



Opportunities for technological development in Tourism

Technological development has been one of the main drivers for the changes felt by the economic sector related to tourism activity. In the context of ITCE (Information Technology, Communication and Electronics), the Internet has revolutionized the way of acting and positioning of all those involved in tourism distribution channels (Ramos et al, 2009).

According to a study developed by the Tourist Investment Support Centre of Turismo Centro de Portugal the tourism sector has been able to evolve with new technologies and taking advantage of their functionalities. For the Centro region, the internet has radically changed the way of traveling and even of experiencing travel. If, in the past, the destination was chosen by catalogue, with the help of tour operators, now it is the tourists who look, on the Internet, for the way to travel and all the information about the place they want to visit.

According to the activities carried out by the Labour Observatory with the Tourism sector, as far as technologies are concerned, this is a sector, in which in the region still has low levels of adoption. In technologies the main ones are the operational management platforms of the business or online reservations and App, or the QR Codes, which were quite potentiated at this time of the pandemic. For most companies, digitization essentially means greater visibility in the market, so the focus inevitably goes through the area of digital marketing.

Digitization and its opportunities are not limited to this area and not taking advantage of them may be crucial for the future of a sector mostly made up of micro companies, with a very limited investment capacity. It is therefore urgent, on the one hand, to respond to their immediate needs, but also, in the medium term, to invest in other digital skills that boost business growth, but

evolution to fully benefit from digitalization.

The tourism sector in the region presents itself at two speeds, in terms of technological adoption. On the one side, organizations of extremely low digital maturity and where the vision to initiate digital implementation processes does not seem to be reflected in the activities, and on the other side, other organizations that see technological adoption as fundamental (and even vital) for the growth and competitiveness of their businesses. This seems to indicate that the entities responsible for planning and training in this sector will have to define two distinct strategies, suitable for both contexts. If in the first case, it is a question of (even) raising awareness of digitisation, in the other, it is also important to provide basic and continuous training that feeds the needs of the region's talents and companies in this sector.



Competence needs in Aveiro: the voice of Tourism

Interviews carried out by the Labour Observatory had the aim of identifying the priorities of digital competences in Aveiro and the perception of the companies about the regional availability of those competences, mean by the difficulty or easiness that the organizations of the three sectors involved (ITCE - Information Technology, Communication and Electronics, Industry and Tourism) point out when looking for those competences in the region.

In the Tourism sector, the entities surveyed pointed out a great opportunity in digitalization. According to the interviewees, there are few professionals dedicated exclusively to

