

Strategy Assessment for the Economic Development Agency.



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Introduction

Research focus: comprehensive analysis of the Tourism and Leisure (T&L) sector.

Key objectives:

- define T&L sector;
- assess sector's current and future strength in the local area;
- identify skills needs of the local T&L sector.

Note: only what it is considered useful for this specific presentation is present in these slides, while the process is freely accessible and commented in an on-demand access repository on the Github platform, as well as all the attempts produced to reach these results.

Data Quality and Availability

- **Robust dataset:** comprehensive metrics from 2010-2030 (with projections from 2023) including job numbers, employment concentration, median wages, education levels, job postings, skills needs.
- **Focus on local area**, but comparative analysis - using country data level - useful to contextualise.
- **Pre-processing activities:** data profiling, data cleansing, data reduction, data transformation, data enrichment, data validation.

Methodology

Approach: mix quantitative and qualitative methods for a comprehensive view of the T&L sector

Activities and techniques:

- Literature review
- Data sources & criteria
- Data pre-processing
- Analytical techniques
- Documentation and transparency
- Ethical considerations

Key Findings

Answered questions and scope of the research:

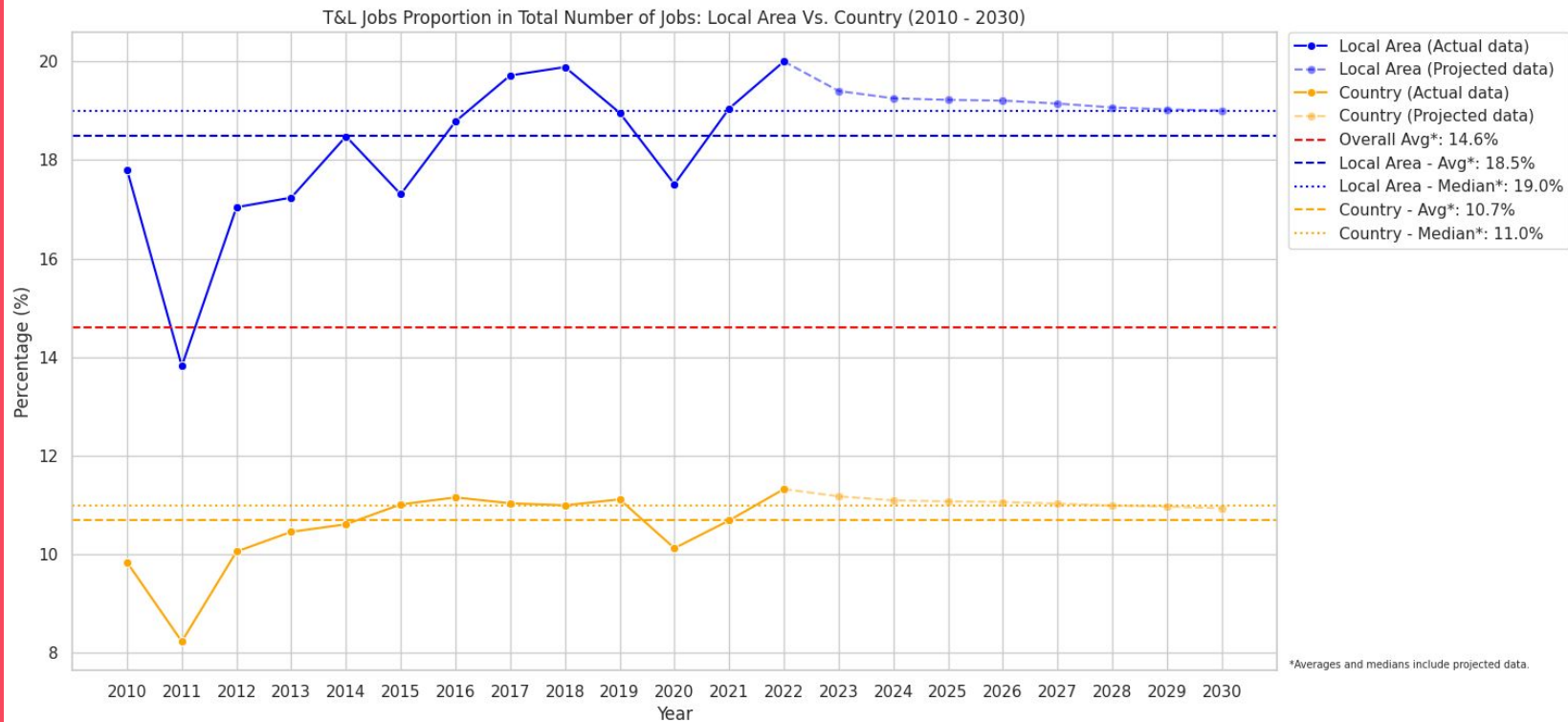
- How would you define the T&L sector?
- How strong is its outlook now and into the future in the local area?
- What are the skills needs of the T&L sector in the local area?

