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# **ANALYSIS OF POSSIBILITIES TO DEVELOP HYBRID-SIMULATION TRAINING AT *Inercia Digital (Spain)***

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# **ANALYSIS OF POSSIBILITIES TO DEVELOP HYBRID-SIMULATION TRAINING AT INERCIA DIGITAL (SPAIN)**

Project partners:



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## Abstract

This country case study is part of the Study of the specificities, context and perspectives of VET in Lithuania, Latvia, Estonia, Spain and Portugal. At the same time, the readiness and potential of the Inercia Digital to undertake the development of a specific VET new program or module or the adaptation of an existing program through hybrid simulation training will be analyzed.

This case study from *Spain* will form the basis for an agreement between the “Development of hybrid training in VET” project (No. 2020-1-LT01-KA226-VET-094679) partners on the next phase of the project and for the assignment of specific responsibilities to each partner.

This case study will answer what is the most relevant profession in *Spain* and which competencies in this profession will be most important in the future.

Accordingly, *Inercia Digital* will also be able to identify key selection parameters and form a preliminary team of VET teachers who will be trained to use and manage the hybrid simulation training as well as to prepare hybrid simulation training materials.

### 1. Problem, object and purpose of the analysis

**The problem** of the research is whether Inercia Digital has the right conditions, resources, sufficient abilities, measured need and high motivation to apply the hybrid-simulation training method in its activities.

**The object** of the research is the portfolio of vocational training programs implemented by *Inercia Digital*.

**The aim** of the research is to identify the most promising (most significant) economic activities (sectors) of the *Spanish* economy, for which the required specialist training programs (or their parts) could be implemented in the future using the applied hybrid-simulation training method.

### 2. Assumptions of the analysis

In order to select the areas of vocational training (programs or parts thereof) that have the greatest potential to contribute to the training of specialists most needed in the future *Spanish* labor market, it is appropriate to review the structure of the national economy

and the impact of certain economic sectors on the national economy. The latter factor is extremely significant, so in Part 3 of this analysis we will evaluate several aspects:

1. the number of employees in a given sector of the national economy and the share of employees in the country as a whole (a detailed analysis of this aspect would show the scope of training of the specialists in greatest demand in the future, as well as the scope of the need to improve the qualification of existing specialists; accordingly, the analysis would reveal the need to develop a hybrid training content that will improve the efficiency of the vocational training process and significantly reduce the training time);

2. how much taxes are paid by companies in a certain sector and what part of the *Spanish* economic portfolio they make up (this would strengthen the arguments for choosing a particular sector, as it would show the relative scale of companies' activities and turnover of products / services produced or sold);

3. What is the labor productivity of people working in enterprises of a certain sector of the *Spanish* economy (this would reveal the tendencies of enterprises to modernize and the dynamics of implementation and development of innovations in them).

The results of the review of the listed aspects will provide a basis for distinguishing the *Spanish* economic sectors (Part 3.4 of this analysis), for which the training of the required specialists will be the most relevant in the future. Accordingly, it will help to decide which vocational training content hybridization or the development of completely new hybrid training content makes the most sense.

### 3. Analysis of the Spanish economic trends and prospects

#### 3.1. Analysis of the number of people employed in a certain sector of the national economy

The National Statistical Institute states that the tourism industry reached 154'487 millions of euros in 2019, which implies 12'4% of GDP. The activities related to tourism created 2'7 millions of jobs, that is 12'9% of the overall employment<sup>1</sup>. From this data, it can be observed the relevance of the tourism sector in the Spanish economy.



2

Nevertheless, not every field in tourism is successful at this moment. According to the labour force survey from the second 2019

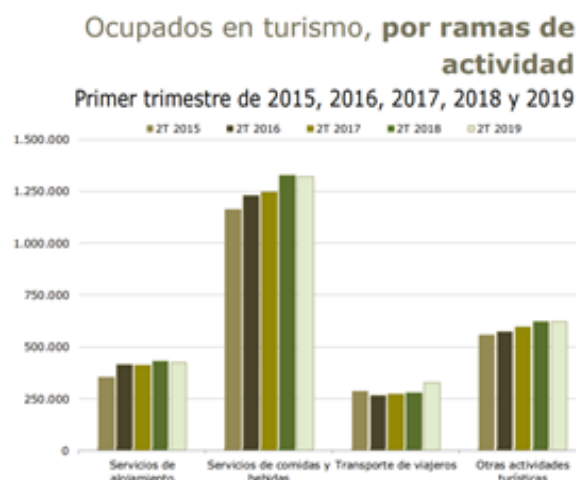
<sup>1</sup> [Servicios /Hostelería y turismo /Cuenta satélite del turismo de España / Últimos datos](#)

<sup>2</sup> image taken from [España en cifras 2019](#)

<sup>3</sup>image taken from [España en cifras 2019](#)

<sup>4</sup> EMPLEO EN TURISMO Afiliación a la Seguridad Social [quadrimester conducted by the Spanish National Employment Institute, among the activities related to tourism, the travel agencies suffered, a considerable 21'2% decrease, which has been the habitual tendency in the last years<sup>3</sup>. This fact can be possibly explained by the boom of the reservation through the Internet and offer seekers apps such as Booking.com or Skyscanner. Another survey presents, on this matter, that salaried employment grew in every activity from tourism with the exception of hosting services<sup>4</sup>. This is probably caused also by the increase of the popularity of web pages for renting accommodation, like Airbnb, and the growth of the use of tourist apartments as a generally cheaper alternative to hotels.](https://www.tourspain.es/es-</a></p>
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In this graphic it can be observed that from 2015 to 2019, Food and Beverage services are the ones that create the largest number of jobs, meanwhile the transport of passengers is the one that has the least number of employees.



