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## Desk Research Report

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### KA2 - Cooperation for innovation and the exchange of good practices Partnerships for creativity



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### 1. Introduction

On the grounds of Heritage Tourism acting as a fundamental part of cultural heritage and sustainable tourism making up almost 40% of tourism revenues globally, a wide list of digital initiatives have been taken during the last few years. In particular, advanced technologies (such as 360o photo, Augmented Reality, 3D scanning, etc.) in conjunction with hybrid skills (i.e. technical and non-technical) of businesses' digital transformation have been providing endless possibilities in the field of cultural tourism towards enriching tourists experiences based on cultural heritage. Indeed, there are several examples revealing that heritage tourism is increasingly moving towards a new digital era. However, the COVID-19 crisis has a massive impact on the tourism-related cultural sector, having shone a light both on the challenges endured by people working in the sector and on how cultural life is weakened by the global lockdown (Compendium of



Cultural Policies & Trends, 2020). In fact, the pandemic crisis jeopardizes the most crucial parts of cultural tourism (UNESCO, 2020). With almost 13% of museums being under the threat of never re-opening, more than 80% of UNESCO World Heritage properties being locked and most people working on tourism-related jobs being currently unemployed, the need to move towards digitization becomes even more urgent. To that end, new skills are being required among the professional profiles of culture and tourism. It is thus rational for young people seeking job opportunities in the heritage tourism sector to be more equipped with digital competences to form a more resilient tourism workforce (UNWTO, 2020).

## 1.1. Project objectives

The project aims at empowering young people in promoting Heritage Tourism resources through the development of their own skills in Digital Design for the digital transformation of heritage tourism. Moving towards a totally new era in cultural tourism that integrates the concept of digital heritage tourism into cultural life, young job seekers should be equipped with competences that allow them to differentiate themselves among a close and yet competitive industry. After the project completion, participants will be able to put their creativity into action being in position to map out digital content that promotes local culture and manage the tones of resources that cultural life offers (museum exhibits, local products, places to visit, local food, etc.) in an intuitive manner. Recent research has shown that the tourism sector has been turning into digitalised solutions towards the establishment of Smart Tourism. The objective is to lead creativity and innovation in tourism, while contributing to new destination configurations (Dredge, et. Al., 2018). In fact, the Digital Heritage Tourist definition has recently appeared under the scope of tourists visiting a place (museum, location, etc.) virtually instead of physically, having the entire tourist experience in a digital manner.



However, after COVID-19 outbreak, global tourism is brought to a standstill, with millions of people looking for cultural experiences from their homes and with professionals being rather unprepared for the lockdown and with their hands tied in the context of a travel-less world. On the other hand, youth play a significant role in all action plans to limit the impact of the crisis, while they are among the most vulnerable groups being the main victims of the aftereffect of the pandemic (Rojo, 2020). Therefore, with youth unemployment being increased by 0.8% within the first month of the crisis (March-April 2020) and with Heritage Tourism being at stake and turning to digital solutions to survive, there is an urgent to equip young people with digital competences in order to overcome unemployment and support heritage sustainable development.

## 1.2 Project Target group

The main target groups of this project are:

- Young adults that already have working experience in heritage tourism or are interested in promoting heritage tourism
- Young adults that are interested in improving their digital competences
- Youth workers
- Youth training organizations
- Tourism organizations
- Organisations related to the creative/cultural industry
- NGOs or other organizations/authorities taking initiatives towards sustainable development
- Digital designers/Digital design/e-Learning companies
- Policy makers



## 2. National Report

National Reports are the official documents by which countries report information and research data useful to the development and delivery of a project. Used collectively, National Reports can draw the picture of the overall context of the project.

### 2.1 The objectives of the Report

The main objective of the reporting phase of the project is to cumulate research data and useful information about the partners' countries, in order to draw the picture of the overall context of the project. This phase can help making clear the general objectives of the project and what are the needs, trends, and issues to be considered during the whole project development.

In this case, the aspects to be considered during the research phase, that will then be used as research questions for the national report writing, are: the unemployment statistics in the partners countries in the tourism sector; the number of people who have actually conducted tourism and cultural heritage studies in the country; data of employed people in the tourism and cultural heritage sector; what study programmes the country offers in the tourism sector; what issues concern this field nowadays and the people involved in it; how the Covid context has affected the tourism sector and the people involved.

### 2.2 The methodology

The methodology approach used for this desk research is mainly based on researching quantitative data using web-based sources and governmental documents. Since the objective of the research is mainly to draw the picture of the overall context of the project, in terms of tourism trends, needs and practices as well as data on youth unemployment and trends, websites such as VisitBritain, Gov.uk, and UNESCO will be the main sources of documentation.