How would you define the T&L sector?

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- **T&L sector** defined through literature review and data analysis.
- Data analysis is key in defining the T&L sector, clarifying its complex nature by identifying specific data types and features.
- The selection and filtering of jobs, skills, and other data points is part of the definition process.

How strong is its outlook
now and into the future in
the local area?

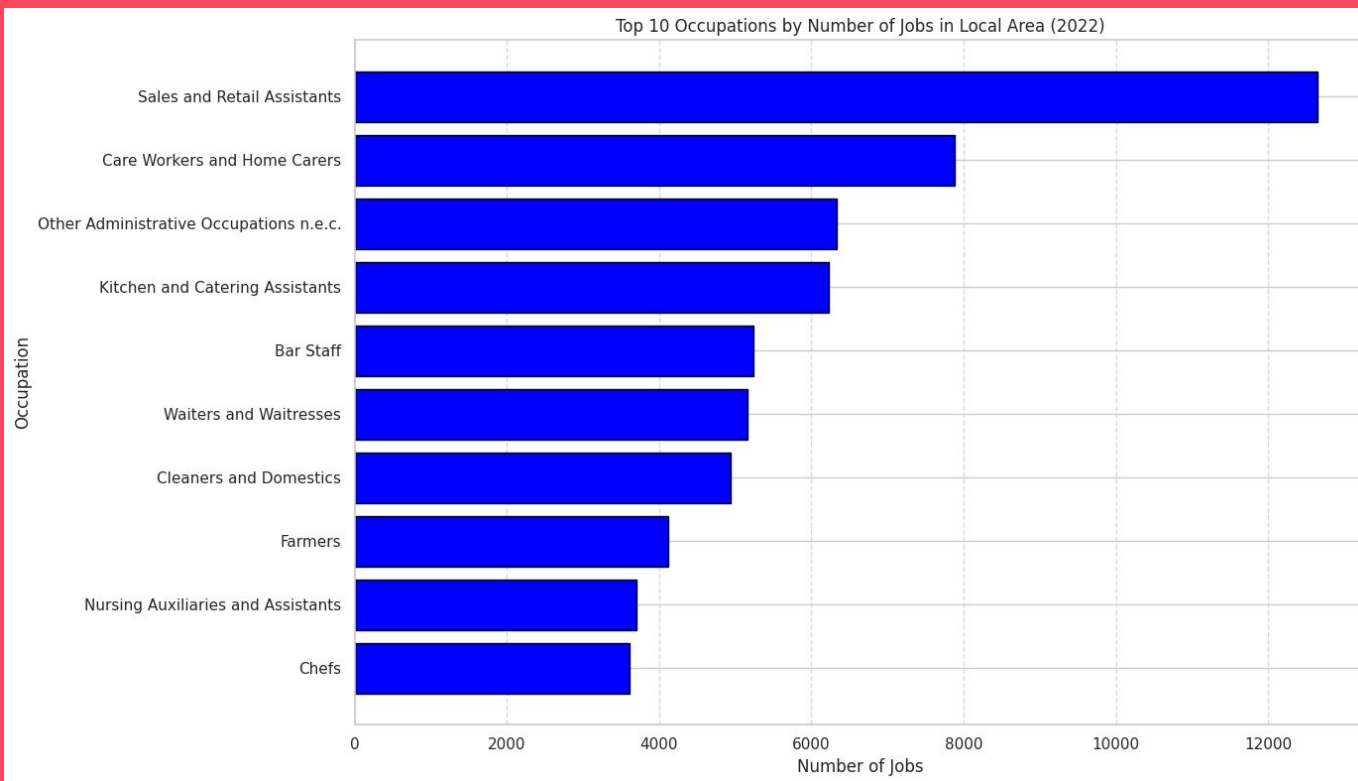


The local area consistently outperforms the national average in T&L sector jobs, with a stable and slightly increasing trend projected to 2030.