5

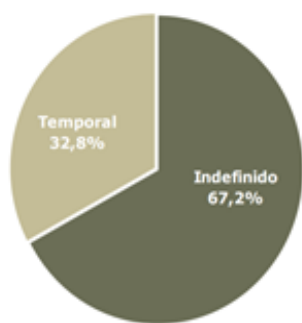
In the National Statistical Institute survey we can also find optimistic information about the quality of the employment that tourism was generating at this period. The salaried

[es/ConocimientoTuristico/PoblacionActiva/Nota%20EP A%202TR%202019.pdf](#)

<sup>5</sup> image taken from <https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EP A%202TR%202019.pdf>

professionals with indefinite contract had been in increase since 2014 and in the second quadmister of 2019 grew by 6'1%. Meanwhile the number of employees with a temporary contract decreased for the first time since 2017 (-4'6%)<sup>6</sup>.

Asalariados en turismo según tipo de contrato  
Segundo trimestre de 2019



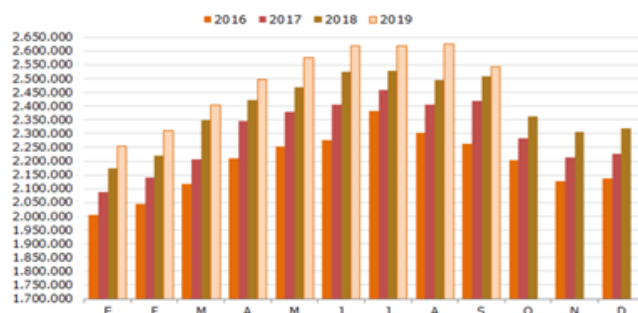
Taking into account the scourge that entails for the Spanish economy the temporality and seasonality of the tourism industry, this is good news. Tourism was creating more stable jobs since the rise of indefinite employment was bigger than the decline of the seasonal ones. But as the graphic above <sup>7</sup> depicts there are still a big number of seasonal workers in tourism.

However, this data is prior to the pandemic caused by Covid-19 that has deeply affected the tourism industry and, nowadays, if we made the same survey, we would probably not get such positive results. Anyhow, as commented before, the labour force survey also shows that the percentage of temporary jobs in tourism was 32'8%, and even though it is lower than the previous year is still a worrying number. For its part, the percentage of temporary contracts in the Spanish labour

market is 26'4%<sup>8</sup>. Therefore, the tourism sector does have a problem with the seasonality since the jobs created in this industry are not as steady as in other sectors. Given the reliance of tourism for the general Spanish market, it can be supposed that the Spanish economy is not steady as well and experiences a deep precariousness.

More data from a survey carried out by the Spanish Ministry of Industry, Commerce and Tourism based on data from the Spanish Social Security, showed that in September 2019 the employees working on tourism grew by 1'4%, reaching a number of 2.542.145 workers, a 13'2% of the overall national economy. The percentage of overall employees in Spain increased by 1'4%, and in the service sector, which tourism belongs to, increased by 1'6%<sup>9</sup>. This means that tourism progresses in a better way than general labour panorama. But once again, we have to keep in mind that this data was collected before the Covid-19 pandemic.

Afiliados en el sector turístico por meses  
Años 2016, 2017, 2018 y 2019.



The development of this sector since December 2014 was optimistic, taking into account the previous years' statistics<sup>10</sup>. The global economic crisis from the beginning of

<sup>6</sup> [EMPLEO EN TURISMO Afiliación a la Seguridad Social https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EPA%202TR%202019.pdf](https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EPA%202TR%202019.pdf)

<sup>7</sup> image taken from <https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EPA%202TR%202019.pdf>

<sup>8</sup> <https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EPA%202TR%202019.pdf>

<sup>9</sup> [EMPLEO EN TURISMO Afiliación a la Seguridad Social](https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EPA%202TR%202019.pdf)

<sup>10</sup> [EMPLEO EN TURISMO Afiliación a la Seguridad Social](https://www.tourspain.es/es-es/ConocimientoTuristico/PoblacionActiva/Nota%20EPA%202TR%202019.pdf)



the 21st Century, affected Spain severely, but since 2014 there has been a recovery of the economic activities including tourism as this study confirms as the graphic above<sup>11</sup> confirms. However, we are not able to find complete reliable data from 2020 that could show the effects of the pandemic we are undergoing at the moment.

Despite not finding information as complete as the one described before, we have found some data from February 2021 regarding tourism activity in the Spanish economy that could help us to get an idea of the first visible consequences of coronavirus in this industry. According to the Spanish Ministry of Industry, Commerce and Tourism, in February 2021, the overnight stays in hotel establishments decreased by 86 '5% when comparing this data to the one from February 2020.