## 2.3 The results (questions)

1. What are the main areas that tourism-related training programmes/curricula your country focus on?
2. Are there any training programs that promote digital upskilling in the Tourism sector in your country? If so, please describe (title, provider, objectives, focus areas).
3. What are the main problems of the tourism sector in your country? (If any)
4. Do young people in the tourism sector face any challenges or obstacles when looking for a job?
5. What has been the response of the tourism sector in your country to the Covid-19 travel restrictions?
6. What has been the response of the tourism sector in your country to the Covid-19 unemployment?
7. What is the level of digital knowledge in your country among young people (18-29)? Which digital tools do they use the most and for what purposes?
8. Please look for examples (practices, projects, tools, etc.) implemented in your country that promote digital solutions for the safeguarding of Heritage Tourism.
9. What kinds of thematic tourism are present in your country?
10. What kinds of thematic tourism could be developed in your country?

### 1. What are the main areas that tourism-related training programmes/curricula your country focus on?

Tourism degrees will provide students with the fundamental knowledge of the tourism industry, preparing for exciting jobs in the field of tourism. With a Bachelor of Tourism, students will learn the business and management principals of tourism in all forms, such as ecotourism, luxury, as well as sustainable business practices<sup>1</sup>. The main findings are that the aims of the tourism-related courses in UK are substantially vocational and

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<sup>1</sup> <https://www.bachelorstudies.com/Bachelor/Tourism/>



business orientated, that most courses include common areas of knowledge and that there is a range of opinion about the need for a common core body of knowledge. These findings contribute to the suggestion that there is a commonality around the tourism courses with a business focus but that there is less agreement about the courses that do not have this focus.

Undergraduate travel and tourism degrees can be studied as standalone qualifications or combined with other subjects. For example, travel and tourism programmes often overlap with hospitality courses or can be taken in conjunction with business-related subjects such as finance, accounting, management or human resources (HR). Travel and tourism degrees are also often combined with language courses such as French, Spanish or Italian<sup>2</sup>.

Coventry University, Ulster University and the universities of Derby, Strathclyde, Sunderland and Westminster rank highly for travel and tourism programmes in university league tables. These institutions provide some of the following courses:

- Coventry University - BA Tourism and Hospitality Management.
- Ulster University - BSc International Travel and Tourism Management.
- University of Sunderland - BSc Tourism and Aviation Management, BSc Tourism Management.
- University of Westminster - BA Tourism with Business, BA Tourism and Events Management, BA Tourism Planning and Management.
- Bournemouth University, Liverpool John Moores University, the University of Birmingham and the University of Surrey also rank well for undergraduate travel and tourism degrees<sup>3</sup>.

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<sup>2</sup> [https://www.academia.edu/17501344/The\\_content\\_of\\_tourism\\_degree\\_courses\\_in\\_the\\_UK](https://www.academia.edu/17501344/The_content_of_tourism_degree_courses_in_the_UK)

<sup>3</sup> <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors/leisure-sport-and-tourism/travel-and-tourism-courses>



Generally, the subjects associated with a tourism-related degree are Economics of tourism, Marketing for tourism, Transport: challenges and issues, Management theory and practice for hospitality, travel and tourism industries, Sustainable tourism, Transport economics and policy<sup>4</sup>.

**2. Are there any training programmes that promote digital upskilling in the Tourism sector in your country? If so, please describe (title, provider, objectives, focus areas).**

According to the World Travel and Tourism Council (WTTC), tourism accounted for 10.4% of global GDP and 313 million jobs or 9.9% of total employment in 2017 (WTTC, 2019). Clearly, these figures have changed in 2020 as Covid-19 severely impacts employment statistics within the tourism industry. However, during a post-Covid environment, as employment steadily returns and as digital connectivity of populations has increased significantly, the necessity for digital skills became increasingly important. The need to virtualise work thanks to Covid-19 has accelerated digital transformation, and deepened differences of digital skills gaps across people and corporations. This indicates that a big number of employees require new digital skills within the workplace via in-house training and people got to improve their digital skills before entering the industry. Digitalisation of tourism services is changing the structure of the industry by altering barriers to entry, facilitating price comparison, revolutionising distribution channels through the web, optimising costs and improving production efficiency (Assaf and Tsionas, 2018).

According to Abou-Shouk et al. (2013), the tourism industry has become the most important category of products and services sold over the web. The most important future digital skills reported by respondents include online marketing and communication skills, social media skills, MS Office skills, operating systems use skills and skills to watch online reviews. The largest gaps between the present and therefore the future skill levels were identified in AI, robotics skills, AR and VR skills. However,

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<sup>4</sup> <https://www.theuniguide.co.uk/subjects/tourism-and-travel>





these skills, alongside computer programming skills, were considered also as the least important digital skills for tourism and hospitality employees in the future.<sup>5</sup>

In terms of digital upskilling, there are many options available in UK, that support companies in their digital journey to learn how to better use technology and make their time more efficient. VisitScotland or VisitBritain for example, offer digital trainings like this, especially in response to Covid-19. Some of these training courses are: WorldHost customer service training, HIT customer service training, cyber security and others.<sup>67</sup>

### 3. What are the main problems of the tourism sector in your country? (If any)

UK's fastest growing sector that currently employs 3 million workers and contributes over £130bn to the country's economy is tourism, according to a UK Parliament report. This economic sector is greatly developed and represents the sixth largest tourism industry in the world based on value. London, Europe's most visited city, counted almost 20 million overseas visitors in 2017, with, (followed by Edinburgh with 2 million visitors). A big share of overseas tourists visiting the UK come from the EU (67%), with a high percentage coming from France, Germany, Spain and The Netherlands.

