

# DIGITAL JOBS IN TOURISM ARE IN DEMAND



According to experts, the new digital talent is defined by its way to perceive changes as challenges. The skills and abilities will be what sets them apart from the rest, with very solid knowledge as a basis and the tools they have obtained in their education, but the skill set will be what pushes them forward.

The digital jobs in tourism with more demand in the future could be divided into three large groups:

## To attract customers and gain loyalty

- Branded Content Specialist, also known as the silent seller;
- Community Manager or Social Media Specialist;
- SEM/SEO Specialist;
- Affiliate Marketing Specialist;
- CRM Manager. One of the most demanded in any industry - a hybrid between marketing technologist and marketing expert.

## To optimize the experience

- Virtual Reality Developer;
- Service Designer. A key position in charge of analyzing demand and competition.

## To predict behaviors

- Data Scientist. Works with the CRM Manager to make decisions based on data and provides value through that data.

## How to face changes

Miguel Flecha, general director and spokesperson of Accenture Travel Europe has come to two solutions in regard to automation and how it can affect tourism employment: the cooperation between key actors, and the exchange of knowledge.

In his opinion, technology will generate employment, but a different kind, and we have time to prepare for it because this employment transformation will happen in 10 or 15 years, and requires specialization and training.

Those that do not adapt will be left out. That is why his proposal is “to anticipate and generate opportunities for people in a renewal of skills and roles; promote collaboration between key actors, so that, for example, public administrations help SMEs; and building coalitions of organizations for the exchange of knowledge”.

The expert offers three tips to face the great changes ahead: **“Accelerate experiential learning; change the focus of institutions towards the individual, and empower the most vulnerable learners”**.

In fact, Meliá Hotels, Marriott International and Accor already use the technology to make easier for

their employees to access career opportunities that are presented within their job offerings, depending on their profile.

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