Hotels have a turnover of 60 euros on average per room, 28'2% less than the previous year<sup>12</sup>. The overnight stays in non-hotel accommodations decreased by 78'2% from February 2020 to February 2021<sup>13</sup>. More specific data can be seen in the charts below:

Sector hotelero - Febrero 2021		
	Valor	Variación
Pernoctaciones	2.384.740	-86,46
Estancia media (número de días)	2,07	-24,17
Grado de ocupación por plaza (porcentaje)	16,44	-67,59
Tarifa media por habitación ocupada (euros)	60,04	-28,20
Precios hoteleros (índice)	89,01	-14,36
Variación: porcentaje sobre el año anterior		

<sup>11</sup> image taken from [EMPLEO EN TURISMO Afiliación a la Seguridad Social](#)

<sup>12</sup> [Servicios /Hostelería y turismo /Hoteles: encuesta de ocupación, índice de precios e indicadores de rentabilidad / Últimos datos](#)

<sup>13</sup> [INEbase / Servicios /Hostelería y turismo /Alojamientos de turismo rural: encuesta de ocupación e índice de precios / Últimos datos](#)

Turismo rural - Febrero 2021		
	Valor	Variación
Pernoctaciones	113.352	-77,01
Estancia media (número de días)	3,40	56,58
Grado de ocupación por plaza (porcentaje)	3,79	-66,57
Precios alojamientos de turismo rural (índice)	141,90	-0,22
Variación: porcentaje sobre el año anterior		

This data is smaller than the one from hotels but, nevertheless, alarming. These statistics reflect some of the negative effects that the pandemic is causing in the tourism sector for the short-term.

### 3.2. Analysis of taxes paid by enterprises in a certain sector of the national economy

According to the Spanish National Statistical Institute the tourism industry generates 12'4% of GDP. Thus, it is a significant part of the economy in Spain, but how much of the money the enterprises in the tourism sector create is invested in the Spanish Treasury?

In recent years, there have been in Europe some countries that have created a tax for tourists in the most visited cities and Spain is among them with the example of Barcelona since November 2012<sup>14</sup>. In fact, Barcelona has a different fee than the rest of the Region<sup>15</sup>. Tourists have to pay a tax fee to the Autonomous Community (in this case Catalonia) for each night they stay there. This method has meant a considerable amount of public money, in 2015, €43.5 million was raised in Catalonia with these taxes<sup>16</sup>. However, to the tourists visiting this region it is not a significant expense: "You'll pay between € 0,45 to € 2,25

<sup>14</sup> [Catalonia tourist tax: the rates](#)

<sup>15</sup> [Las tasas turísticas en España y el resto de Europa en 2019 - El Magazine del Viajero](#)

<sup>16</sup> [Catalonia tourist tax: the rates](#)

per person, per night — and only for the first seven nights.”<sup>17</sup>

At this moment, only Catalonia and the Balearic Islands apply this kind of taxation, but other

touristic regions in Spain such as Andalusia or the Canary Island are considering and planning to do it as well. <sup>1819</sup>

Type of Accommodation	General Rate		Special Rate <sup>1</sup>
	Barcelona City	Rest of Catalonia	
5-star hotel, grand luxe hotel, luxury campsite, equivalent	€2,25	€2,25	€5,00
4-star hotel, superior 4-star hotel, or equivalent	€1,10	€0,90	€3,50
Dwelling for tourist use <sup>2</sup>	€2,25	€0,90	—
Other establishments <sup>3</sup>	€0,65	€0,45	€2,50
<b>Cruise Ships:</b>			
Over 12 hours	€2,25	€2,25	—
12 hours or less	€0,65	—	—
© Copyright 2018, Costa Brava Tourist Guide   Last updated: March, 2018			

The chart above shows the prices of this special fee for tourists. The special rate mentioned is one that you have to pay if you are staying in a hotel with a casino, where gambling is allowed.

Spanish enterprises have to pay different types of taxes depending on their size. However, they do not pay the same taxes in every part of the country, there are some Autonomous Communities that have lower taxes, these are Basque Country and Navarra. In general in Spain, a Limited Partnership ('Sociedad Limitada' or 'Sociedad Anónima'), pays a 25%, meanwhile a Cooperative Company ('Sociedad Cooperativa') pays a 20%, a Non-Profit Corporation ('Sociedad sin ánimo de lucro') would pay a 10%, and a freelancer ('autónomo') would pay a fee called IRPF (income-tax) in which depending on your profit the quantity will be lower or higher: 19% when you obtain from 0 to 12.450 euros per year, 24% when it is from 12.450 to 20.200 euros, and when it is more than 20.200 it would be 30%.<sup>20</sup> Tourism sector is not different from

other sectors when it comes to paying taxes. Despite that, some companies commit illegal fraud or search for alternative legal ways and legal loopholes to reduce the taxes they must pay.

One of the enterprises within tourism generating more money is Airbnb. The Spanish subsidiary of the Irish company had a turnover of 5'6 millions of euros. However, they paid to the Spanish Treasury the quantity of 86.226 euros according to data from 2018. And, even though, the previous year their contributions were 14.000 euros lower, it is a small percentage of their earnings<sup>21</sup>.

