TVET in KOREA
Hospitality & Tourism

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(KRIVET, Senior Research Fellow)
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- Digital and Green Transition
- Labor Market Trends
- Changes in Hospitality & Tourism
- TVET Trends

02 Changes in Core Competencies
- Tourism & Leisure Industrial Skills Council
- Result of ISC’s survey

03 Competency-based Curriculum Development: Korean experience
- Project Introduction: Hotel Academy Development
How will digital & green transition bring about changes in the labor market and the way humans work?
Transition

Similar effects compared to past changes or entirely new ones?

Production

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

Service Method


Consumption Patterns

https://www.bu.edu/bhr/2021/10/04/digital-transformation-in-the-hospitality-industry/
Labor Market Trends in Digital/Green Transition

Technological Advancement & ESG Management

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

- Enhancement of Technological Skills
- Enhancement of Sustainability Capabilities
- Customer Experience Management
- Data Analysis and Intelligence

Trend

Labor Market
Hospitality & Tourism
TVET Trends in Digital/Green Transition

Adapting to evolving needs of the industry

- Digital and Technological Competencies
- Sustainable Tourism Practices
- Practical Training and Industry Collaboration
- Soft Skills Development

Promotion of Competency-based Education

- 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

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**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

<table>
<thead>
<tr>
<th></th>
<th>Demographic Structure</th>
<th>Pandemic</th>
<th>Travel Behavior</th>
<th>Life Style</th>
<th>Digital Transformation</th>
<th>Automation (AI)</th>
<th>Household Consumption Decline</th>
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*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?**

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*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?**

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<th>Department</th>
<th>Not changing at all</th>
<th>Little Change</th>
<th>Partial Change</th>
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*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

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*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
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.

Gap between theoretical education and practical industry demands → resulting in a mismatch between classroom learning and on-the-job requirements.
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

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
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.
Competency-based Curriculum Development
: Korean experience

Competency Assessment

Hotel Academy Development
2014 - 2022