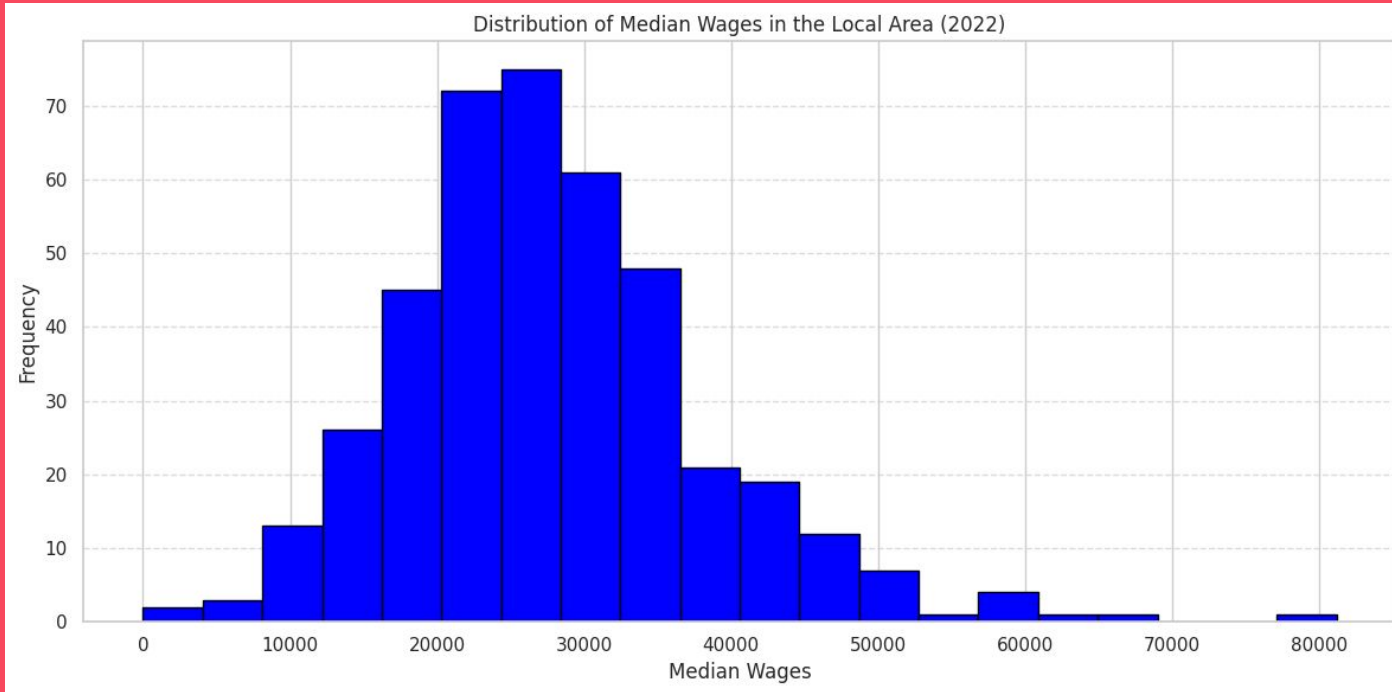
Significant fluctuations in the number of jobs particularly around 2011 and 2020.



The local area experienced early-decade difficulties in T&L job growth rates, with a median annual growth rate of 1%, indicating moderate growth. The local area's T&L sector follows broader national economic trends.