Another similar situation happens with Ryanair. According to an article from 'El Economista', in 2012 Ryanair was the second most funded airline company in Spain after Air Nostrum.<sup>22</sup> However, this enterprise does not pay the same amount of taxes as other airlines companies. This happens because since it is a Irish company, they pay their taxes in Ireland where there is a much lower taxation: 10'75%

<sup>17</sup> [Catalonia tourist tax: the rates](#)

<sup>18</sup> image taken from [Catalonia tourist tax: the rates](#)

<sup>19</sup> image taken from [Catalonia tourist tax: the rates](#)

<sup>20</sup> [¿Qué impuestos hay?](#)

<sup>21</sup> [Airbnb pagó sólo 86.226 euros en impuestos en España el año pasado](#)

<sup>22</sup> [Ryanair no tributa en España y es la segunda aerolínea más subvencionada](#)



in Ireland against 25% in Spain. Nevertheless, if they have a subsidiary in another country, as it happens in Spain, they are supposed to adjust to the taxes fixated there. In addition, their workers, even though working in Spain, are not listed in the Spanish Social Insurance for the same reason: to avoid paying those taxes, and this situation is prejudicial for them. Several trade unions from the tourism sector and even Spanish Government bodies have declared themselves against this practice. Strikes have been taken place and Ryanair has been menaced with the cease of their operations in Spain<sup>23</sup>. Besides, this is not only a problem for tax collection, but, in both Airbnb and Ryanair cases, a circumstance of dumping

is created that damages other companies from their sector.

### 3.3. Analysis of labor productivity of persons working in enterprises of a certain sector of the national economy

Tourism is one of the main sectors of the Spanish economy, to which it contributes approximately 125 million euros, which may represent 11.2% of GDP. The tourism sector is a major generator of employment, with around 13% of the population working in one of the branches related to the sector; it is at the top of the OECD countries. It can be said to be the backbone of the Spanish economic system.



In addition, tourism helps to improve Spain's international reputation, as the sector leads the ranking of global tourism competitiveness prepared by the World Economic Forum, ranking second in the world in terms of revenue volume, behind the USA, and third in terms of number of tourists, according to data from 2016.

Tourism is an entrepreneurial sector that is constantly undergoing transformation, which requires the industry to be highly adaptable in

order to continue to make progress in competitiveness. To this end, one of the most important challenges is to increase its recognition among the population and policy makers.

In recent years, the tourism sector has been the largest generator of employment in the country and the largest integrator of groups suffering from social and/or labour exclusion, but despite this, society does not value this social contribution positively, which is why they avoid

<sup>23</sup> [Lo que se ahorra Ryanair en Seguridad Social con los contratos irlandeses | Transportes](#)

destinations such as Barcelona or Majorca in high season. To this must be added the problems caused by the uncontrolled phenomenon of the rental of dwellings as tourist accommodation, which leads to a considerable overcrowding of tourists, damaging the reputation of the sector.

Due to the link between tourist arrivals and the attractiveness of the climate and the impact of the working calendar, tourist demand multiplies during the summer months and during Christmas, Easter and Easter Week. Demand for tourism multiplies during the summer

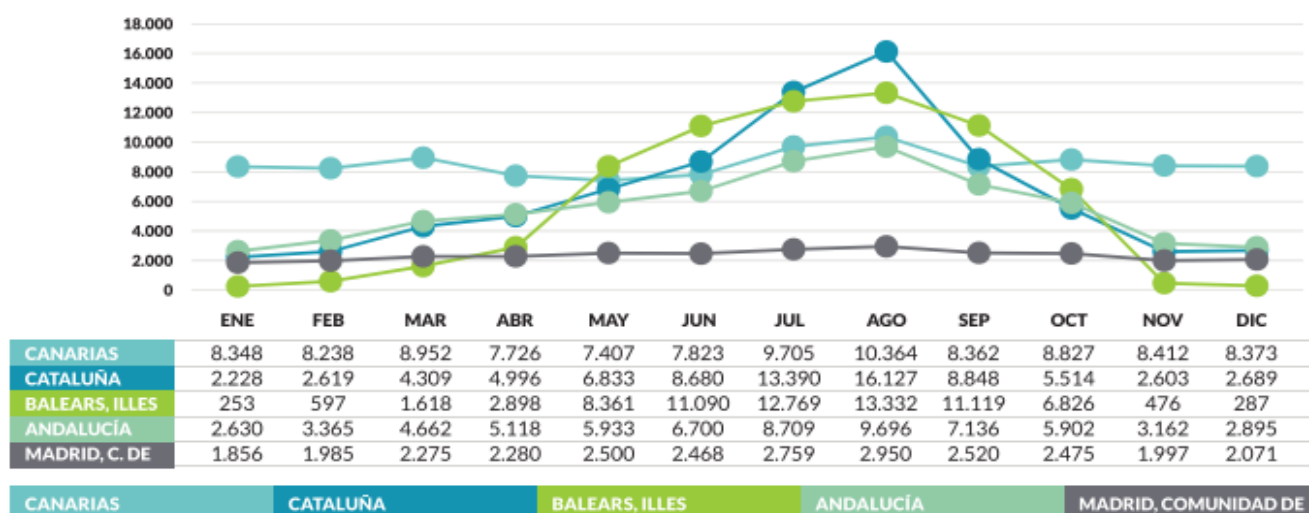
months and during Christmas, Easter and the main public holidays, leading to a marked seasonality. Easter and the main public holidays, leading to a marked seasonality. It is worth noting that, on average in Spain, demand in Spanish hotels during the month of August is 3.2 times higher than in January.. This situation is especially relevant in the holiday destinations on the peninsular coast, where the most important volume of demand is concentrated. The most important volume of tourist demand and, consequently, of employment, is concentrated there.

