

The Imperative to Address Sustainability Skills Gaps in Tourism in Wales	عنوان البحث
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<p>Abstract</p> <p>Tourism is fundamental to the economy of Wales, and the government tourism plan 2020–2025 centers on sustainable development. This paper presents a quantitative analysis of research undertaken by the Next Tourism Generation Alliance (NTGA) project in Wales evidencing sustainability skills gaps. Survey data collected from five tourism sectors, accommodation, food and beverage, destination management, visitor attractions, travel agents and tour operators, show that the highest green and social skills gaps were identified in food and beverage businesses, whilst accommodation reported the lowest skills gaps. The effect of the type of tourism sector, business size and job level on green skills gaps perceptions was found to be insignificant, which indicates that training in sustainability skills is considered important regardless of these variables. The effect of type of tourism activity on perceptions of social skills gaps including personal and communication was significant. Addressing skills gaps is crucial given the significance of the industry in the national economy and the need for recovery from COVID-19. Tourism is one of the worst affected industries in the pandemic, and global market research and policy guidance highlight the importance of sustainable tourism development to ensure a resilient recovery.</p> <p>Keywords: sustainability skills gaps, sustainable development, tourism, Wales .</p>	