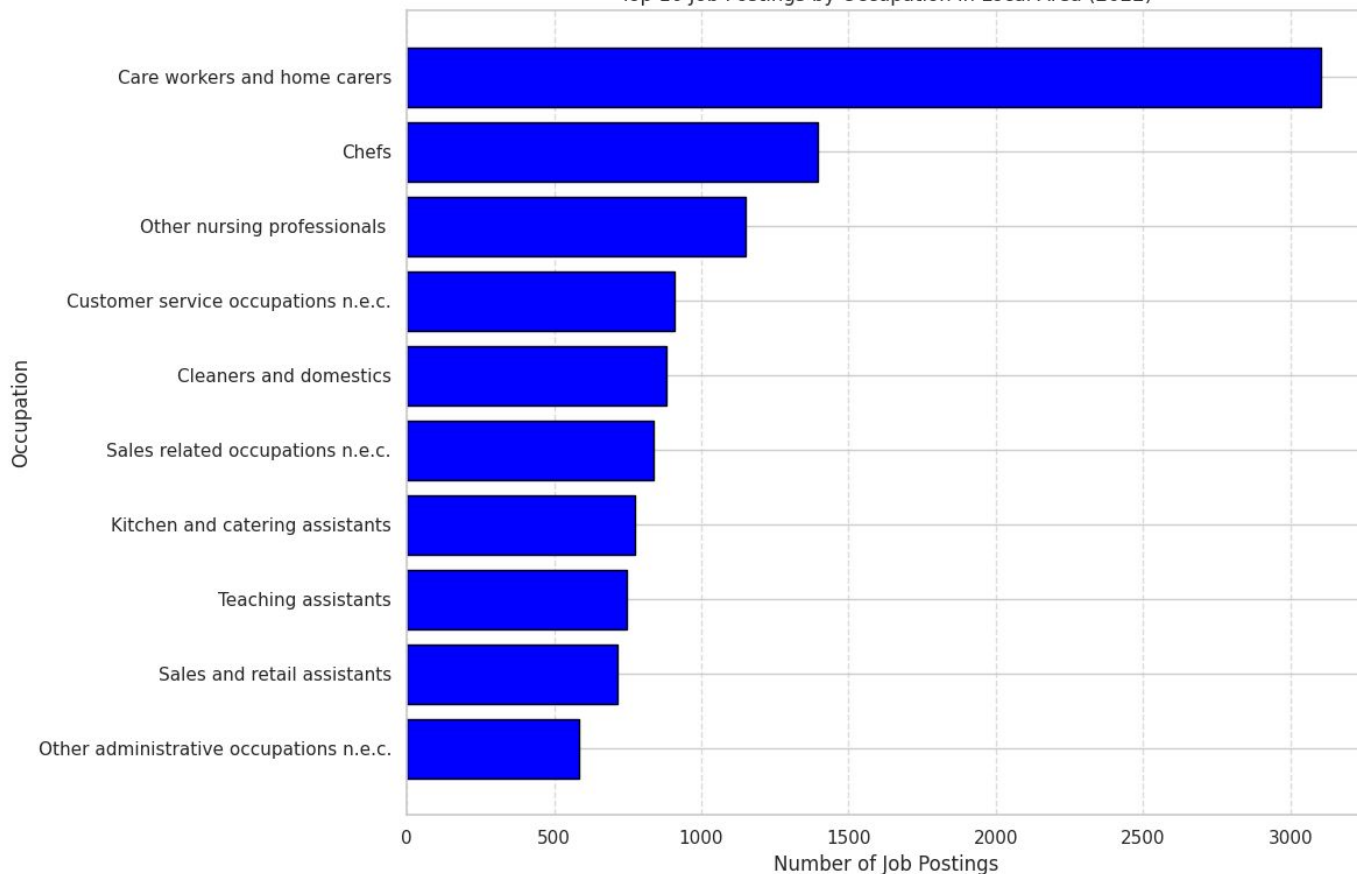


The local area is dominated by service-oriented jobs with moderate wages, contrasting with a more diversified job market at the national level.