The UK tourism and hospitality sectors are dependent on EU migrant workers, who represent 12%-23% of the industry's workforce. As the tourism sector continues to grow, it is estimated that there will be a need for an additional 62,000 workers per annum in order to meet growing demand. While the United Kingdom and European Union continue negotiations about the post-Brexit relationship, critical issues that will influence the future of British tourism are emerging. Since EU countries are fundamental to the industry, both in terms of workforce and overseas visitors, key questions arise as to how the post-Brexit environment will appear, specifically in relation to the freedom of movement, labour, and aviation agreements<sup>8</sup>.

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<sup>5</sup> Carlisle, S., Ivanov, S. and Dijkmans, C. (2021), "The digital skills divide: evidence from the European tourism industry", Journal of Tourism Futures, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JTF-07-2020-0114>

<sup>6</sup> <https://www.visitscotland.org/supporting-your-business/digital-skills>

<sup>7</sup> <https://www.visitbritain.org/business-advice/find-training>

<sup>8</sup> <https://www.touristengland.com/media-center/impact-of-brexit-on-tourism-industry/>



#### 4. Do young people in the tourism sector face any challenges or obstacles when looking for a job?

The UK is the world's 7th most popular tourist destination; this is why it is not unexpected that this sector creates many job opportunities. These UK tourism employment statistics show the importance of tourism for employment. Since 2010, tourism has been the fastest-growing sector for UK employment, counting for 11.9% of all jobs and it is believed that by 2025, the industry will be worth over £257 billion. Travel and tourism surpassed financial services (8.9%) and banking (3.4%) as the fastest developing sector in the UK.<sup>9</sup>

Nonetheless, according to the All-Party Parliamentary Group (APPG) for Youth Employment, a great number of young people still face obstacles to employment; also, there too many young people are 'hidden' from the official statistics. (These are generally young people who are NEET (not in education, employment or training) and not claiming any welfare support.); New policy and funding models can create perverse implications for social mobility; young people far from the labour market face many barriers resulting in a struggle to complete programmes with pre-determined markers for achievements.

The government's greatest ambition is to have zero youth unemployment. However, according to Impetus PEF<sup>10</sup> young people who spend 12 months or more NEET are becoming more and more.

Evidence estimates that young people who are furthest from the labour market have generally one or more major barrier to employment. These comprise but are not limited to: disability, mental health issues, low education attainment, homelessness, care leavers, carers, a criminal record and low aspirations. Unfortunately, young people cannot be expected to make good and sustained progress into employment, education or training, if they don't first overcome these barriers.

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<sup>9</sup> <https://www.condorferries.co.uk/uk-tourism-statistics>

<sup>10</sup> <https://www.impetus-pef.org.uk/policy>

What is needed is a personalised support for young people who are hidden or furthest away from the labour market. This could make them more likely to progress in their employment journey. The mentioned support may be represented by a key worker, non-formal training or a supported work experience.<sup>11</sup>

Statistics Canada shows that the share of youth employment in Travel & Tourism in UK is 27.8%, followed only by US (29.4%) and Canada (32.4%). The youth (15-24) economy unemployment rate in UK in 2017 instead was 12.1%.<sup>12</sup>

## 5. What has been the response of the tourism sector in your country to the Covid-19 travel restrictions?

To draw a general overview of Covid-19 impact on UK' tourism, here's some statistics:

- From 6,804,900 in February 2020 to 112,300 in April 2020, monthly air passenger arrivals to the UK saw a reduction of 98.3%.
- London saw the largest decrease in room occupancy of any English region from 2019 to 2020, with only 20% of rooms occupied in July 2020 compared with 90% in the same month in 2019.
- Accommodation and travel agency businesses saw the highest decline in turnover during the first UK lockdown, falling to 9.3% of their February levels in May 2020.
- In travel and tourism industries overall, the number of people aged 16 to 24 years experienced the greatest fall in employment than any age group between Quarter 3 (July to Sept) 2019 and Quarter 3 2020.<sup>13</sup>

<sup>11</sup> <https://www.youthemployment.org.uk/dev/wp-content/uploads/2018/01/Those-Furthest-From-The-Labour-Market-Youth-Employment-APPG-Report-L.pdf>

<sup>12</sup> [file:///Users/rosaamaro/Downloads/Social\\_Impact\\_Generating\\_Jobs\\_for\\_Youth\\_Jan\\_2019.pdf](file:///Users/rosaamaro/Downloads/Social_Impact_Generating_Jobs_for_Youth_Jan_2019.pdf)

<sup>13</sup> <https://www.ons.gov.uk/businessindustryandtrade/tourismindustry/articles/coronavirusandtheimpactontheuktravelandtourismindustry/2021-02-15>



As mentioned before the UK tourism industry became one of the country's fastest growing sectors, expected to reach £257bn by 2025. But that was before the global COVID-19 pandemic happened.

