



Skills gap Measurement in Tourism Sector

8th June 2023



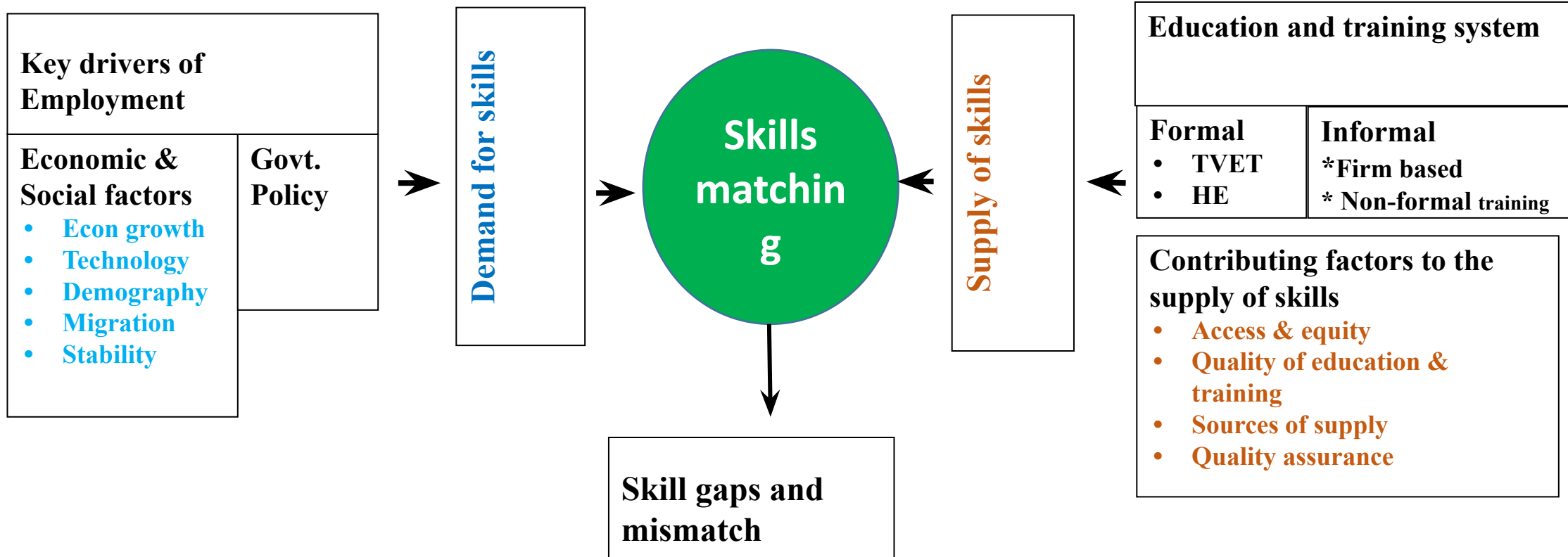


Outline

- **Conceptualization**
- **Skill categories**
- **Methods of measurement**
- **Field work instrument**



Skills for Inclusive Growth



Conceptual model for Skills gap analysis



Skill categories

- **Theoretical Basis:** Subject domains: a) Economics, b) Psychology, c) Sociology, d) Medical Science
- **Three broad categories**
- 1. Cognitive
- 2. Soft
- 3. Technical



Skill categories

Skill category	explanation
Cognitive skills	individual`s ability to understand complex ideas, to adapt effectively to the environment, to learn from experience and to engage in logical reasoning
Non-cognitive skills	soft skills, personality traits and behavioral skills
Technical skills	specialized skills that are relevant for performing job specific tasks



Skill categories

1. Cognitive (literacy & numeracy)

1. Reading
2. Writing
3. Numeracy

2. Soft (five personality traits —extraversion, conscientiousness, openness, emotional stability, agreeableness)

1. Decision making
2. Teamwork

3. Interpersonal skills

4. Risk taking

3. Technical (Job specific)

4. Technical (Job specific)



Measurement

1. **Objective methods – structured tests**
2. **Subjective - Subjective assessments by managers, supervisors etc.**



Example: Job-related technical skills- WB study 2014

	Rating scale				
Skill categories	1	2	3	4	5
Job-specific technical skills					
Literacy: Sinhala or Tamil					
Literacy: English					
Leadership skills					
Numeracy					
Problem-solving skills					
Ability to think independently					
Communication					
Teamwork					
Time management skills					
Creative and critical thinking					



Skill Requirements of Tourism Sector – Survey evidence

Job Category	Core Skills	Staff Skills	Technical Skills
Front line Jobs		Interpersonal skills	Language skills
Supervisory Jobs	General business knowledge	Supervisory skills	Specialty skills i.e. baking, cooking etc.
Management Jobs	finance, marketing, economics etc.	Communication skills	
Executive Jobs		Problem solving, leadership communication	
Entrepreneurial		Innovative thinking	