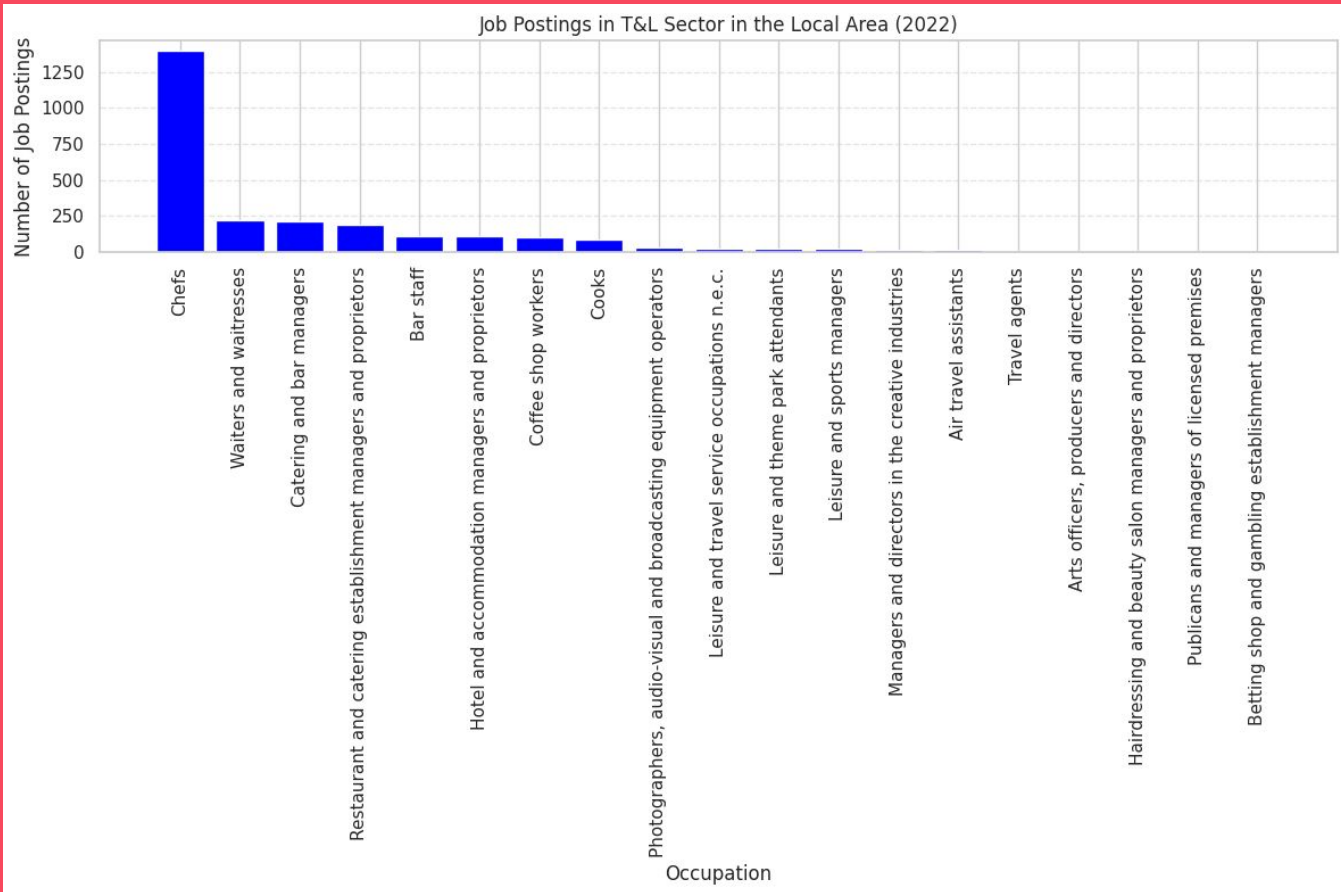


The median wage distribution in the local Tourism and Leisure sector centers around the 25,000 to 40,000 range, indicating moderate wage levels typical for service sector jobs.

Top 10 Job Postings by Occupation in Local Area (2022)

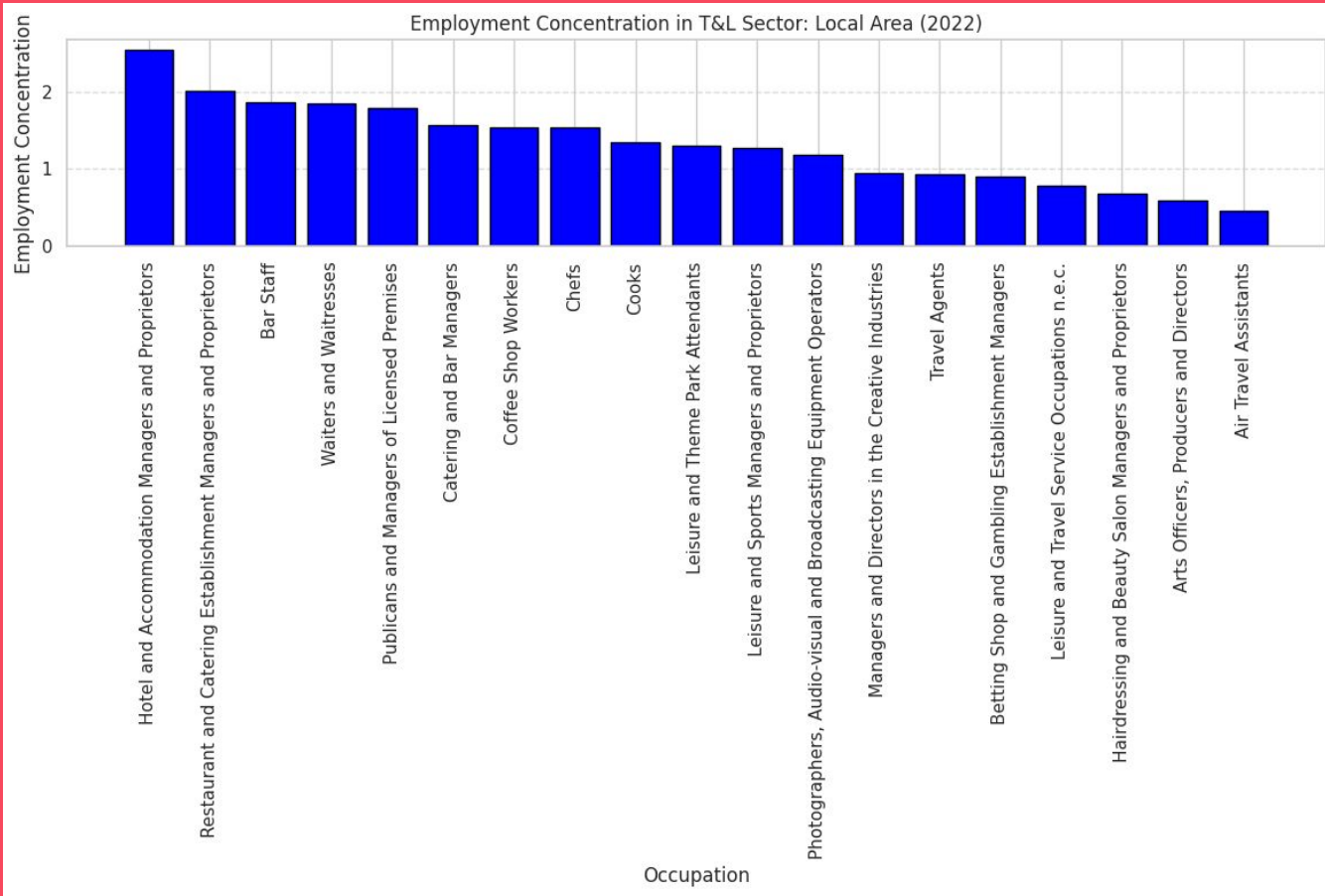


The Job Posting Analysis revealed a strong demand for specific roles like chefs in the local T&L sector, indicating a vibrant food service industry, with a diversified employment environment within the sector.



