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Needs Validation Report

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Abstract

HerTour4Youth project arises from a deep reflection on the unheard-of cultural and tourism crisis due to Covid-19 impact. 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 has 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).





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Needs Validation Report

1. Description of target group connected:

Describe here how you contacted the survey respondents, what tool you used, describe the target group and how many participants you reached.

Our target group is composed of people from Italy, between 17 and 56 years old.

Most of them have studied in the field of Cultural Heritage Tourism or have worked in it or in a field linked to it.

Most of them have less than 1 years of experience in Tourism of Cultural Heritage but without attending/receiving specific training courses.

Some of them has worked like volunteers for tourism associations.

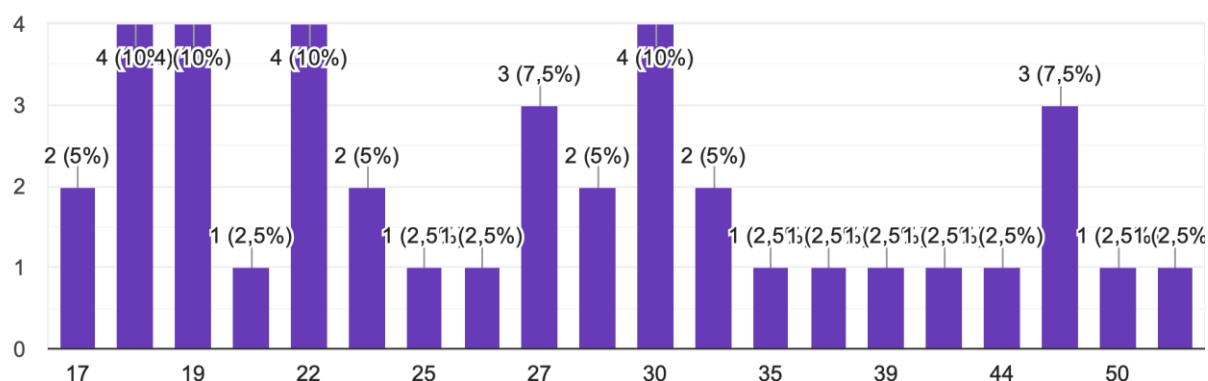
2. Answers Report

Question 1: How old are you?

(Table/chart + description)

1. Quanti anni hai?

40 risposte



They are between 17 and 44 years old. More specifically:

- 40% of them are 18, 19, 22, 30 y.o. (total: 16 people);
- 7,5% are 27 y.o. and 45 y.o. (total: 6 people);

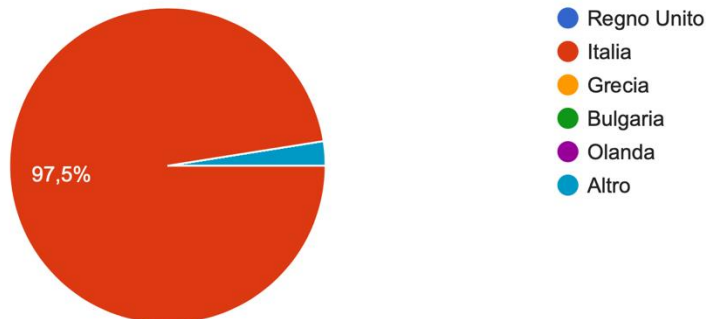
- 5% are 17, 23, 28, 32 y.o. (total: 8 people);
- 2,5% are: 20, 25, 26, 35, 37, 39, 40, 44, 50, 56 (total: 10),

Question 2: What country are you from?

(Table/chart + description)

2. Da dove vieni?

40 risposte



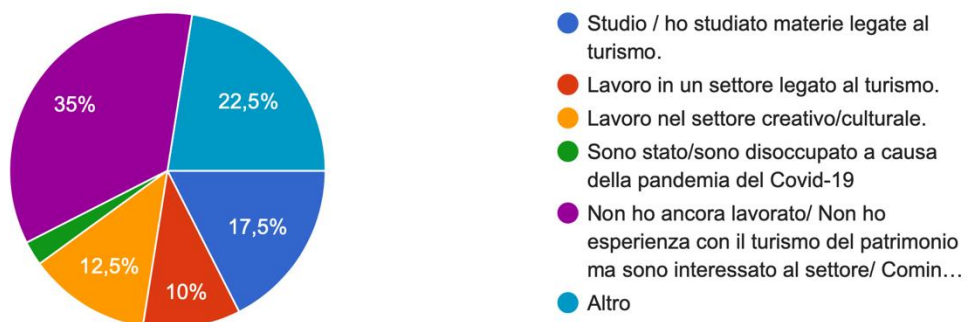
97.5% of them come from Italy, while 2.5% for other countries.