## GRÁFICO 2

### PERNOCTACIONES HOTELERAS SEGÚN COMUNIDAD AUTÓNOMA EN 2016

(DATOS EN MILES DE PERSONAS)

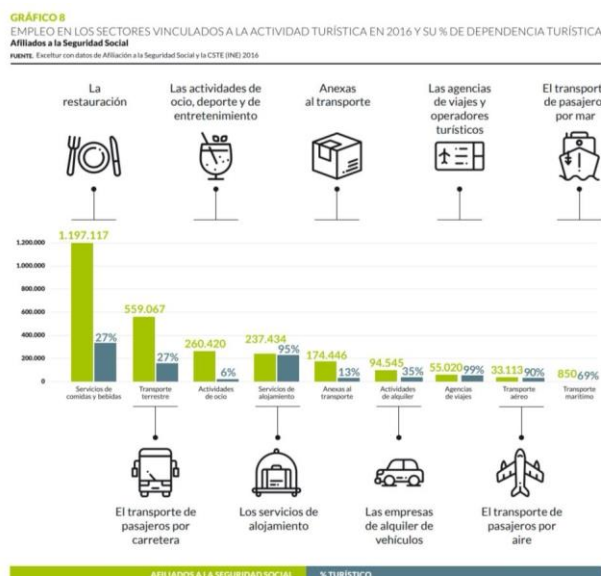
FUENTE: Exceltur a partir de la Encuesta de Ocupación Hotelera (EOH) del INE (2016)



Tourism comprises several different sub-sectors of economic activity with very different characteristics and professional profiles. This is because it is a demand-driven economic activity, defined by the trips and various services consumed by tourists and the companies that provide them and where they spend.

The World Tourism Organisation includes as branches of economic activity dependent on tourism those in which a relevant part of their production depends on the expenditure made by tourists, i.e. those that are associated with the sector because they are in direct contact with tourists and condition the vision of society.

In order of volume of employment, the tourism branches are:



The most relevant by far in terms of volume of employment is the catering sector, which accounts for almost half of all tourism employment (45.8%), so that its characteristics and working conditions greatly affect the image of the sector as a whole. However, it should be stressed that a significant part of its activity has no real link with tourism; of all the production and employment in the catering sector in Spain, only 27% is directly linked to tourism, according to the Tourism Satellite Account produced by the INE, although its overall figures are mistakenly assimilated in their entirety to tourism in every publication of a labour market statistic.

There is a significant part of tourism-dependent employment that is not included in the statistics and analyses of the sector, but which would not exist without its activity. These are jobs and professional profiles generally with a high level of training, concentrated, among others, in the branch of services to companies working for the sector (consultancy, marketing, engineering, IT) and in jobs related to the planning and management of tourism destinations by the various Public Administrations. Most of these are skilled jobs which form part of the pull capacity of tourism activities on other sectors, which the INE in the Tourism Satellite Account puts at 41.4%. However, these jobs are not included in the data on employment generated by the tourism sector and therefore do not have an impact on the improvement of its overall image.

However, in 2020, the average annual number of Social Security affiliates in the tourism sector in Spain fell for the first time in eight years and stood at 2016 figures. The COVID-19 pandemic caused a year-on-year fall of more than 250,000 affiliates. It should be noted that the figure would have been higher had it not been for the ERTes.

### 3.4. Selection of Spanish economic sectors necessary for further research

As we have observed in the previous sections, the touristic sector is a fundamental piece of the Spanish economy. However, the jobs created in this sector are usually seasonal and unstable, frequently making the families that live out of tourism financially precarious. These circumstances need changes if the Spanish economy wants to thrive. Besides, the pandemic caused by Covid-19 that we are undergoing since the beginning of 2020 have caused struggles in almost all economic sectors, but it could be said that the field most damaged by this situation has been tourism. Spain in general is bound to the service industry, not only tourism. According to the data from 2019, as the image below<sup>24</sup> demonstrates, the four economic sectors which contributed most to the Spanish GDP were: tourism with a 15% (the focus of this study), construction sector with a 14%, healthcare sector with a 12%, and commercial sector with a 12% too.

**GRÁFICO 9**  
DISTRIBUCIÓN DEL EMPLEO TURÍSTICO POR RAMAS DE ACTIVIDAD  
Datos de afiliados a la Seguridad Social a 2 dígitos CHAE

fuente: Exceltur con datos de Afiliados a la Seguridad Social a 2 dígitos de la CHAE (2019).



\*\*La propia Exceltur en la explotación de los datos de la EPA incluye todo el empleo de la restauración como turístico, lo que junto con el resto de ramas características supone los 2,5 millones de empleos turísticos como turísticos a efectos de este estudio.

<https://www.exceltur.org/wp-content/uploads/2018/04/ESTUDIO-EMPLEO-SECTOR-TURISTICO-EXCELTUR.pdf>

<sup>24</sup> [El turismo ya aporta al PIB español tres veces más que la automoción](#)

## ¿Qué sectores aportan más al PIB y al empleo en España?



Therefore, with the exception of the construction sector ranked at the second place, the rest of the four most significant economic fields in Spain belong to the service sector.

