TVET in KOREA
Hospitality & Tourism

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Labor Market Trend

Digital, Green Transition

How will digital & green transition bring about changes in the labor market and the way humans work?

Similar effects compared to past changes or entirely new ones?

https://kr.trip.com/blog/simple-ways-to-be-a-green-traveler/

Production

https://www.travelforsenses.com/first-robot-hotel-opens-in-nagasaki-japan/

Service Method

https://www.bu.edu/bhr/2021/10/04/digital-transformation-in-the-hospitality-industry/

Consumption Patterns

Labor Market Trends in Digital/Green Transition
Technological Advancement & ESG Management

Trend

Digital Technology

- Digital Reservations and Check-in

- IoT (Internet of Things) Technology

- Artificial Intelligence (AI) Technology

- Virtual Reality (VR) and Augmented Reality (AR)

- Data Analysis and Personalization

https://www.nomadicmatt.com/travel-blogs/smartphones-for-travel/

Labor Market Trends in Digital/Green Transition

Technological Advancement & ESG Management

Trend

ESG Management

- Global Trends in Environmental Regulations

- Energy management

- Environmental policy enforcement

- Recycling program operation

https://www.holidaycalendar.io/holiday/international-mother-earth-day

Labor Market Changes : Hospitality & Tourism

Trend

Labor Market
Hospitality & Tourism

- Enhancement of Technological Skills

- Enhancement of Sustainability Capabilities

- Customer Experience Management

- Data Analysis and Intelligence

TVET Trends in Digital/Green Transition

01 **Adapting to evolving needs of the industry**

02 **Promotion of Competency-based Education**

- **Digital and Technological Competencies**

- **Sustainable Tourism Practices**

- **Practical Training and Industry Collaboration**

- **Soft Skills Development**

- Simple acquisition of Knowledge and skills

    → ability to apply them in real work

    situations and utilize them effectively

- Written exam testing knowledge and

    understanding **→ Performance assessment**

    of ability to fulfill Required roles effectively

Acting on New Industrial Demands (Korea)

Industrial Skills Councils (ISCs)

To Represent Industrial Circles

- members from industry-specific organizations and associations (employer associations), enterprises and worker groups

To Gather opinions from the industry on major issues in national skills development

To Assess industrial demand and incorporate it into vocational skills development training

Tourism-Leisure Industrial Skills Council

관광·레저산업 인적자원개발위원회
Tourism & Leisure Industrial Skills Council

To Represent the sectors including
Hotels / Condominiums / Travel / MICE / Amusement Parks and attractions / Casinos Etc.

To Conduct a survey on job transformations in the hospitality industry

Field Trend Research

Develop Competency Standards

Vocational Education and Training

Factors influencing Labor Market

Accommodation Industry for the next 3yrs

Changes in the Environment

	Demographic structure	Pandemic	Travel Behavior	Life Style	Digital Transformation	Automation (AI)	Household Consumption Decline	Eco-friendly interest
total	9(21.4)	4(9.5)	7(16.7)	4(9.5)	9(21.4)	4(9.5)	3(7.1)	3(4.8)
5 Star	4(26.7)	2(13.3)	2(13.3)	-	3(20.0)	1(6.7)	1(6.7)	2(13.3)
4 Star	1(8.3)	2(16.7)	2(16.7)	2(16.7)	4(33.3)	1(8.3)	-	-
Resort	4(26.7)	-	3(20.0)	2(13.3)	2(13.3)	2(13.3)	2(13.3)	-

*total N=42 / 5 Star N=15 / 4 Star N=12 / Resort N=15

- Total : Demographic Structure = Digital Transformation(21.4%) > Travel Behavior (16.7%)

- 5 Star Hotels : Demographic Structure(26.7%) > Digital Transformation(20%) >

  Pandemic = Travel Behavior = Eco-friendly interest (13.3%)

- 4 Star Hotels : Digital Transformation(33.3%) > Pandemic = Travel Behavior = Life Style(16.7)

- **The interest in automation(AI) raises the issue of the changes of the tasks in the HR**

Prospects for hotelier task
Accommodation Industry for the next 3yrs

Is it promising?