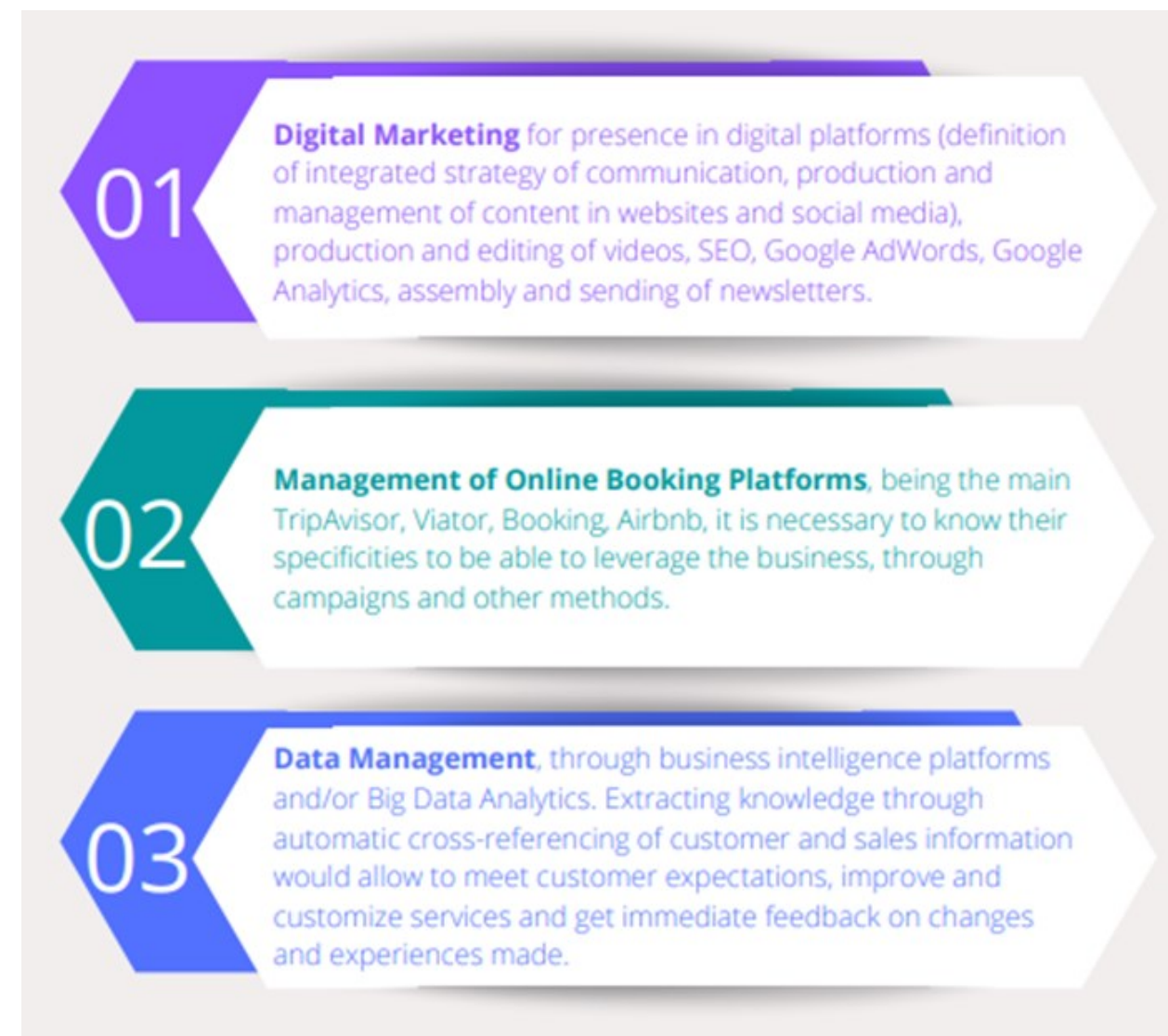
the areas of digitization, and it is necessary to develop digital competences in the technicians of the sector, in order to carry out the tasks in this area. These competences include the technical competences of digital marketing, management of online booking platforms, data processing in business intelligence and/or analytical platforms, competences associated with Big Data and digital competences in the use of internal process management platforms and information systems.

From the point of view of transversal competences, the representatives of Tourism surveyed, considered as most important the

polyvalence and emotional intelligence, followed by customer orientation and commercial competences, sales vision, negotiation and conflict management, working methods (operational efficiency), the taste for learning, responsibility, and proactivity, as well as what they mention as "Do your best for the company" .

Given the limitations mentioned in the regional supply of professionals with digital competences in the sector, those pointed out as necessary were also mentioned as difficult to find, so it is urgent to offer adequate training to the workers of the Tourism and Services companies in Aveiro.

Figure 1 - Ranking of the most relevant technical competences for the Tourism of the Aveiro market