The industry is now set to lose £37bn this year alone, according to VisitBritain, with a drastic fall in visitor numbers both from overseas and the domestic market. Hospitality and leisure SMEs in the sector have been the worst affected by the pandemic, losing 54% of their monthly business income, according to research from Aldermore.

For many, the impact of quarantine measures for overseas visitors meant that 2020 had been all but written off. Since March, inbound tourism has generated very little revenue, if compared to last year, when it was worth £28bn to the UK economy. With the reduction of lockdown measures marking an important step in the reopening of hospitality, travel and leisure businesses, hotels, holiday parks, restaurants and attractions will have the opportunity to benefit from domestic tourism. However, they will still experience many challenges in complying with the strict COVID-19 health and safety regulations.<sup>14</sup>

VisitBritain, the national tourism agency, has as objective to drive immediate tourism recovery from the COVID-19 pandemic by building back visitor spend as quickly as possible and supporting the recovery of the industry. One of their most important goal is to ensure that tourism returns to be once again one of the most successful sectors in the UK economy. In order to do that, multiple policies and strategies have been put in place. As it's known, COVID-19 created challenges but also opportunities as it became clear early on that "business as usual" will not be "business as before". That is why a new "people's strategy" has been created to help every member of the organisation to become more resilient and diverse, develop their skills and maximise their wellbeing at work. Expertise, passion and time was spent to develop this strategy with the support of the Diversity and Inclusion networks and the Vision Implementation Group. This people strategy faces towards the future, is ambitious, but also practical and deliverable.

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<sup>14</sup> Tourism in the UK - post covid. (2020). ICAEW. <https://www.icaew.com/technical/business-and-management/business-and-management-faculty/business-and-management-magazine/bam-july-august-2020/tourism-in-the-uk-post-covid>



The UK government is also developing a new plan to recover the tourism sector from the Covid-19 pandemic. Central in this plan are the creation of a new rail pass and vouchers for popular tourist attractions. This will aim to bring domestic tourism to its pre-pandemic levels by 2022 and international tourism by 2023.

The National Lottery in autumn 2021 will launch a £10 million voucher scheme where players will have the chance to redeem their vouchers at tourist attractions across the UK between September 2021 and March 2022; this will encourage domestic trips beyond the summer season.

“Staycationers” also will get a great opportunity to travel: a Rail Pass indeed will be launched later this year, to make more sustainable for domestic tourists to travel across the country.

Another plan from the government includes a new focus on technology and data. Tourism data will be collected at the border to work how to support the sector and a tourism data hub to give the sector access to robust, accessible and timely data is also in the plans. This hub could help recording consumer trends in travel, and accordingly inform policy and marketing about new trends, create new policies and improve visitor experience.

Later this year, UK government is going to develop a Sustainable Tourism Plan. Its main aim is create further measures to reduce the impact of tourism on the environment whilst balancing the needs of local communities with the economic benefits generated by tourism.<sup>15</sup>

## 6. What has been the response of the tourism sector in your country to the Covid-19 unemployment?

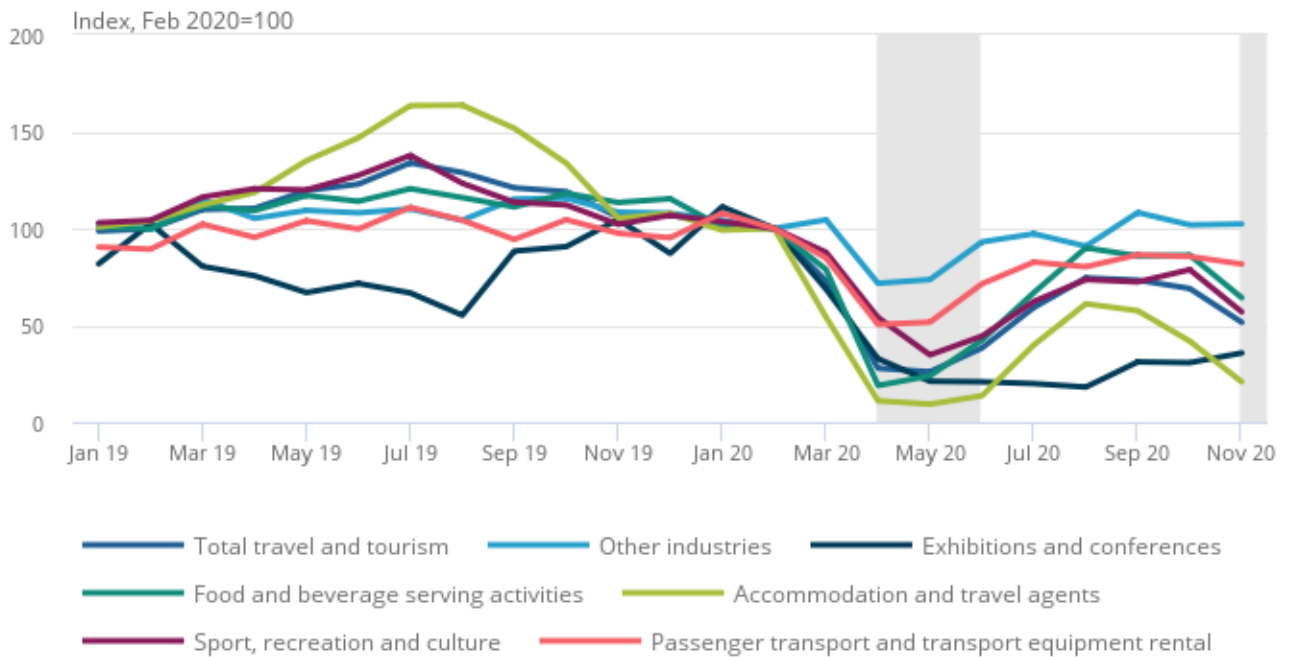
<sup>15</sup> <https://www.gov.uk/government/news/new-plan-to-drive-rapid-recovery-of-tourism-sector>