The housing crisis from 2008 deeply affected the construction sector. Numerous young people and low-skilled people earned a life thanks to this activity and suffered the real estate crisis. Even though the sector was experiencing a recuperation, it has been affected by the coronavirus crisis in this last year. According to ITEC (Instituto de Tecnología de la Construcción, meaning Institute of Technology of the Construction), residential building fell by 13'5%, a bigger

decline than that of the European median which was -10'6%<sup>25</sup>. This same study foresees a stabilization of the construction sector for 2023, but it is expected that it will only happen in the cities capable of creating employment whereas the villages and small cities will experience the stagnation of this sector.

Regarding the healthcare system in Spain, there are both private and public clinics but the one more significant is the public one, as the chart below shows<sup>26</sup>. This data also shows a growth in the money invested in the healthcare sector through the years in both the public and the private spheres.

	2014	2015	2016	2017	2018
<b>Gasto sanitario total</b>	<b>94.989</b>	<b>99.717</b>	<b>101.082</b>	<b>105.347</b>	<b>109.855</b>
Gasto sanitario público	66.754	71.132	72.257	74.483	77.404
Gasto sanitario privado	28.235	28.585	28.825	30.863	32.451

With this information we understand that the employment created in the healthcare sector is predominantly public, most of the workers

would be civil servants who have won an exam for public Service. Thus, the employment from this sector is mainly stable, permanent and its

<sup>25</sup> [La recuperación del sector de la construcción será más lenta en España que en otros países europeos.](#)

<sup>26</sup> [Sistema de Cuentas de Salud](#)



conditions are regulated by the Government and laws. Nevertheless, since 2002, it has been the autonomous governments who deal with the public health system. This means that the numbers of the difference between the public and the private health systems could change when comparing each region of the country. Furthermore, the healthcare system has not been affected in terms of employment by the coronavirus crisis, in any case the other way around, since society has learned how valuable and necessary are and their functions have been needed more than ever, so employment in this field is undergoing a growth, according to data from January 2021 it has had a 5% increase against the same month of the previous year<sup>27</sup>.

According to the Ministry of Trade, Industry and Tourism's webpage, as regards the commercial sector, within the total of it, the retail trade signifies the largest part of it, being more than a 5% of the total gross value added (5'2% in 2018).<sup>28</sup> In January 2020, there were 726.573 enterprises working in this sector, that is 21'3% of the total number of enterprises in Spain. In January 2021, the number of workers from the commercial economic field reached 3.139.304. The CEOE (Confederación Española de Organizaciones Empresariales, that is Spanish Confederation of Business Organisations), the employment created in the commercial sector is steady, 77'5% of the salaried professionals from this sector had an indefinite contract in 2018, against the 22'5% with a temporary work contract, lower than the general panorama in Spain which is 26'8%<sup>29</sup>.

## 4. Analysis of perspectives of training activities carried out by Inercia Digital.

### 4.1. Analysis of the portfolio of training programs implemented by the institution

#### a) [Brief presentation of expertise areas](#)

Inercia Digital, as an innovative Andalusian organization, is specialized in training and innovation in digital skills on an international level. More specifically, regarding our training programmes and actions, we're carrying out two main lines of action, Digital school and Entrepreneurial School, in addition to having protocolized actions for the generation of specific training to solve specific demands of our clients in different fields. Currently, we incorporate to our [training catalogue](#) different courses related to these main competency areas:

- **Digital School Courses:**
- [Robotics for educators](#)
- [Strategies for safe internet use in the classroom](#)
- [Learning and teaching in social media networks](#)
- [Safety and security on the Internet for teachers](#)
- [European opportunities for Digital Schools](#)
- [Flipped classroom methodology](#)
- [Creation of educational video games](#)
- [Multimedia publishing in education](#)
- [Creating educational blogs and websites with wordpress](#)
- [Virtual Campus. The e-learning system](#)
- [Collaborative tools for teamworks](#)
  
- **Entrepreneurial School Courses:**
- [Sustainable Entrepreneurship. Educational Organizations Valuing Eco-](#)

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<sup>27</sup> [El empleo en salud en España mantiene su crecimiento: arranca 2021 con un aumento del 5% en enero.](#)

<sup>28</sup> [Ministerio de Industria, Comercio y Turismo - Sitio web de Comercio Interior](#)

<sup>29</sup> [El sector comercio en la economía española - Noviembre 2019](#)



## environmental and Social Dimensions of Development

- Tools Supporting Educational Innovation
- Collaborative Work in Education to have a Successful Entrepreneurial Experience
- Facing Future Challenges in Education in the Digital Age

- 2030 Agenda and the SDGs.

Sustainable Development and Education.

- Benefits of physical and sports activities in Educational Environments.

The selection and prioritization of these areas of competence as the main strategic development lines in the field of training, respond to the recommendations and reference frameworks for the development of competences promoted on a European scale.

The competencies in our courses are designed and distributed according, mainly, to what the European Commission establishes in The Digital Competence Framework for Citizens (the DigComp 2.1) with eight proficiency levels and examples of use; the European Framework for the Digital Competencies of Educators (DigCompEdu) and the The European Entrepreneurship Competence Framework (EntreComp), EntreCompOrg and EntreCompEdu, Developing teachers' entrepreneurial education skills. Our training actions are designed under the influence of all the competencies defined in these frameworks, and they're taken into account in a transversal sense.

- b) Offer differentiation based on territorial issues (national level and international / European level)

In Inercia Digital, training actions are developed establishing their categorization not only based on the field of competence, but also on the potential students (teachers and educational staff, organizations and professionalization in various sectors, and the community or population in general).