Question 3: What kind of experience do you have with heritage tourism?

(Table/chart + description)

3. Che tipo di esperienza hai con il turismo del patrimonio culturale?

40 risposte



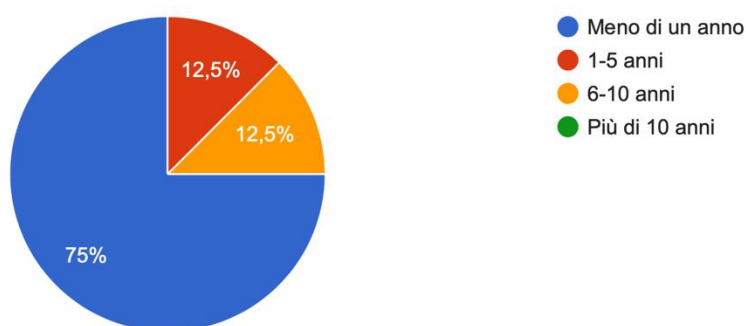
- 35% of them haven't worked/ have no experience with heritage tourism but are interested in the sector/ are going to start working in the sector;

- 22,5% of them signed "other";
- 17,5% of them study /studied tourism-related subjects;
- 12,5% of them work in the creative/cultural industry;
- 10% of them work in a tourism related sector;
- 2,5% of them were left/are unemployed due to the Covid-19 pandemic.

Question 4: How many years of experience do you have with heritage tourism?
(Table/chart + description)

4. Quanti anni di esperienza hai nel turismo del patrimonio culturale?

40 risposte



- 75% of respondents affirm to have less than one year of experience in tourism;
- 12,5% of them affirm to have 1-5 years of experience in this field;
- 12,5% of them affirm to have 6-10 years of experience in this field;
- Nobody have more than 10 years of experience.

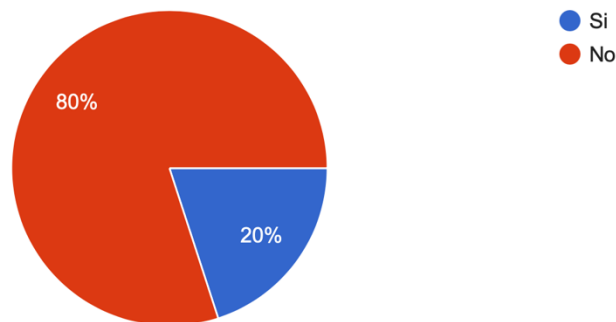
Question 5: Have you received any type of heritage tourism related training?

(Table/chart + description)



5. Hai ricevuto qualche tipo di formazione relativa al turismo del patrimonio culturale?

40 risposte



80% of respondent affirm to have ever received any type of heritage tourism related training.
20% of them affirm to have received specific training.

Question 6: If yes, please specify:

Description

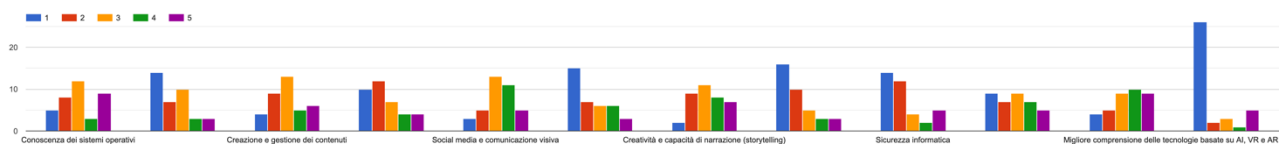
Some respondents affirm to have participated in local internships pathways or to have been volunteers for tourism associations.

Just one affirms to have a specific degree in this field and two affirm to have attended two Courses of Tourism Operator/ and AgriTourism Operator.