Turnover in travel and tourism businesses fell to its lowest level in 2020 in May, at just 26.0% of February levels, compared with 73.6% in all other industries. Accommodation and travel agency companies saw the greatest decline in turnover during the first UK lockdown, dropping to 9.3% of their February levels in May.

Figure 4: Turnover for travel and tourism businesses fell to 26.0% of February levels in May 2020

Turnover by industry, indexed (February 2020 = 100), non-seasonally adjusted, UK

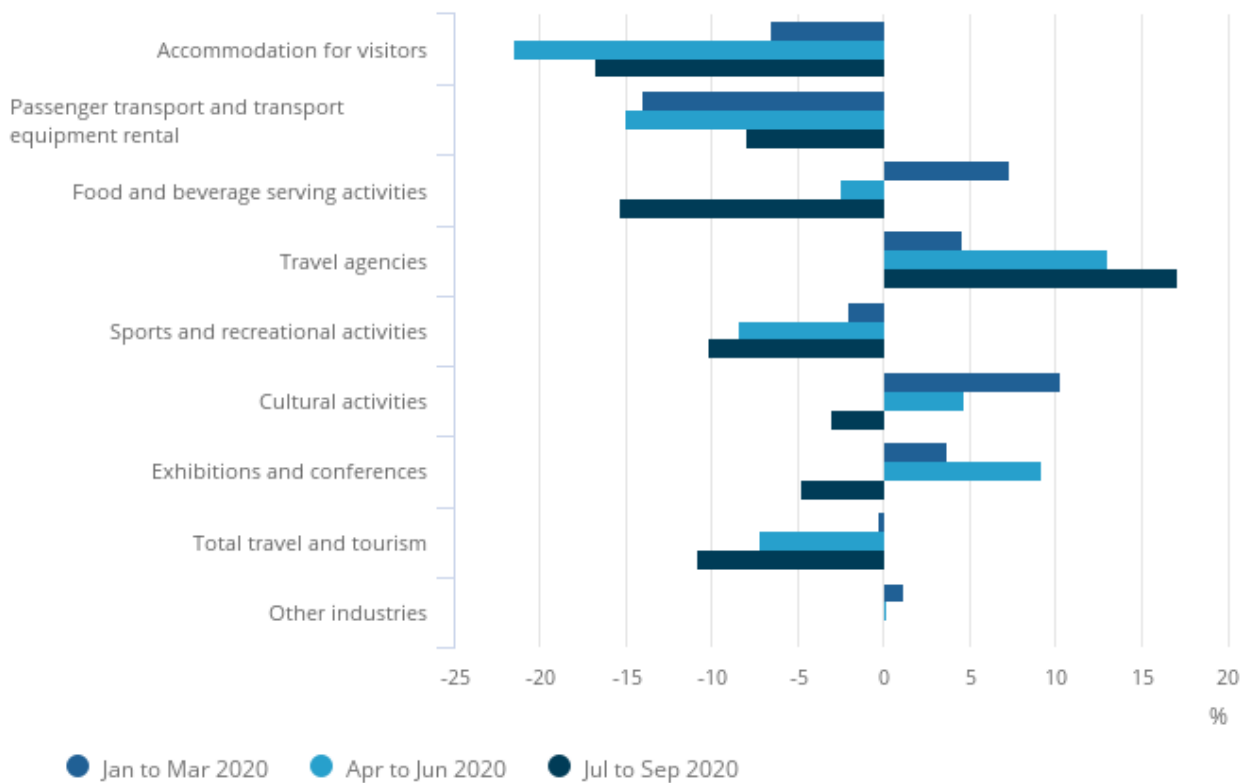


Source: Office for National Statistics - Monthly Business Survey

Quarter 2 (Apr to June) 2020, employment in accommodation for visitors fell by 21.5% compared with the same three months of 2019 (see chart below)

**Figure 6: Quarter 2 (Apr to June) 2020, employment in accommodation for visitors fell by 21.5% compared with the same three months of 2019**

Percentage change in number of people employed by industry of main job, quarter on same quarter of previous year, non-seasonally adjusted, UK



Source: Office for National Statistics - Labour Force Survey

Also, statistics show that people aged 25 to 34 years working full-time in travel and tourism industries, saw the largest turnover, only followed by people aged 16 to 24 years working part-time.