Generally, these training courses last 35 hours, following a Non Formal methodology in every domain, in order to promote the interaction between learners and trainers, as well as between students themselves. Different methods are developed within the in person sessions, giving special attention to the Case method, methodology based on project learning by doing and the Interrogative one. The basic methodology of the course is the Flipped one. It means that students will work on Inercia Digital's online platform. It will be useful to download the learning and supporting materials, to participate in the debate forums, to ask doubts, to interact with other students, to complete the required tasks for evaluation, and to do the final self-assessment of their achievement theoretical questionnaires. The learners will have access to the online platform at any moment, and they must spend almost 10 hours of dedication. All this provision is completed with in-person classes, in which different activities are carried out to integrate conceptual, procedural and attitudinal course's contents.

These training actions have a prize of 350€ in face to face methodology and 200€ when attended online, through our Moodle platform. There's the possibility to finance them through European Erasmus+ projects, as Learning Mobilities offered through KA122SCH y KA122ADU to teachers, trainers and educational staff.

At a national level, this training catalogue is also available in spanish, so national clients and attendees can also access our training offer.

Inercia Digital also implements training actions as part of Innovation in Education projects at the European level, both for national and European audiences, depending on the requirements of the project itself. Some of the projects are related to Digital Skills, Entrepreneurship, social and cultural inclusion, VET, climate change, adult education, etc.

Likewise, as a specific offer at the national level, two itineraries or training proposals can be differentiated in addition to those discussed so far. Vocational Training for Employment or FPE, is understood in Spain as the set of instruments and actions that it provides; both to companies and employed workers, as well as to the unemployed; adequate training for your needs and those of the current job market, inside this line, we offer:

- **Training offer of programmed or subsidized training:** Scheduled training for active professionals. Also known as Bonus Training or Continuous Training, its objective is to respond to the specific training needs detected by companies for their workers, through the provision of training actions related to the activity of the company or to each job position, with the aim of for workers to update or improve their skills. That is, all private companies that develop training for their workers and make contributions, through the professional training fee, regardless of their size, may be beneficiaries of a Training Credit for the training of their workers, which becomes effective once the training action has been completed by applying bonuses to the Social Security contribution.

In this line, apart from the training specifically designed to meet the needs of our clients, we have three different courses in catalogue:

- Advanced Digital Marketing for SMEs.
- Advanced E-Commerce for SMEs.
- Advanced Cybersecurity for SMEs.
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**Private training to obtain Certificates of Professionalism:** document by means of which the necessary competences for the development of a work activity are officially accredited. The certificate recognizes a certain professional profile that comprises a set of identifiable competencies within the production system and that are recognized and valued in the labor market. The certificate of professionalism is official and valid throughout the national territory and is issued by the State Public Employment Service and the competent

bodies of the Autonomous Communities. In the case of Andalusia, the competent body is the General Directorate of Vocational Training for Employment, of the Ministry of Employment, Training and Self-Employed Work. They are not academic qualifications, and therefore do not give access to the studies taught by Education (training and / or university cycles). The work activities that allow the development of these certificates are included in the National Catalog of Professional Qualifications.

At Inercia Digital, we've been implementing Digital School courses for four years, having very positive results regarding the quality of our actions, their continuous improvement and the level of satisfaction shown by our participants. The same results are being expressed when considering the Entrepreneurial School programme. We had more than 936 participants and 100% of them were satisfied with our courses. It can be said that participants from over 26 countries have improved their digital and entrepreneurial skills with us. In the final evaluation report of our last economic period, we assessed that regarding the level of satisfaction, the general impression of our courses is measured on a scale from 1 to 5, in which all the participants answer within the two upper terms (4 and 5). Thus, 65.38% of the answers give the highest rating to our training, and the remaining 34.62%, a very good overall impression. 73.91% of the participants consider that the knowledge, abilities and skills acquired will be useful in their daily performance, at a very high, or the highest possible level (Results based on the evaluation survey following the ISO 29990 standard, at this moment, we started implementing UNE-EN-ISO 9001: 2015 and UNE-EN-ISO 14001: 2015 standards).

## Inercia Digital Strategic Plan and the training actions with the annual forecast for each one

Main action lines	Actions taken	Indicators	2020	2021	2022	2023	2024	2025
To continue the approach to lifelong learning. Combining offers of initial VET qualifications, with offers of continuous training for updating and retraining.	Professional training program with certificates of professionalism in face-to-face mode (VET offer plan)	No. hours taught	0	400	800	1200	1200	
To continue the approach to lifelong learning. Combining offers of initial VET qualifications, with offers of continuous training for updating and retraining.	Professional training program without certificates of professionalism in face-to-face mode (VET offer plan)	No. hours taught	0	105	175	210	280	350
Provision of guidance services, as well as validation of previous learning.	Pre-evaluation system of digital competences for students	No. of tests answered	0%	80%	100 %	100 %	100 %	100 %
Provision of guidance services, as well as validation of previous learning.	Student digital skills validation system	No. accredited people	0	50	100	200	350	500
Innovative curriculum that focus on both technical skills and key competencies	Specific training program for EUROPEAN digital, entrepreneurship and green skills in education (ka1)	No. of certificates issued	20	100	150	200		
Innovative curriculum that focus on both technical skills and key competencies	Specific training program for NATIONAL digital, entrepreneurship and green skills in education	No. of certificates issued	0	20	35	50	65	80
To promote the student excellence through actions that encourage VET students to explore their innovation and creative potential	Student participation in innovative project actions (events, courses or meetings)	No. of students participating in innovative actions (ka2)	0	50	100	150	200	250
To promote the student excellence through actions that encourage VET students to explore their innovation and creative potential	Youth digital entrepreneurship plan (erasmus youth mobility plan)	No. of transnational youth mobilities	0	2	5	10	15	20

