

# Digital Skills among Women in Tourism in Serbia †

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**Abstract:** The introduction of digitization into the economy has significantly altered working methods. New technologies have a significant impact on labor market conditions, business dynamics, and the skills required to stay in the market. In order for an individual to maintain in the labor market, certain new skills are needed. All members of the labor market must adjust to the new situation. Otherwise, there is a chance of being unemployed. When it comes to digital skills in the labor market, vulnerable groups, including women, must be prioritized. It is necessary to assess their digital skills in order to verify their abilities and potentially work on improving them in order to stay at work or get a promotion on new projects.

**Keywords:** tourism; digital skills; women; Serbia

## 1. Objectives

In the last twenty years, tourism has experienced exponential growth. As part of an economy that is developing rapidly, it is necessary to have specific skills to implement the benefits of modern technology, especially ICT and digital skills [1,2]. Digital skills are becoming crucial for many different professions. Women make up the vast majority of the global tourism workforce [3], and are a vulnerable group in the labor market [4]. In Serbia, there is no systematic measurement of digital skills in this population. This paper aims to determine women's digital skills in tourism in Serbia.

## 2. Methodology

This paper will use microdata from the Statistical Office of the Republic of Serbia (SORS), based on the questionnaire "The Usage of Information and Communication Technology on individuals/households in the Republic of Serbia for 2020". This survey is conducted by SORS annually according to a questionnaire harmonized with Eurostat methodology. Women who declared themselves as employees providing accommodation and food services were selected for this research. Data will be presented by descriptive analysis.

## 3. Results

The results should present the digital skills of women in tourism and identify potential gaps.

## 4. Implications

The finding of this paper may have an impact on policymakers and stakeholders. If the results show that women in tourism lack digital skills, it is necessary to organize training and courses. If women have a satisfactory level of digital skills required for their jobs, additional training can be helpful to stay in line with the newest trends in ICT.



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## 5. Originality Value

Considering that, so far, there has been no research on this topic in Serbia, the originality of this paper consists of showing the current situation of digital skills among women in tourism.

## 6. Contribution

The main contribution of this paper is creating a potential baseline for further research in this area. In addition, this research can contribute to understanding the levels of digital skills among women in tourism and identify potential gaps.

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