**Figure 8: The largest fall in employment was in people aged 25 to 34 years working full-time in travel and tourism industries**

Contribution to percentage change in number of people employed by industry of main job, age and working pattern, between Quarter 3 (July to Sept) 2019 and Quarter 3 2020, non-seasonally adjusted, UK



**Source: Office for National Statistics - Labour Force Survey**

Along with the great declines in employment, travel and tourism industries have also resulted to have higher rates of people on full or partial furlough leave. Even with the easing of restrictions in the summer of 2020, the percentage of the workforce on furlough leave in most travel and tourism industries was higher than in other industries, before increasing again in November in response to further lockdown measures.<sup>16</sup>

The main response from UK government to the tourism and travel industry's unemployment post Covid-19 pandemic has been a financial support scheme, called Universal Credit, a means-tested benefit for people of a working age on low income.

<sup>16</sup><https://www.ons.gov.uk/businessindustryandtrade/tourismindustry/articles/coronavirusandtheimpactontheuktravellandtourismindustry/2021-02-15#impact-on-the-labour-market-in-travel-and-tourism-industries>



Analysing official data from the Department for Work and Pensions (DWP), the BBC Shared Data Unit found that about 2.4 million fresh universal credit (UC) claims began last April and May during the first lockdown ; at least three in every five of those claims - about 1.4 million - remained open six months later; London, north and west Wales, north-east Yorkshire, Scotland and parts of Cumbria represent the main areas with the highest proportion of claims open six months later<sup>17</sup>.

### 7. What is the level of digital knowledge in your country among young people (18-29)? Which digital tools do they use the most and for what purposes?

Digital technology has changed global society, both in the workplace and at home. The continuing advances in digital technology and the importance of digital skills are increasing. In 2017, Lloyds Bank stated that 11.5 million people in the UK were lacking basic digital skills, while the Office for National Statistics reported 9 percent of people had never used the internet. Research indicates that age, disability, social class, income and the age at which people leave education are important indicators of internet use. In recent years, in order to improve digital skills in the UK, many measures have been introduced: for example, In 2014, a new computing programme of study for the national curricula was announced; while in 2017, the Government issued its UK Digital Strategy 2017, that affirmed that 90 percent of all jobs within the next 20 years "will require some component of digital skills". The UK Digital Strategy also included actions to reduce digital exclusion and improve digital skills; in 2015, Go ON UK produced the Basic Digital Skills Framework. This framework involved five main areas of digital capability and what these categories mean for both individuals and organisations. These five areas forming basic digital skills are:

- Managing information: Find, manage, and store digital information and its content.
- Communicating: Communicate, interact, collaborate, share and connect with others.

<sup>17</sup> <https://www.bbc.co.uk/news/uk-56127385>

- Transacting: Buy and sell goods and services; manage your finances; register and use digital government services.
- Problem Solving: Increase independence and confidence by solving problems and finding solutions using digital tools.
- Creating: Produce basic digital content to engage with digital communities and organisations.

As part of its Basic Digital Skills survey (based on 4,000 face-to-face interviews conducted in November 2016) Lloyds Bank found that 11.5 million people in the UK (21 percent) do not have basic digital skills. In terms of demographics, the report found that in 2017 age “continues to be a determining factor” in the possession of digital skills, noting that 29 percent of people aged 65 and over had no basic digital skills. In comparison, 97 percent of 15 to 24 year olds had basic digital skills.<sup>18</sup>

However, according to a recent study (March 2021) young people know digital skills will be important for their future careers, but at the same time many of them are unsure they have the more complex digital skills a workplace might require. The report indicated that 88% of young people think digital skills will be central for their future careers, and 62% said they have the basic digital skills employers might need, such as digital communication skills or use common software.

But when it comes to more complex digital skills, such as coding or using specialist softwares, only 18% of young people recognise to have these more advanced skills.<sup>19</sup> This can be a cause for uncertainty among young people when looking for a job.

## 8. Please look for examples (practices, projects, tools, etc.) implemented in your country that promote digital solutions for the safeguarding of Heritage Tourism.

<sup>18</sup>[https://www.legco.gov.hk/general/english/library/stay\\_informed\\_overseas\\_policy\\_updates/digital\\_skills\\_in\\_the\\_uk.pdf](https://www.legco.gov.hk/general/english/library/stay_informed_overseas_policy_updates/digital_skills_in_the_uk.pdf)

<sup>19</sup> <https://www.computerweekly.com/news/252498241/Young-people-dont-feel-they-have-advanced-digital-skills-for-work>



Digitalisation is changing the way people live, work, and travel, and has opened up new opportunities for tourism businesses to compete in global markets. Digitalisation is bringing unprecedented opportunities for tourism SMEs to access new markets, develop new tourism products and services, adopt new business models and processes, upgrade their position in global tourism value chains and integrate into digital ecosystems. Destinations, businesses and the wider tourism sector will need to fully embrace these new technologies to remain competitive, and to take advantage of the innovation, productivity and value creation potential.<sup>20</sup>

Although the digitalisation of the tourism industry is quite official, recent events have brought up the necessity to digitalise this economic sector in order to keep it alive and profitable. That is why one of the most recent trends in tourism concern Technology solutions for visitor attractions and experiences in a post-COVID-19 world. As part of a project initiated by DLP (Destination Leaders Programme), a small group of experienced tourism professionals have spent the last month looking at how different technologies can help visitor attractions and experiences in Scotland adapt and diversify in a post-COVID-19 world.

