn/content-marketing</a>
data collection, data analytics, data management	<u>Google Digital Garage</u> <a href="https://learndigital.withgoogle.com/digitalgarage/courses?category=data">https://learndigital.withgoogle.com/digitalgarage/courses?category=data</a>
VR and AR driven technologies	Introduction to Virtual Reality <a href="https://www.coursearena.io/course/introduction-to-virtual-reality">https://www.coursearena.io/course/introduction-to-virtual-reality</a>
AI	Open AI chat <a href="https://chat.openai.com/chat">https://chat.openai.com/chat</a>



# Digital Skills For Tourism



## *Self-learning capacities*

REMEMBER!

*Capacity to know  
more is more  
critical than what is  
currently known*

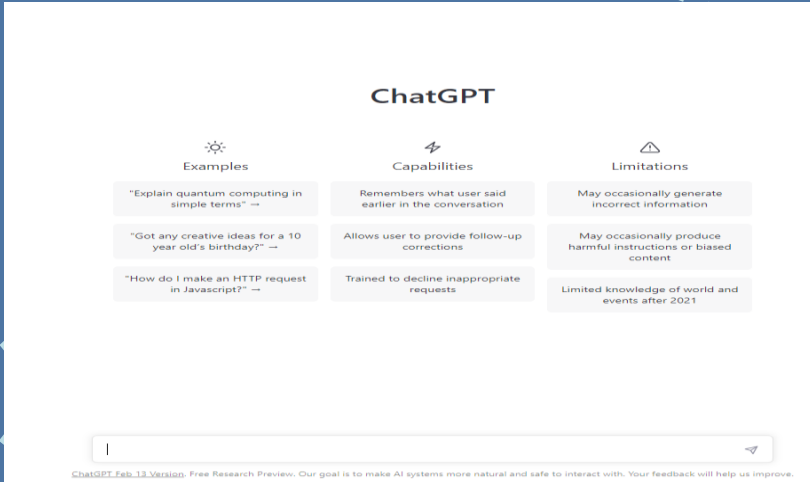
***Motivation, discipline, and effective learning strategies:***

***Step 4. Practice, practice, practice:*** Set aside time each day to practice what you've learned.

***Step 5. Join a community:*** Online learning community can provide you with additional resources and support.

***Step 6. Seek feedback:*** Constructive feedback can help you identify areas where you need to improve and guide you in the right direction.

