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Needs validation survey

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



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Introduction

HERTOUR4YOUTH is an EU funded project that aims to empower young people in the Heritage Tourism sector and develop their digital skills.

We are looking for: young adults that already have working experience in heritage tourism; are interested in heritage tourism or in developing their digital competences; people working in tourism organisations or organisations related to the creative/cultural industry.

During the project we will develop a personalised online tool for the development of digital skills and we need your help to tailor it to your needs. This survey will only take 10 minutes of your time but it'll make a big difference!

Thank you.

Demographic data:

1. How old are you? (Open question)
2. What country are you from?
 - United Kingdom
 - Italy
 - Greece
 - Bulgaria
 - Netherlands
 - Other: write ___
3. What kind of experience do you have with heritage tourism?
 - I study /studied tourism-related subjects
 - I work in a tourism related sector
 - I work in the creative/cultural industry.
 - I was left/ am unemployed due to the Covid-19 pandemic
 - I still haven't worked/ I have no experience with heritage tourism but I'm interested in the sector/ I'm going to start working in the sector
 - Other:
4. How many years of experience do you have with heritage tourism?
 - Less than a year
 - 1-5 years
 - 6-10 years
 - More than 10 years
5. Have you received any type of heritage tourism related training?



Yes

No

6. If yes, please specify: ____

Skills

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:

Knowledge of operating systems

Computer programming skills

Content creation and management

Online branding, marketing, and distribution

Social media and visual communication

Graphic/web design skills

Creativity and storytelling skills

E-commerce

Cybersecurity

Skills to monitor online reviews

Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc.

Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism

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")

Knowledge of operating systems

Computer programming skills

Content creation and management

Online branding, marketing, and distribution

Social media and visual communication

Graphic/web design skills

Creativity and storytelling skills

E-commerce

Cybersecurity

Skills to monitor online reviews

Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc.

Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism



9. 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")

Knowledge of operating systems

Computer programming skills

Content creation and management

Online branding, marketing, and distribution

Social media and visual communication

Graphic/web design skills

Creativity and storytelling skills

E-commerce

Cybersecurity

Skills to monitor online reviews

Use of online applications and technologies: online reservations and ticketing systems, conversations with chatbots, digital payment methods, etc.

Better understanding of the AI, VR and AR driven technologies, incl. gamification in tourism

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

Yes

No

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

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

Political context

Covid-19 pandemic

Lack of trained staff

Lack of adequate training course

Other:

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

I lost my job

I work less hours now

I am working remotely

I interrupted my studies/ started studying from remote

I wasn't affected in any way

14. Would you be interested in participating in the HERTOUR4YOUTH activities?

Yes





No
Maybe

15. If yes, write here your email and our team will contact you for further information:

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