The result of this research is an interactive toolkit, designed to give attractions and experiences inspiration and ideas, as well as recommendations and solutions. This toolkit has been rolled out throughout Scotland in June 2020, in a series of webinars and communications with key industry partners and associations.<sup>21</sup>

Another important and practical initiative called Reproduction of Works of Art and Cultural Heritage (ReACH) and led by the Victoria & Albert Museum of the United Kingdom, aims to detail a roadmap for how museums can engage with these technologies, particularly in relation to scientific challenges such as the restoration and reconstruction of cultural heritage, as well as preserving memory in the case of fragile heritage.<sup>22</sup>

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<sup>20</sup> <https://www.oecd-ilibrary.org/sites/f528d444-en/index.html?itemId=/content/component/f528d444-en>

<sup>21</sup> <https://www.visitscotland.org/news/2020/technology-solutions-for-visitor-attractions>

<sup>22</sup> <https://en.unesco.org/news/cutting-edge-protecting-and-preserving-cultural-diversity-digital-era>



The nature of the innovation in the cultural heritage sector varies. Some projects are using technologies such as 3D documentation and imaging in innovative ways or settings. In other cases, techniques which are well-established in other fields are being applied in new ways in a heritage context.

Other examples demonstrate models employing creative methods to share expertise, promote professional development and stimulate engagement. The survey identified several projects which use existing or emerging technology to improve the accessibility of heritage assets and safeguard heritage against loss. Some of the most important recent projects to mention are:

- Historic England, part of a large project, MEMORI, involving 12 organisations in 10 countries, which aimed to develop a combined sensor and reader to measure common internal and external air pollutants which affect heritage assets;
- The Scottish Ten project's use of new 3D scanning technology to analyse and monitor ten sites across the world contributed directly to 2 sites (India's Rani-ki-Vav and Japan's Meiji Industrial Heritage) becoming inscribed by UNESCO as World Heritage Sites. It is also serving as a diplomatic tool, enabling countries from across the globe to collaborate and offering Historic Environment Scotland the opportunity to showcase its innovation internationally.
- The National Archives' (TNA) Archangel project is exploring the use of distributed ledger technology for digital archiving. Led by Surrey University, this interdisciplinary feasibility study is seeking to design, develop and evaluate transformational technologies and business models to ensure the long-term sustainability of digital public archives.

## 9. What kinds of thematic tourism are present in your country?

VisitBritain.com lists 10 categories of thematic types of tourism in UK. These are:

- **Traditional/Historic Britain:** for tourists who want to follow traditional or historic British itineraries, for example by enjoying a cup of afternoon tea, participating to a quirky festival, or visiting one of many British castles.



- **Sports and Leisure:** for sports attractions fans, From the Olympic Park to Wembley Stadium, UK really got it all.
- **Shopping tourism:** Home to iconic shopping districts like London's Oxford Street as well as thousands of independent shops and vintage markets, Britain's the perfect place to indulge in a little retail therapy.
- **Royal Britain tourism** is one of the most popular types of tourism in UK. A common example can be visiting her Majesty the Queen's iconic residence, Buckingham Palace.
- **Outdoor tourism:** From the idyllic sanctuaries of the Lake District to the brooding, legend-steeped Scottish Lochs – and so many ways to explore them – there's no country like Britain for a taste of the great outdoors. Whether on bike or on foot, it's possible to ravish the sprawling Welsh coast and wild landscapes of Devon—straight out of a fairy tale.
- **Music & Festival tourism:** The Brits love a good party, and there's no party like a festival. Examples of these festivals are the iconic acts at Glastonbury, Festival No. 6, or the quirkiest of culture at Edinburgh Fringe.
- **Food & Drinks:** Whether it's a traditional afternoon tea, fish and chips by the seaside, regional specialities like the legendary Cornish pasty to the dark and peppery Haggis, everything has to be tried!
- **Film & TV:** Loads of films and TV shows were filmed in the UK: from Harry Potter's Diagon Alley to the endless plains of King Arthur's mighty kingdom. Whether it's magic, detective mystery or adventure, iconic film and TV locations scattered all over the UK are ready to be visited.
- **Arts & Cultures:** Not just Britain's best known cities, such as London or Edinburgh carry the culture torch. Thanks to a dazzlingly rich history, the UK is packed with more literature, arts and culture, with its museums, theatres, and other cultural attractions.
- **Activities:** There's something for everyone in this section, from family-friendly cycling routes to sailing through the Norfolk Broads. Featuring a never-ending



array of exciting tours, world-famous attractions, romantic itineraries, exotic experiences and so much more, there's no limit to what one can do in the UK.<sup>23</sup>