Question 7: How would you rate your knowledge from 1 to 5 (where 1 means "no knowledge" and 5 means "I have expert knowledge on this") on the following digital skills.

(Table/chart + description)

7. Come valuteresti la tua conoscenza da 1 a 5 (dove 1 significa "nessuna conoscenza" e 5 significa "ho una conoscenza approfondita") delle seguenti competenze digitali?:



1. Knowledge of operating systems (tot answers: 36):

Most of the respondents (12) affirm to have a medium knowledge (3)

5 people affirm to have no knowledge (1);



8 people affirm to have low knowledge (2);
11 people affirm to have expert knowledge (4-5).

So, 30,5% of respondents have high knowledge and expert knowledge of operating systems;

36,1% of them have no knowledge and low knowledge in this field;

33,3% of them have a medium knowledge in it.

2. Computer programming skills (tot answers: 37):
Most of the respondents (14) affirm to have no knowledge (1)
7 people affirm to have a low knowledge (2);
10 people affirm to have a medium knowledge (3);
6 people affirm to have expert knowledge (4-5).

So, 16,21% of respondents have high knowledge and expert knowledge of operating systems;

56,75% of them have no knowledge / low knowledge in this field;

27% of them have a medium knowledge in it.

3. Content creation and management (tot answers: 37):
Most of the respondents (13) affirm to have a medium knowledge (3)
9 people affirm to have a low knowledge (2);
4 people affirm to have no knowledge (1);
11 people affirm to have expert knowledge (4-5).

So, 29,72% of respondents have high knowledge and expert knowledge;

35,13% of them have no knowledge and low knowledge;

35,13% of them have a medium knowledge.

4. Online branding, marketing, and distribution (tot answers: 38):
Most of the respondents (12) affirm to have a low knowledge (2)
10 people affirm to have no knowledge (1);

7 people affirm to have a medium knowledge (3);

9 people affirm to have expert knowledge (4-5).

So, 23,68% of respondents have high knowledge and expert knowledge;

57,89% of them have no knowledge and low knowledge;

18,42% of them have a medium knowledge.

5. Social media and visual communication (tot answers: 37):

Most of the respondents (13) affirm to have a medium knowledge (3)

3 people affirm to have no knowledge (1);

5 people affirm to have a low knowledge (2);

16 people affirm to have a high and expert knowledge (4-5).

So, 43,24% of respondents have high knowledge and expert knowledge;

21,62% of them have no knowledge and low knowledge;

35,13% of them have a medium knowledge.

6. Graphic/web design skills (tot answers: 37):

Most of the respondents (15) affirm to have no knowledge (1)

7 people affirm to have a low knowledge (2);

6 people affirm to have a medium knowledge (3);

9 people affirm to have a high and expert knowledge (4-5).

So, 24,32% of respondents have high knowledge and expert knowledge;

59,45% of them have no knowledge and low knowledge;

16,21% of them have a medium knowledge.

7. Creativity and storytelling skills (tot answers: 37):

Most of the respondents (11) affirm to have a medium knowledge (3)

9 people affirm to have a low knowledge (2);

2 people affirm to have no knowledge (1);

15 people affirm to have a high and expert knowledge (4-5).



So, 40,54% of respondents have high knowledge and expert knowledge;
29,72% of them have no knowledge and low knowledge;
29,72% of them have a medium knowledge.

8. E-commerce (tot answers: 37):

Most of the respondents (16) affirm to have no knowledge (1)
10 people affirm to have a low knowledge (2);
5 people affirm to have a medium knowledge (3);
6 people affirm to have a high and expert knowledge (4-5).

So, 16,21% of respondents have high knowledge and expert knowledge;
70,27% of them have no knowledge and low knowledge;
13,51% of them have a medium knowledge.

9. Cybersecurity (tot answers: 37):

Most of the respondents (14) affirm to have no knowledge (1)
12 people affirm to have a low knowledge (2);
4 people affirm to have a medium knowledge (3);
7 people affirm to have a high and expert knowledge (4-5).

So, 18,91% of respondents have high knowledge and expert knowledge;
70,27% of them have no knowledge and low knowledge;
10,81% of them have a medium knowledge.

10. Skills to monitor online reviews (tot answers: 37):

9 respondents affirm to have no knowledge (1)
7 people affirm to have a low knowledge (2);
9 people affirm to have a medium knowledge (3);
12 people affirm to have a high and expert knowledge (4-5).