	Very Unpromising	Unpromising	Neither/Nor	Promising	Very Promising	Average (/5.0)	Ranking
Front Office	2(14.3)	1(7.1)	2(14.3)	7(50.0)	2(14.3)	3.42	
Housekeeping	3(21.4)	-	5(35.7)	5(35.7)	1(7.1)	3.28	
F&B Service	1(7.1)	2(14.3)	5(35.7)	4(28.6)	2(14.3)	3.28	
Banquet Service	-	3(21.4)	3(21.4)	6(42.9)	2(14.3)	3.50	
Culinary Arts	-	2(14.3)	5(35.7)	3(21.4)	4(28.6)	3.64	3
Maintenance	-	1(7.1)	4(28.6)	5(35.7)	4(28.6)	3.85	2
Facility Management	1(7.1)	3(21.4)	6(42.9)	2(14.3)	2(14.3)	3.07	
Administration	-	1(7.1)	10(71.4)	2(14.3)	1(7.1)	3.21	
Sales/Marketing	-	2(14.3)	2(14.3)	5(35.7)	5(35.7)	3.92	1

*total N=14

- Sales/Marketing → the issue of data collection/analysis/use for the Post-Covid19 customer needs

- Culinary Arts → the most difficult field for companies to supply and demand for manpower

- Maintenance → needing professional manpower in the field of ESG management

Knowledge & Skill Change in Task Completion
Accommodation Industry for the next 3yrs

Will the knowledge necessary to complete the task change?

	Not changing at all	Little Change	Partial Change	Mostly Changing	Complete Change	Average (/5.0)	Ranking
Front Office	1(7.1)	5(35.7)	2(14.3)	3(21.4)	3(21.4)	3.14	
Housekeeping	2(14.3)	5(35.7)	5(35.7)	1(7.1)	1(7.1)	2.57	
F&B Service	1(7.1)	2(14.3)	6(42.9)	3(21.4)	2(14.3)	3.21	3
Banquet Service	1(7.1)	2(14.3)	7(50.0)	3(21.4)	1(7.1)	3.07	
Culinary Arts	1(7.1)	4(28.6)	5(35.7)	3(21.4)	1(7.1)	2.92	
Maintenance	1(7.1)	2(14.3)	5(35.7)	1(7.1)	5(35.7)	3.50	2
Facility Management	1(7.1)	4(28.6)	3(21.4)	3(21.4)	3(21.4)	3.21	
Administration	1(7.1)	2(14.3)	6(42.9)	4(28.6)	1(7.1)	3.14	
Sales/Marketing	1(7.1)	1(7.1)	3(21.4)	6(42.9)	3(21.4)	3.64	1

*total N=14

- The tasks requiring knowledge changes in the accommodation industry :

  Sales/Marketing(3.64) > Maintenance(3.50) > F&B Service(3.21)

- The F&B Service area is expected to introduce technologies such as robots and kiosks → the issue of

  human-machine cooperation will be raised in the field

Knowledge & Skill Change in Task Completion
Accommodation Industry for the next 3yrs

Will the skill necessary to complete the task change?

	Not changing at all	Little Change	Partial Change	Mostly Changing	Complete Change	Average (/5.0)	Ranking
Front Office	1(7.1)	1(7.1)	3(21.4)	5(35.7)	4(28.6)	3.71	1
Housekeeping	2(14.3)	2(14.3)	6(42.9)	2(14.3)	2(14.3)	3.00	
F&B Service	1(7.1)	3(21.4)	5(35.7)	3(21.4)	2(14.3)	3.14	
Banquet Service	1(7.1)	4(28.6)	6(42.9)	2(14.3)	1(7.1)	2.85	
Culinary Arts	1(7.1)	3(21.4)	4(28.6)	5(35.7)	1(7.1)	3.14	
Maintenance	1(7.1)	3(21.4)	6(42.9)	1(7.1)	3(21.4)	3.14	
Facility Management	1(7.1)	5(35.7)	4(28.6)	2(14.3)	2(14.3)	2.92	
Administration	1(7.1)	2(14.3)	6(42.9)	3(21.4)	2(14.3)	3.21	3
Sales/Marketing	1(7.1)	2(14.3)	3(21.4)	5(35.7)	3(21.4)	3.50	2

*total N=14

- The tasks requiring skill changes in the accommodation industry :

  Front Office(3.71) > Sales/Marketing(3.50) > Administration(3.21)

- Additionally, the survey on changes in job domains revealed that maintenance, sales/marketing, and F&B services are areas where auxiliary tasks are decreasing while core tasks are being strengthened.

Competency-based Curriculum Development
: *Korean experience*

[Project]
Hotel Academy
Development
2 0 1 4 - 2 0 2 2

Participants

Ministry of Culture, Sports and Tourism

KRIVET — Korea Research Institute for Vocational Education & Training

한국관광공사
KOREA TOURISM ORGANIZATION

한국호텔업협회
KOREA HOTEL ASSOCIATION

Competency-based Curriculum Development
: Korean experience

Background 1

Job Scarcity & Labor Shortage

- Students employed in hotels without a proper understanding of the actual job → high turnover rate.