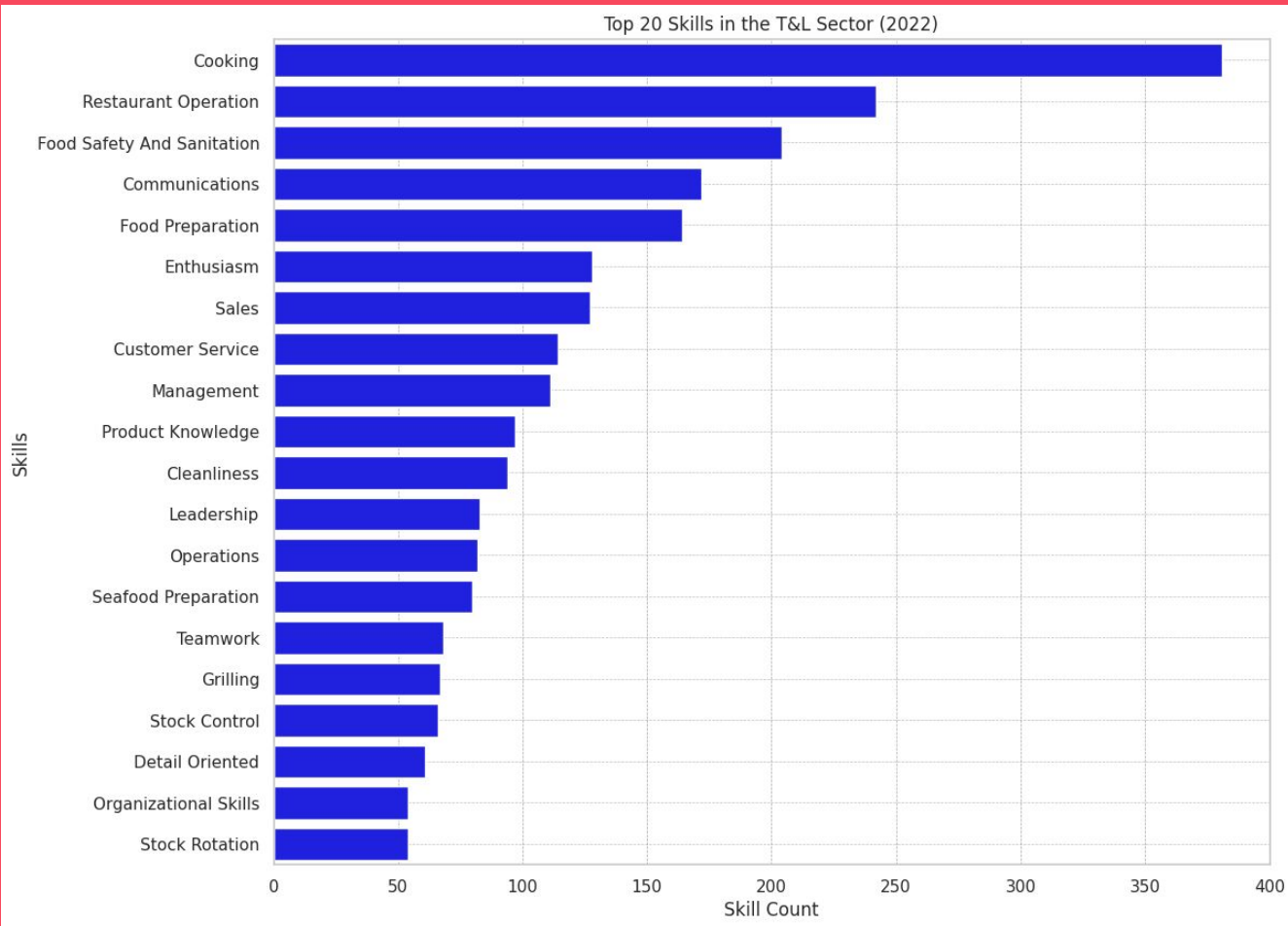
Focus on chefs:

the high number of job postings for chefs reflects their central role in hospitality, demand for specialized skills, and - supposedly - high turnover rates in the industry.



The sector features a diversified employment environment with a uniform distribution across various roles, indicating stability and reduced reliance on any single occupation.

