



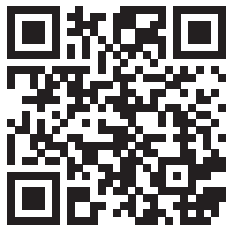
Tourism and hospitality jobs of the future

AI adoption with a human-centric approach



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INTRODUCTION



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Introduction

With the advent of the pandemic, the hospitality industry has just begun to move towards a full recovery. Although graduates and professionals have been discouraged from working or training in the sector, there have been noticeable efforts to revive employment since the half of 2020, when the first signs of gradual growth appeared.



The global tourism experienced a 4 percent upturn in 2021, recording a value of USD 415 million, up 15 million from the previous year.

The global tourism experienced a 4 percent upturn in 2021, recording a value of USD 415 million, up 15 million from the previous year. However, international tourist arrivals are still 72 percent below pre-pandemic levels in 2019.¹ As lockdown restrictions have been lifted across the globe, people started to travel and go out again, while increased sanitation standards have provided a greater sense of safety and security. Hotels, restaurants and other leisure facilities have made significant efforts to address this 'new normal' and have taken steps to benefit both staff and guests.

Although many hotels and resorts have transformed their business models and introduced breakthrough innovations forced by digital acceleration in the post-Covid-19 era, the human touch and personalization remain underutilized. As a result, the professions, and especially frontline positions that interact directly with customers, have fallen behind in adapting to these new conditions.

Hospitality jobs of the future will involve more application management and troubleshooting skills than traditional roles. Coding, data analytics, social media management, digital marketing, content creation and SEO are gaining increasing popularity in the sector, and mastering them will determine success and ensure a competitive advantage in the new era of digital travel.

Hotel managers have just started experimenting with artificial intelligence and virtual reality to improve their operations and deliver memorable guest experiences. The latter will prevail as travelers become more conscious of their spending due to the crisis and expect customized solutions instead of one-size-fits-all holidays.²





Section 3

What the future holds in talent acquisition

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