



FROM REFLECTION TO ACTION

How to identify a skills gap
and turn it into team, offer
and customer-experience
development?



PAUSE



RECOGNISE



NAME



PLAN



ACT

A PRACTICAL GUIDE
FOR TOURISM LEADERS

1. PAUSE: WHAT DO YOU REALLY OFFER?

Is your offer a single service: accommodation, a meal, an attraction? Or a coherent customer experience from booking to departure?



Today's traveller does not buy a service. They buy an experience.

An experience emerges when a team can connect many elements into a coherent whole.



This question sets the starting point for further development.



REFLECTION

look at your offer from a distance



What does the customer experience between the points of the offer?



Where does the experience break down?



Which elements of the offer do not work together?



CUSTOMER

from booking to departure



1 BOOKING

First impression, clear information, an easy process.



2 PRZYJAZD

Powitanie, sprawna organizacja pierwszy kontakt.



3 STAY

Services and attractions, quality, atmosphere, responding to needs.



4 RELATIONSHIP

Communication, empathy, small gestures, a sense of care.



5 DEPARTURE

Farewell, thanks, feedback, an invitation to return.

2. WARNING SIGNAL:



DECISIONS BASED ON THE PAST

If your decisions rely mainly on intuition, experience and what worked before, you are probably missing part of the market's potential.



A QUICK MATURITY TEST.

Answer YES or NO:

1	Do you analyse customer data?	YES	NO
2	Do you have an offer tailored to specific groups, e.g. seniors and families?	YES	NO
3	Does your team know how to respond to difficult situations?	YES	NO
4	Can you tell the story of your place?	YES	NO



**2 or fewer "yes" answers
= a clear skills gap.**



3. FROM KNOWLEDGE TO QUALITY

Instead of asking:

What will I learn?



Ask the question:

What will I change in my business after this training?



Does your team know the standards?

Can they apply them?



That is the difference between a “certificate” and “quality”.

1.

NOTICE — name the situation

~~that is not working~~

2.

UNDERSTAND — define

which

~~skill is missing~~

3.

CHANGE — choose one action

the team will start applying



After this material, we will change...

4. TURNING POINT: FROM GAPS TO REAL SITUATIONS

The most important moment in the research process came when workshop participants stopped talking about gaps and began analysing real situations with customers.

That is where the real skills gaps became visible.

A skills map does not answer the question “what is wrong?”.

It answers the question: “what exactly needs to be developed in the team to work more effectively?”

SKILLS MAP



1. CUSTOMER SITUATION

A real challenge our customer encounters.



2. SITUATION ANALYSIS

A shared understanding of the context, needs and expectations.



3. SKILLS GAP

We define which skill is missing to act effectively.



4. TEAM ACTION

We develop a specific skill and put it into practice.



**BETTER RESULTS FOR THE
CUSTOMER**



FIND YOUR GAP



1



Which real customer situation reveals the problem?

2



Which skill does the team need?

3



How will we know that improvement has happened?

5. DEVELOPMENT DIRECTIONS: TOURISM THAT RESPONDS TO CHANGE



KEY TAKEAWAY

A skills gap in tourism does not result from a lack of knowledge. It results from a lack of: the ability to apply it, the capacity to collaborate and the readiness to change.

1



ACCESSIBLE TOURISM

designing experiences for different needs and abilities

2



LOW-EMISSION TOURISM

reducing emissions, informing guests and choosing environmentally friendly solutions

3



DIGITALISATION AND AUTOMATION

technology supports the control of costs, resources and processes

4



LOCALITY AND SHORT SUPPLY CHAINS

less transport, more authenticity and cooperation with local producers

5



REGENERATIVE TOURISM

not only to do less harm, but to give more back to the place and community



THE FIRST STEP



What will we develop in the team?

.....
.....



What will we change in the customer experience?

.....
.....



How will we know that we are working more effectively?

.....
.....

6.

SKILLS-GAP MAP: FROM DIAGNOSIS TO ACTION

A skills gap is the difference between what effective action requires and what the team can apply in practice today.

This tool organises the areas that need development, shows priorities and helps move from a general diagnosis to a concrete action plan.



How do you read the map?

1

Identify the real situation in which the customer or team encounters difficulty.

2

Name the skill needed for effective action.

3

Decide what to develop first and how you will recognise improvement.

What can the map show?

 product and experience design

 building and telling the story of a place

 personalisation and tailoring the offer

 leading the customer experience

 digital skills and using technology

 team collaboration and coordination

 environmental skills and responsibility

 data analysis and knowledge-based decisions



The map does not answer the question: “what is wrong?”. It answers: “what exactly needs to be developed in the team to work more effectively?”



Which gap most limits the quality of the customer experience today?

FROM REFLECTION TO ACTION

PLAY AND ACT



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