What are the skills needs of the T&L sector in the local area?

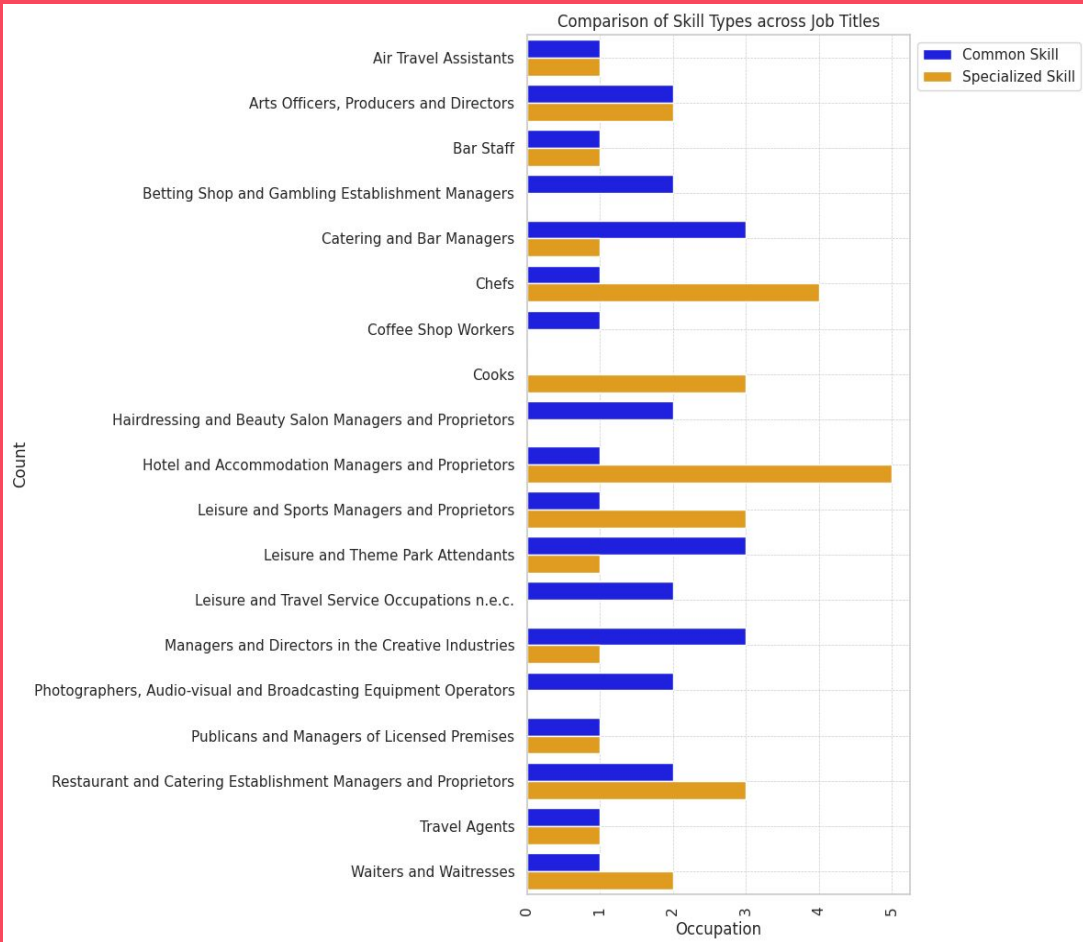


Operational skills like 'Cooking', 'Restaurant Operation', and 'Food Safety' are highly valued, along with 'Communication' and 'Interpersonal Skills'.

Top 20 Skills in the T&L Sector (2022)