What's Hot



Traditional Britain



Sport & Leisure



Shopping



Royal Britain



Outdoors



Music & Festivals



Food & Drink



Film and TV



Arts & Culture



Activities

## 10. What kinds of thematic tourism could be developed in your country?

Traveling is one of the most effective ways of exploring a place, culture or a destination. As mentioned before, tourism can be divided in different categories, such as outdoors tourism, leisure tourism, historic/traditional tourism etc. However, in recent years some new types of tourism were born. Although mentioned already, the film and tv tourism is one of these, as well as the sustainable tourism or the food one<sup>24</sup>.

Dark tourism also became popular in recent years, defined as tourism involving travel to places historically associated with death and tragedy. People find the main attraction to dark locations to be their historical value rather than their associations with death and suffering.<sup>25</sup> However, there are various cities in the United Kingdom that could develop a type of dark tourism, since tourists seem already very interested in participating in

<sup>23</sup> <https://www.visitbritain.com/gb/en/things-to-do>

<sup>24</sup> <https://hospitalityinsights.ehl.edu/new-types-tourism>

<sup>25</sup> [https://en.wikipedia.org/wiki/Dark\\_tourism](https://en.wikipedia.org/wiki/Dark_tourism)

ghost tours and other types of mystery tours. This could represent another opportunity for the lovers of the macabre and the dark, while at the same time representing a chance to develop and enforce UK tourism industry even more.

## 2.4 Conclusion

As mentioned earlier, the main objective of the reporting phase of the project is to cumulate research data and useful information about the partners' countries, in order to draw the picture of the overall context of the project. The results chapter of this report contains all the data beneficial to achieve this objective. The main findings of this desk research about the context in UK are the following:

- The main aims of the tourism-related courses in UK are substantially vocational and business orientated. Indeed, undergraduate travel and tourism degrees, that can be studied as standalone qualifications, are generally combined with other subjects, such as business-related subjects (finance, accounting, management or human resources) or combined with language courses such as French, Spanish or Italian.
- The need to virtualise work due to Covid-19 has accelerated digital transformation. According to Abou-Shouk et al. (2013), the tourism industry has become the largest category of products and services sold over the Internet and the most important future digital skills reported by respondents include online marketing and communication skills, social media skills, MS Office skills, operating systems use skills and skills to monitor online reviews. In terms of digital upskilling courses, many options that support companies in their digital journey, are available in UK, offered by different platforms such as [VisitScotland](#) or [VisitBritain](#).
- The UK tourism and hospitality sectors are reliant on EU migrant workers, who make up an estimated 12%-23% of the industry's workforce. The ongoing negotiations about Brexit, might represent a critical issue for British tourism in the future, in terms of to freedom of movement, labour, and aviation agreements.



- The youth (15-24) economy unemployment rate in UK was 12.1% in 2017. Evidence suggests that young people who are furthest from the labour market often have one or more significant barrier to employment. These include but are not limited to: disability, mental health issues, low education attainment, homelessness, care leavers, carers, a criminal record and low aspirations.
- The UK government has approached a new plan to recover the tourism sector from the Covid-19 pandemic. A new rail pass and vouchers for popular tourist attractions are at the heart of a plan to return domestic tourism to pre-pandemic levels by 2022 and international tourism by 2023. VisitBritain, instead, the national tourism agency, has as objective to drive immediate tourism recovery from the COVID-19 pandemic by ensuring that tourism rebounds to become once again one of the most successful sectors of the UK economy. In order to do that, multiple policies and strategies have been put already in place.
- Data show that in travel and tourism industries, the number of people aged 25 to 34 years working full-time saw the largest fall during the Covid-19 pandemic, followed by people aged 16 to 24 years working part-time. As well as seeing larger declines in employment relative to other industries, travel and tourism industries have also tended to have higher rates of people on full or partial furlough leave. The main response from UK government to the tourism and travel industry's unemployment post Covid-19 pandemic has been a financial support scheme, called Universal Credit, a means-tested benefit for people of a working age on low income.
- One of the most recent trends in tourism concern Technology solutions for visitor attractions and experiences in a post-COVID-19 world. This brought to the creation of multiple projects in UK. Some of these include Reproduction of Works of Art and Cultural Heritage (ReACH), led by the Victoria & Albert Museum of the United Kingdom, concerning the restoration and reconstruction of cultural heritage, as well as preserving memory in the case of fragile heritage using new



technologies; another example is The Scottish Ten project's use of new 3D scanning technology to analyse and monitor ten sites across the world.

- VisitBritain lists 10 types of thematic tourisms in UK. These are: Traditional/Historic Britain, sports & leisure, shopping, royal Britain, outdoors, Music & Festivals, Food and drink, film and TV, arts and culture and Activities.
- Dark tourism, which is becoming more and more popular in the world, could be developed and included in UK, as a new form of tourism.

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