So, 32,43% of respondents have high knowledge and expert knowledge;

43,24% of them have no knowledge and low knowledge;
24,32% of them have a medium knowledge

11. Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc. (tot answers: 37):
4 respondents affirm to have no knowledge (1)
5 people affirm to have a low knowledge (2);
9 people affirm to have a medium knowledge (3);
19 people affirm to have a high and expert knowledge (4-5).

So, 51,35% of respondents have high knowledge and expert knowledge;
24,32% of them have no knowledge and low knowledge;
24,32% of them have a medium knowledge

12. Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism (tot answers: 37):
26 respondents affirm to have no knowledge (1)
2 people affirm to have a low knowledge (2);
3 people affirm to have a medium knowledge (3);
6 people affirm to have a high and expert knowledge (4-5).

So, 16,21% of respondents have high knowledge and expert knowledge;
75,67% of them have no knowledge and low knowledge;
8,1% of them have a medium knowledge

The fields in which the respondents affirm to have low/no knowledge are:

- Computer programming skills (tot answers: 37): 56,75% of them have no knowledge / low knowledge in this field;
- Online branding, marketing, and distribution (tot answers: 38): 57,89% of them have no knowledge and low knowledge;



- Graphic/web design skills (tot answers: 37): 59,45% of them have no knowledge and low knowledge;
- E-commerce (tot answers: 37): 70,27% of them have no knowledge and low knowledge;
- Cybersecurity (tot answers: 37): 70,27% of them have no knowledge and low knowledge;
- Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism (tot answers: 37): 75,67% of them have no knowledge and low knowledge;

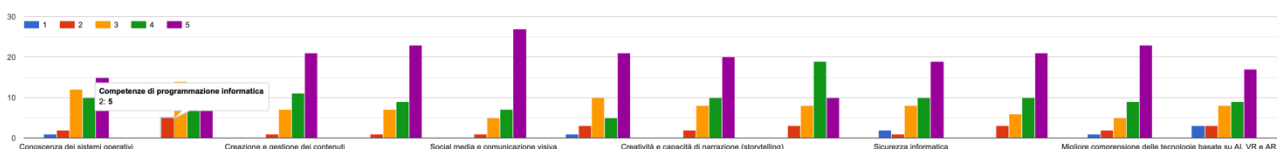
The fields in which the respondents affirm to have high/expert knowledge are:

- Social media and visual communication (tot answers: 37): So, 43,24% of respondents have high knowledge and expert knowledge;
- Creativity and storytelling skills (tot answers: 37): 40,54% of respondents have high knowledge and expert knowledge;
- Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc. (tot answers: 37): 51,35% of respondents have high knowledge and expert knowledge;

Question 8: How important do you consider these digital skills to be in the heritage tourism sector from 1 to 5 (where 1 means "not important" and 5 means "very important")

(Table/chart + description)

8. Quanto riteni importanti queste competenze digitali nel settore del turismo del patrimonio culturale da 1 a 5 (dove 1 significa "non importante" e 5 significa "molto importante")?



In all fields, most of the respondents consider important / extremely important digital skills in the heritage tourism, especially in: Content creation and management, Online branding,

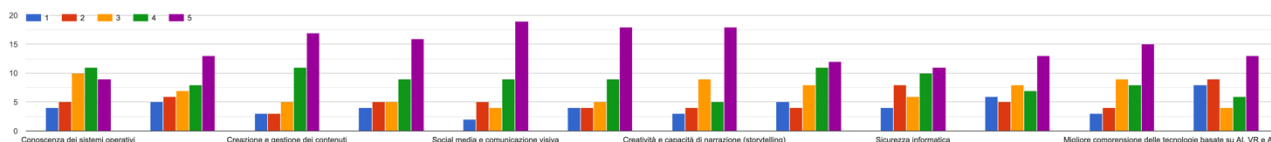
marketing, and distribution, Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc., Skills to monitor online reviews. More specifically:

1. Knowledge of operating systems (40 answers): 25 people – 62,5%;
2. Computer programming skills (40 answers): 21 people – 52,5%;
3. Content creation and management (40 answers): 32 people – 80%;
4. Online branding, marketing, and distribution (40 answers): 32 people – 80%;
5. Social media and visual communication (40 answers): 34 people – 85%;
6. Graphic/web design skills (40 answers): 26 people – 65%;
7. Creativity and storytelling skills (40 answers): 30 people – 75%;
8. E-commerce (40 answers): 29 people – 72,5%;
9. Cybersecurity (40 answers): 29 people – 72,5%;
10. Skills to monitor online reviews (40 answers): 31 people – 77,5%;
11. Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc. (40 answers): 32 people – 80%;
12. Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism (40 answers): 26 people – 65%,

Question g: What of these digital skills would you like to improve from 1 to 5 (where 1 means "I'm not interested in improving this skill" and 5 means "I'm very likely to improve this skill")

(Table/chart + description)

9. Quali di queste competenze digitali vorresti migliorare da 1 a 5 (dove 1 significa "non sono interessato a migliorare questa abilità" e 5 significa "è molto probabile che migliorerò questa abilità")?



In all fields, most of the respondents would like to improve their digital skills in the heritage tourism, especially in: Content creation and management, Social media and visual communication, Graphic/web design skills. More specifically:

1. Knowledge of operating systems (40 answers): 20 people – 50%;
2. Computer programming skills (40 answers): 21 people – 52,5%;

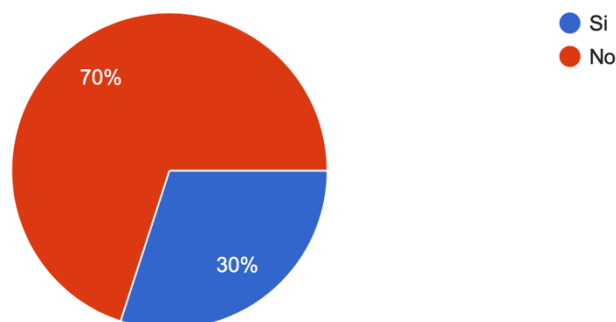
3. Content creation and management (40 answers): 28 people – 70%;
4. Online branding, marketing, and distribution (40 answers): 25 people – 62,5%;
5. Social media and visual communication (40 answers): 27 people – 67,5%;
6. Graphic/web design skills (40 answers): 27 people – 67,5%;
7. Creativity and storytelling skills (40 answers): 23 people – 57,5%;
8. E-commerce (40 answers): 23 people – 57,5%;
9. Cybersecurity (40 answers): 22 people – 55%;
10. Skills to monitor online reviews (40 answers): 20 people – 50%;
11. Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc. (40 answers): 23 people – 57,5%;
12. Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism (40 answers): 10 people – 47,5%.

Question 10. Have you ever received any kind of digital skills training/course?

(Table/chart + description)

10. Hai mai ricevuto una formazione o frequentato un corso sulle competenze digitali?

40 risposte



70% of the respondents haven't received any kind of digital skills training/course, while 30% of them have received digital skills training.

Question 11. If yes, specify what the training was about:



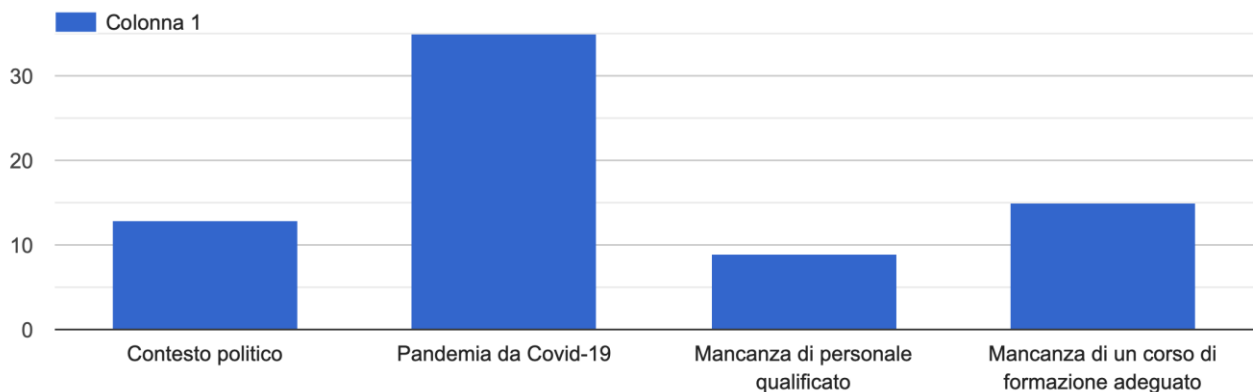
Description

- Degree in IT and University course in IT;
- Internships/Stage;
- Tourism /Agritourism courses;
- High School;
- IT and photography courses;
- Master in IT;
- Graphic designer course;
- IT security and Operative System course.