- Hotels providing retraining,

  after hiring personnel,

  the employees lacking practical skills

  and the competencies.

https://www.addictioncenter.com/community/hospitality-workers-job-loss-and-covid-19-related-addiction/

Competency-based Curriculum Development
: Korean experience

Background 2

Gap between Theory & Practice

- Gap between theoretical education and practical industry demands

- → resulting in a *mismatch between classroom learning and on-the-job requirements*.

Theory & Practice in Hotelier Track

Theory
Practice

90% University
70% 2 year College (professional)
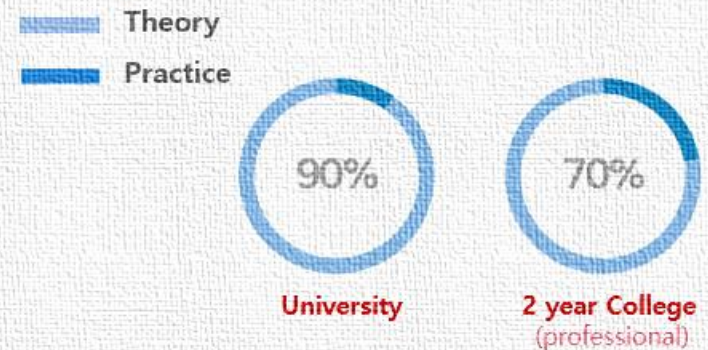
Job Requirements in HOTEL Industry

Fieldwork Experience
82.9%

Foreign Language
60.5%

Competency-based Curriculum Development
: Korean experience
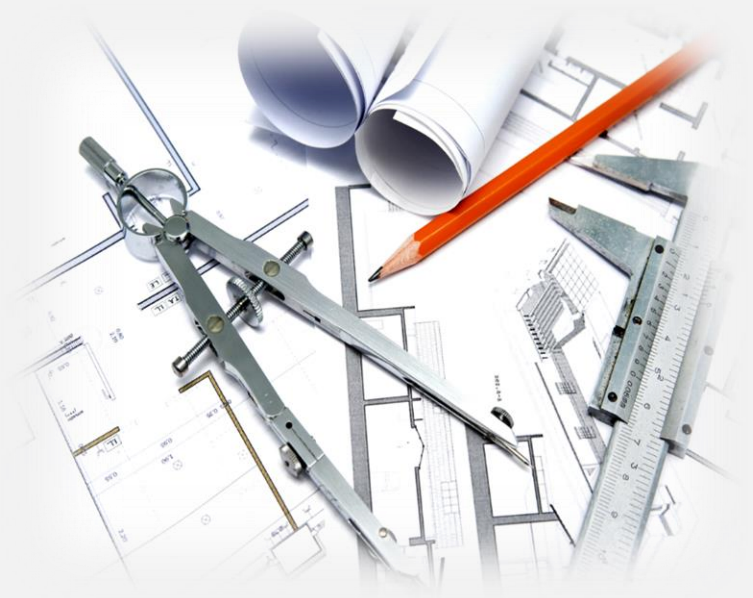
Objective

To Address the issue of

- Job Scarcity, Labor Shortage and Mismatch between classroom learning and on-the-job requirements

through...
Practical & competency-based education and training

Competency-based Curriculum Development
: Korean experience

Project Process Summary

Role-play

Observation

Scenario-based performance

> **Analysis of industry competency demand and NCS competency units**

> **Establishment of assessment criteria and criteria for excellent performance**

> **Curriculum development**

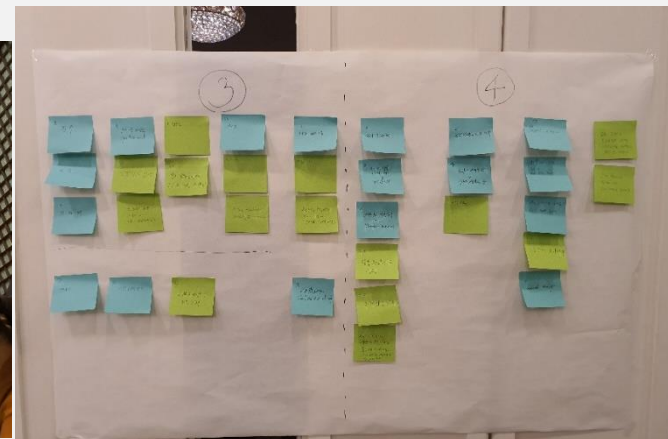> **Education and training, as well as competency assessment**

[Project]
Hotel Academy
Development
2 0 1 4 - 2 0 2 2

Competency-based Curriculum Development
: Korean experience

Competency-based Curriculum Development

Responding to industrial demand

Hotel practitioners and education training experts engaged in discussions and deliberations to derive core competencies and educational content.

[Project]
Hotel Academy
Development
2014 - 2022

Competency-based Curriculum Development
: Korean experience

Competency Assessment