***Step 7. Stay motivated:*** Celebrate your progress and focus on the benefits of learning these digital skills.

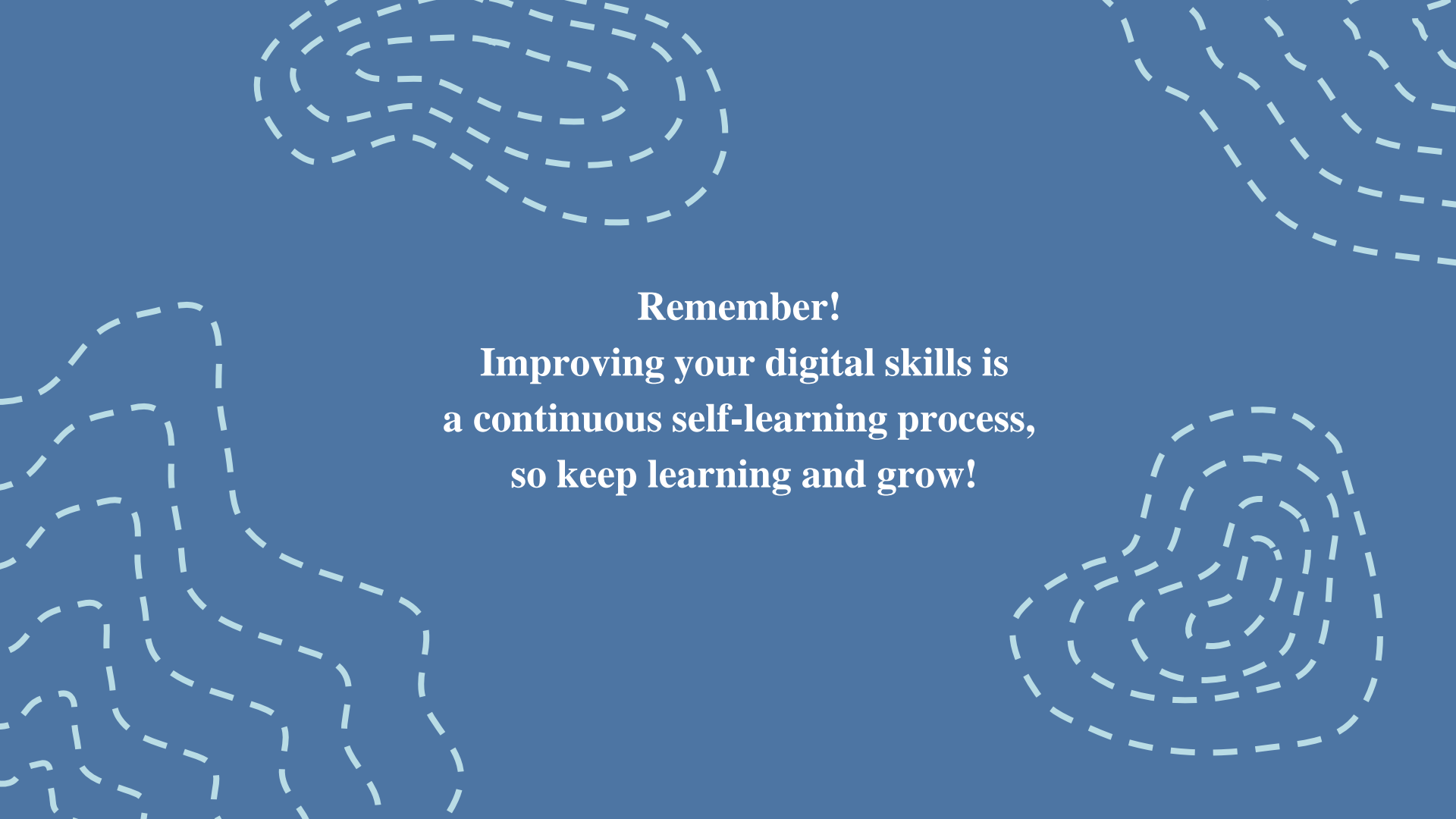


## Towards to AI competence

- ✓ Visit Open AI chat (you will need a minute to register your free account)

<https://chat.openai.com/chat>

- ✓ Start a conversation with AI regarding the statement *"Every human needs to drink two litres of water everyday"*
- ✓ and find out what will be the reply.



**Remember!**  
**Improving your digital skills is  
a continuous self-learning process,  
so keep learning and grow!**

# Reading Resources

1. Digital Creativity: a Practical Guide. University of York Practical Guides (2023). <https://subjectguides.york.ac.uk/digital-creativity>
2. Get started and access our free live webinar training designed to help you develop new skills. What will you learn today? Google Digital Garage. (2023) <https://learndigital.withgoogle.com/digitalgarage/f2f>
3. 20 Quick Tips for better digital communication and collaboration. <https://www.huddo.com/blog/20-quick-tips-for-better-digital-communication-and-collaboration>



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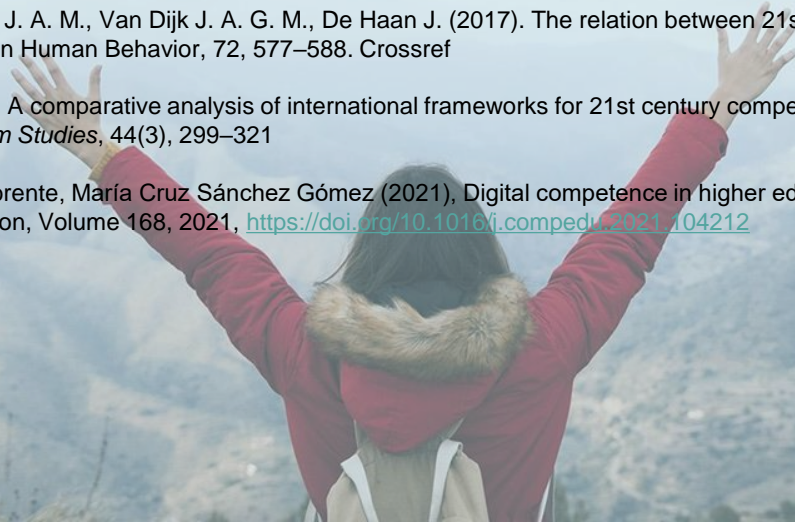
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# THANKS!

Do you have any questions?



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