Sri Lankan literature

1. Chandrasiri, S. and Gunatilaka, R. (2020) **Skills Gaps in Two Manufacturing Subsectors in Sri Lanka: Food and Beverages and Electronics and Electricals**, Manila: ADB.
2. Chandrasiri, S. and Gunatilaka, R. (2015) **The Skills Gap in Four Industrial Sectors in Sri Lanka**, ILO Country Office for Sri Lanka and the Maldives. Colombo.
www.ilo.org/wcmsp5/groups/public/---.../---ilo.../wcms_359346.pdf
3. Dunder, et al. 2014. **Building the Skills for Economic Growth and Competitiveness**, World Bank, Washington, D.C.
4. S4IG, 2022. **Rapid Assessment of the post-COVID recovery context: Skills development in tourism value-chain**. Colombo



Example

- **Application of an instrument to measure skill gaps in tourism sector MSMEs**
- **Four categories**
 - 1. Digital skills**
 - 2. Business skills**
 - 3. Technical skills**
 - 4. Soft skills**

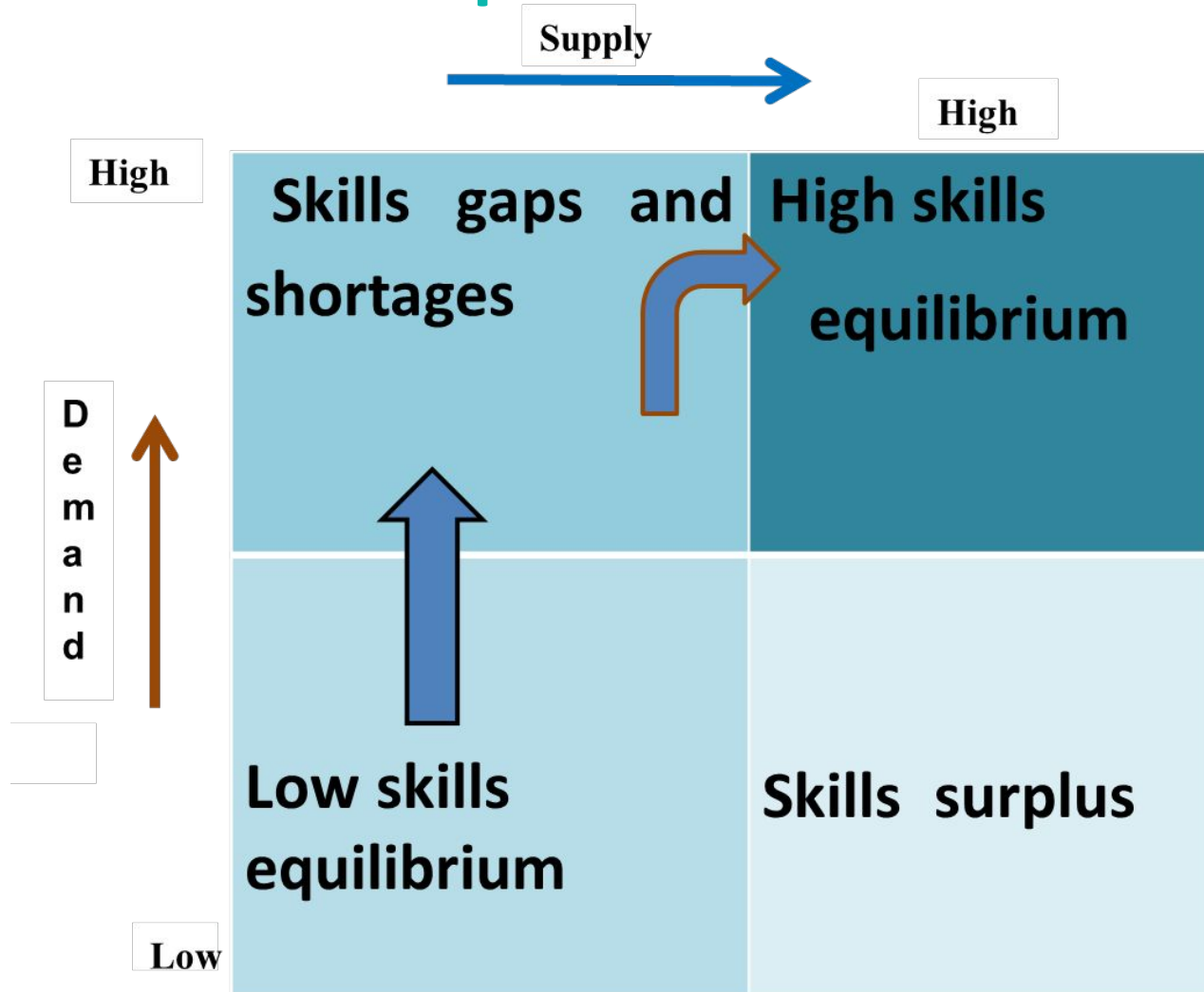


Field work instructions

- **Cover 5 subsectors of tourism value chain e.g 5 case studies using the questionnaire**
- **Instructions – take demonstration cards**



Stages of Skills Development in Polonnaruwa District





Thank you