

"Skills Needed for Small Tourism Businesses to Start Digitalisation Sustainably"

The tourism industry has undergone a digital transformation, and it is necessary to acquire the required skills to adapt to the changes effectively. Experts in the industry suggest that analyzing data, both internal and external knowledge, communication with different stakeholders, adaptability, and control of the carbon footprint are essential skills needed for a sustainable digital transformation.

The ability to collect and analyze data is critical in making informed decisions. Companies must know how to use data analysis tools and interpret the results. Knowledge of software is also necessary in this regard. An analysis of the company's internal and external environment is equally important. Factors such as market study, understanding consumer needs, and studying the competition play a crucial role in digitalizing all processes.

Communication with different stakeholders is crucial for companies to be effective in the digital transformation era. Companies should communicate proficiently with their customers, suppliers, and other interested parties using digital platforms and marketing strategies. Having an open mind, encouraging continuous learning, and integrating all workers in decision-making are essential for adaptability to change.

Lastly, controlling the carbon footprint and reducing the impact on the environment is necessary for sustainable development. By acquiring these skills, companies can compete effectively in the digital era and contribute to sustainable development.