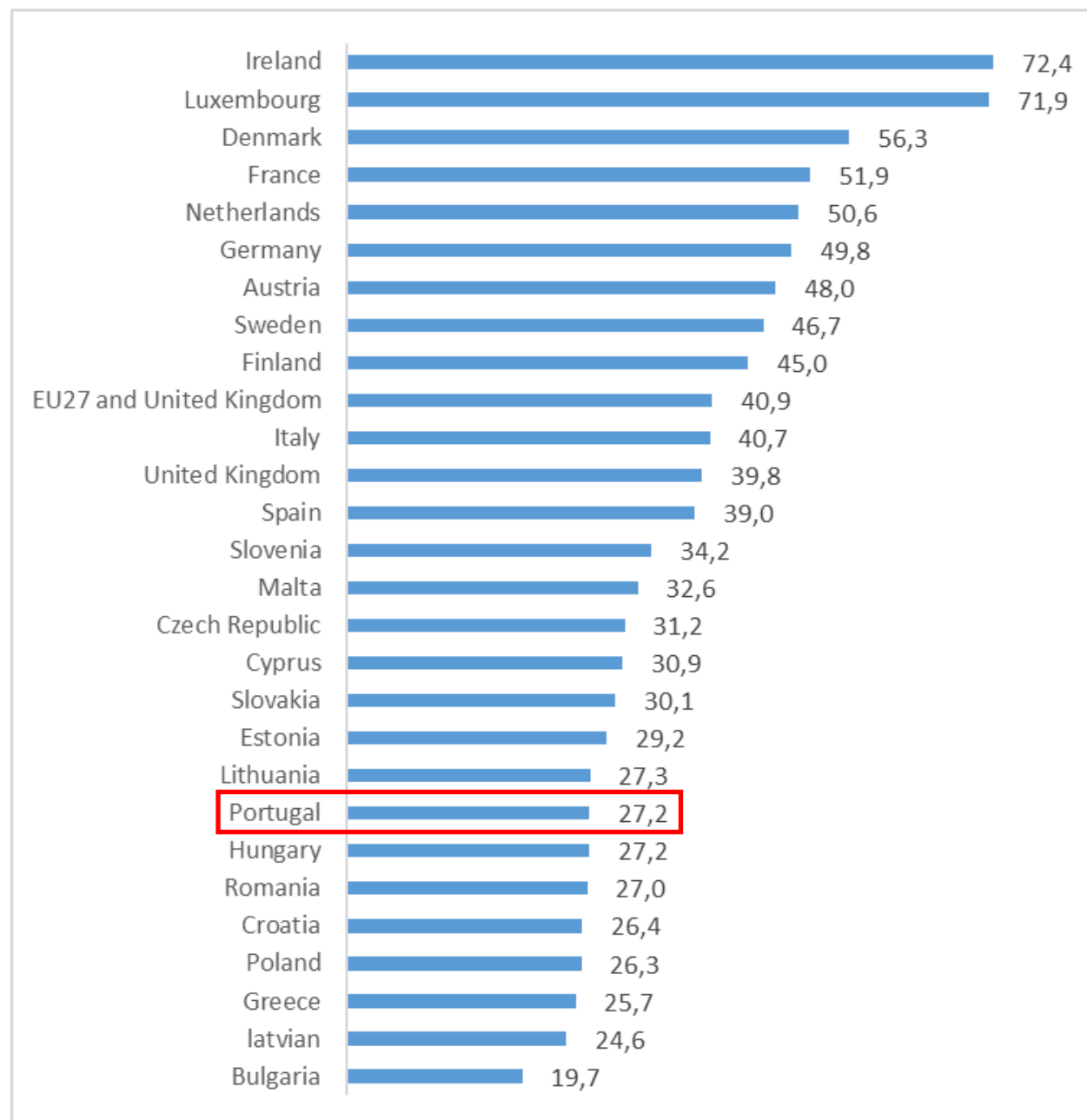


Source: Adapted from the Report on the Identification of Gaps and Qualification Priorities in the Context of Digital Transformation (2020)

Did you know...?

The Real Labour **Productivity Index per Hour**, made available by Pordata - Contemporary Portugal Database, is an indicator of the competitiveness of an economy, that is based on GDP (Gross Domestic Product) in PPS*, current prices in a certain year divided by the number of hours worked in that year. Portugal has one of the lowest figures in the EU27 + United Kingdom (UK). In 2019, Portugal ranked 20th in this group of countries and generated 27,2 units of wealth in PPS*, which represents 66.5% of the EU27 + UK average. Productivity is one of the most important challenges that Portugal has to overcome and the digitalization of the economy can be a step forward in this process. According to Pedro Brinca, in his book "How the Portuguese work", Portugal has great potential for the dissemination of automation. This is due to the fact that a high number of repetitive tasks are recognized in various sectors of activity, which could be replaced by existing technology. Examples include the manufacturing sector or the wholesale and retail trade activities, that present a potential for automation with existing technology of 69% and 55%, respectively

Figure 1 - Ranking of the most productive countries in 2019 in the EU27 + United Kingdom



Source: Pordata

*PPS - Purchasing Power Standard, a unit of measurement that allows for the comparison of welfare or expenditure levels between countries, eliminating the difference in price levels that naturally exist between countries.