Question 12: Which are the main challenges that the heritage tourism sector is facing at moment? (you can choose more than one)

(Table/chart + description)

12. Quali sono le principali sfide che il settore del turismo del patrimonio culturale sta affrontando in questo momento? (puoi scegliere più di una risposta)



The biggest challenge for the respondents is the Pandemic – Covid-19, for more than 30 participants (75%); then the lack of specific course, for 15 people (37,5%); the political context for 13 people (32,5%); finally, the lack of professionals in the sector, 9 people (22,5%).

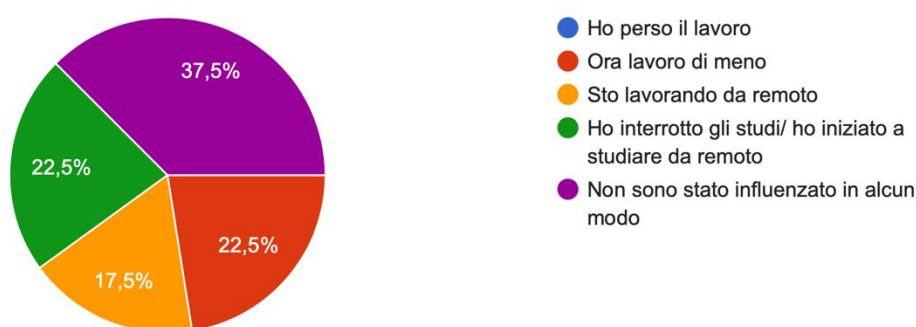
Question 13: Were you directly affected by the Covid 19 pandemic? If yes in what way?

(Table/chart + description)



13. Sei stato direttamente colpito dalla pandemia di Covid 19? Se sì, in che modo?

40 risposte



- 37,5% of the respondents affirm that haven't been affected in any way;
- 22,5% of them affirm that they have interrupted studies/ started studying from remote;
- 22,5% of them affirm that they work less hours now;
- 17,5% of them affirm that they are working remotely.

3. Feedback and recommendations

According to the answers, it will be necessary to implement specific courses in Tourism Heritage to Improve the digital skills especially in the following sectors in which the respondents consider their skills not adequate, such us:

- Computer programming skills (tot answers: 37): 56,75% of them have no knowledge / low knowledge in this field;
- Online branding, marketing, and distribution (tot answers: 38): 57,89% of them have no knowledge and low knowledge;
- Graphic/web design skills (tot answers: 37): 59,45% of them have no knowledge and low knowledge;
- E-commerce (tot answers: 37): 70,27% of them have no knowledge and low knowledge;
- Cybersecurity (tot answers: 37): 70,27% of them have no knowledge and low knowledge;
- Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism (tot answers: 37): 75,67% of them have no knowledge and low knowledge;

Furthermore, in support of the need to create and implement specific training courses, most of the respondents consider important / extremely important the digital skills in the heritage tourism in all related fields. More specifically, they have focused their attention on:

- Content creation and management,
- Online branding, marketing, and distribution,
- Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc.,
- Skills to monitor online reviews.

Indeed, in all fields they would like to improve their digital skills (the percentages go from 47.5% to 70%). The fields in which they have focused their attention are:

- Content creation and management,
- Social media and visual communication,
- Graphic/web design skills.

In addition to these considerations, the need to implement specific courses is confirmed by the fact that 70% of the respondents haven't received any kind of digital skills training/course.

Finally, these courses will be fundamental to overcome the limits and issues due to the Pandemic (Covid-19) that is considered by the respondents the biggest challenge for their future (75%) and that have strongly influenced in negative way the cultural/tourism sectors ("*almost 13% of museums being under the threat of never re-opening and more than 80% of UNESCO World Heritage properties being locked and most people working on tourism-related jobs being currently unemployed*").

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