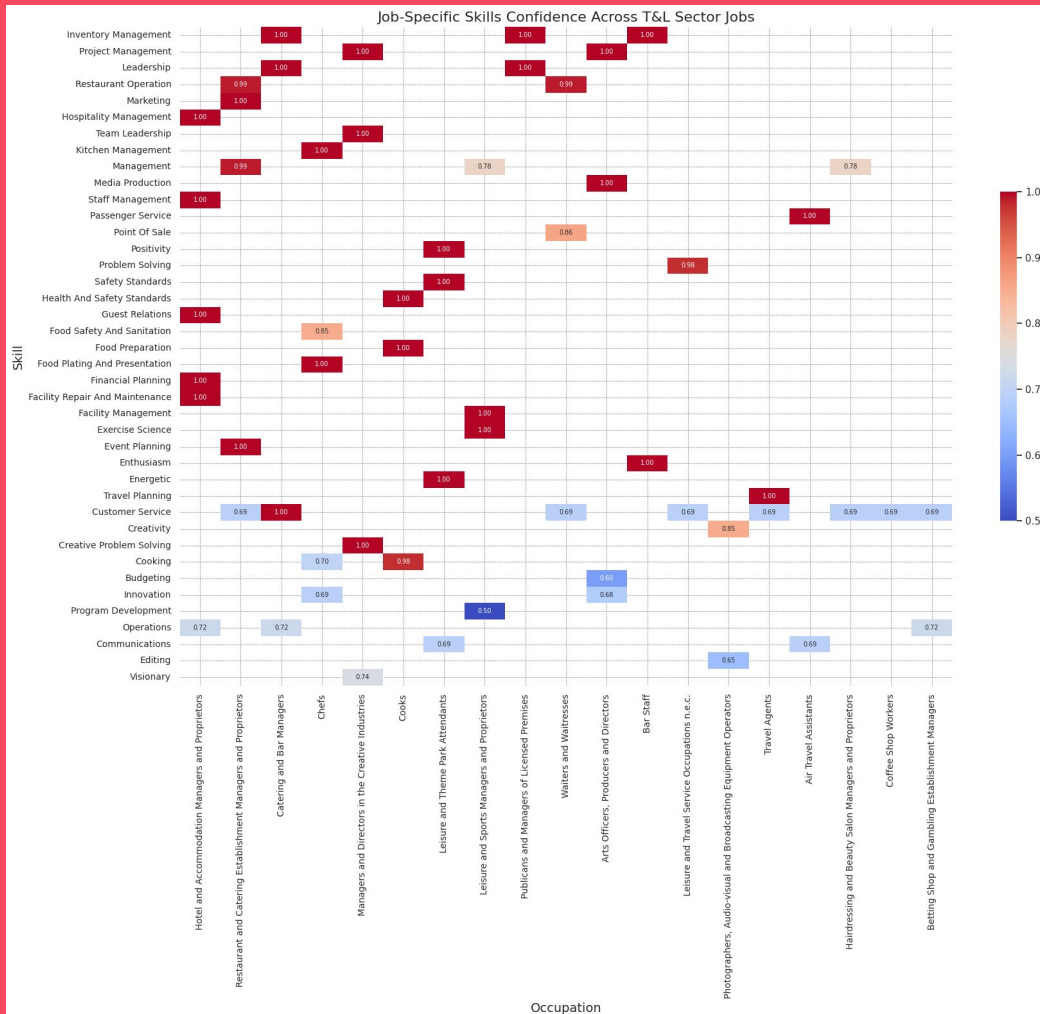


Also, there's a strong demand for management skills ('Leadership', 'Operations') and specialized service skills, reflecting the need for operational oversight and product knowledge.



Lightcast Open Skills Taxonomy to categorize skills from job descriptions into common and specialized skills, with a set confidence threshold for relevance (0.5). No software skills needed.

Skills Categorization: specialized skills dominate in technical roles like Chefs, while common skills like communication are important across all jobs, indicating the need for both specific and transferable skills in the T&L sector.



Insights from Heatmap Analysis: the heatmap reveals crucial insights, showing high confidence in specific skills for particular job roles in the T&L sector. Key skills like 'Budgeting' and 'Communications' are universally important, while 'Customer Service' is critical across multiple roles.

Specialized skills such as 'Food Safety and Preparation' for Chefs and managerial skills for leadership positions are also highlighted, indicating the sector's emphasis on both specialized competencies and broad, foundational skills.

Conclusions



DYNAMIC NATURE OF T&L SECTOR

- The T&L sector is expansive, encompassing travel, recreation, and leisure activities. It demonstrated resilience and recovery capacity, even after major crises like the 2008 financial crisis and the COVID-19 pandemic.

Conclusions



SECTOR VITALITY AND FUTURE OUTLOOK

- Locally, the T&L sector surpasses national job proportion averages, indicating its critical role in the local economy. Despite susceptibility to external economic factors, its trend towards post-2020 recovery suggests adaptability and robustness. The sector's diverse job roles highlight its role as a key employment generator.

Conclusions



SKILLS NEEDS AND WORKFORCE EMPHASIS

- The T&L sector values a combination of operational, interpersonal, and management skills, with specific focus areas like culinary roles. The Lightcast Open Skills Taxonomy analysis points to the need for adaptable learning strategies and continuous skills development.

Conclusions



STRATEGIC RECOMMENDATIONS FOR THE AGENCY AND ITS STAKEHOLDERS

- Prioritize workforce development aligned with the sector's key skills and roles. Embrace digital transformation and enhance digital literacy. Policymakers should stay responsive to sector changes, adapting strategies to emerging trends and challenges. Collaboration among educational bodies, industry leaders, and policymakers is essential for curriculum alignment and preparing a skilled workforce. Focus on strengthening the sector's resilience to future crises and building a robust, sustainable T&L sector.

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Thank you!



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