Digital presence in tourism in Aveiro

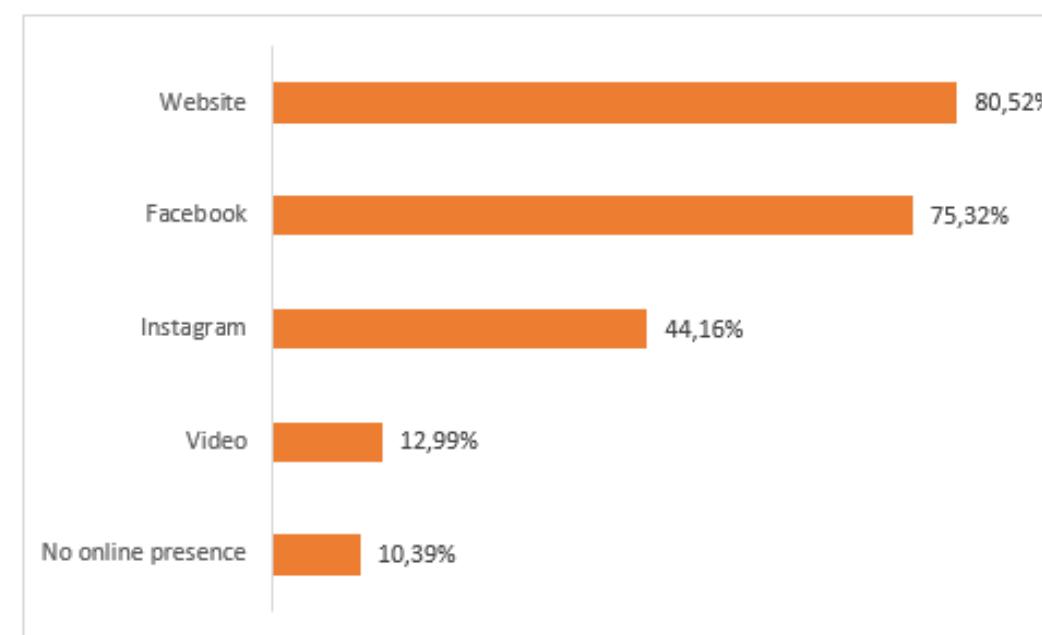
Social media has established itself as a tool for low-cost tourism promotion, high visibility and quick and positive results. Several factors are pointed out as fundamental for a successful tourism promotion, and it is of utmost importance for tourism promoters to understand the main motivations that guide potential customers when choosing a destination or product (Arruda, 2014).

Arruda (2014) points out that, among the influencing factors, it is possible to highlight the identity, trust, loyalty and recognition of a tourism brand as the most important to be considered at the time when the decision is made to use social networks as a promotion strategy.

The objective is to convince customers by satisfying their motivations through these digital strategies.

According to the study of the the Tourist Investment Support Centre of Turismo Centro de Portugal, the region of Aveiro has 6.98% of the tourist enterprises (hotels, rural tourism and camping) of Centre of Portugal. The same study presents the region of Aveiro with a strong digital presence, where only about 10% of the tourist enterprises do not have online presence. The preference of the tourist enterprises of the region of Aveiro goes to the creation of the webpage (80.52%) and facebook (75.32%) of the company. There has also been a growth in the number of Instagram pages (44.16%) as an online image of the enterprises.

Figure 1 - Digital presence of tourist enterprises (companies) developments in the region of Aveiro



Source: Tourist Investment Support Centre of Turismo Centro de Portugal

To learn more about the Aveiro Labour Observatory: <http://observatoriodoemprego.web.ua.pt/>

To learn more about the Urban Innovative Actions: <https://www.uia-initiative.eu/en/uia-cities/aveiro>

To learn more about the project: <https://www.aveirotechcity.pt/pt/atividades/observatorio-do-emprego>

Would you like to receive more information? Register and receive the newsletters: observatoriodoemprego@ua.pt

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