To develop modules and focus on students. VET transnational learning offer	Transnational mobility plan for professional training students on internships in European companies (Erasmus VET plan)	No. of transnational mobilities of VET practices	0	3	5	8	10	
To develop modules and focus on students. VET transnational learning offer	Transnational mobility plan for adult students (Erasmus adult plan) apply in 2021 with the finished lab	No. of transnational mobility adult students		0	4	12	15	18
To offer higher level VET programs and develop flexible pathways and cooperation mechanisms between VET and higher education institutions.	Advanced training plan in digital skills with the Cybersecurity Engineering School (Digital Europe Plan).	No. hours taught		0	100	300	500	700
To offer higher level VET programs and develop flexible pathways and cooperation mechanisms between VET and higher education institutions.	Offer of higher degree professional training and adult education	No. hours taught in VET	0	0	2000		200	
Initial and continuous professional development of teachers and trainers	Continuous training program for Inercia Digital staff	No. hours of continuous training that staff receive	40	40	40	40	40	40
Establish effective feedback loops and graduate tracking systems	Creation of the Alumni group for Digital Inertia and encourage the voluntary participation of former students in PROJECTS activities	No. of students national and international	0	100	200	300	350	400
Establish effective feedback loops and graduate tracking systems	Tracking system	No. of students participating in innovation actions	0	0	8	15		
Establish alliances between companies and education for apprenticeships, internships, sharing teams, exchanges of personnel and teachers, etc	Digital Inertia internal internship program (national and international, face-to-face and online)	Number of European companies		35	40	45		

Establish alliances between companies and education for apprenticeships, internships, sharing teams, exchanges of personnel and teachers, etc	External internship program (in other non-ID companies) for students	Number of students managed for internships in other companies	0	0	15			
Provide or support business incubators for VET students to develop their entrepreneurial skills and initiatives	Creation of a business incubator within the framework of the entrepreneurship program	No. participants in the incubator						
Provide or support business incubators for VET students to develop their entrepreneurial skills and initiatives	Program to promote digital entrepreneurship for young people through mobility	No. of mobilities	0	0	3	6	9	12
Develop internationalization strategies to promote the mobility of students / staff	Mobility internationalization strategy in European countries with little presence of Digital Inertia	Number of agreements with organizations of European countries with little Digital presence						
Develop internationalization strategies to promote the mobility of students / staff	Strategy for internationalization of mobility with non-European third countries	Number of agreements with non-European international organization	0	3	6	9	12	15
Campaigns and activities aimed at increasing the attractiveness of VET	Participation in regional campaigns to promote VET	No. of regional / national / international actions / campaigns participated	0	1				
Campaigns and activities aimed at increasing the attractiveness of VET	Participation in European campaigns to promote VET and the Erasmus in VET program	No. of participated European actions / campaigns	4	9	12	15	20	



Participate in national and international skills competitions	Encourage the participation of the Center and / or students in national skills competitions	Number of competitions / regional / national competitions participated	0	1	2	3	3	3
Participate in national and international skills competitions.	Encourage the participation of the Center and / or students in European and international competitions or competitions	Number of international competitions / European competitions participated	0	1	2	4		
Develop "campus / international vocational academies	Develop an annual summer campus in Huelva for digital entrepreneurship (included in the Erasmus Youth Plan)	Summer campus number organized	0	0	10	15	20	25
Develop "campus / international vocational academies	Develop an international academy in Huelva on innovative projects in education (New Erasmus Program)	Number of international academies organized	0	0	10	15	20	25

As guarantors of quality of all the services and actions carried out in Inercia Digital, contemplated in the training field, as well as in any line of strategic and organizational development, it should be noted that all the training and evaluation processes coordinated and taught by Inercia Digital are based on the UNE-EN-ISO 9001: 2015 and UNE-EN-ISO 14001: 2015 standards, to achieve continuous improvement in the quality of the services provided and the activities developed by Inercia Digital, minimizing the environmental impact of our actions.

#### 4.2. Correlation of program implementation forecasts with the development tendencies of the national economy

According to the research that we have conducted, the main economy sector in Spain is the tourism sector. It is important to clarify that there are other sectors which depend on tourism like the business sector, construction

sector, leisure sector, etc. Taking this information into account, we have realised that it is necessary for spanish people to be trained in different areas which are related to tourism as the possibilities to get a job are higher.

By Doing some research, we have known that there are several training programs, degrees and courses related to this specific sector. At Inercia Digital, our training offer in this field is carried out through our VET programme, in the Private training to obtain Certificates of Professionalism line.

We have also participated as applicant organisation in the Resolution of the National Public Employment Service, by which the call is approved for the granting of public subsidies for the execution of training programs of state level, aimed primarily at people employed in the sectorial area of the Tourism, within the framework of the Recovery, Transformation

and Resilience Plan. The European Council of July 21, 2020, aware of the need at this time, after COVID19 pandemic, impulsed an unprecedented effort and innovative approach to advance the convergence, resilience and transformation in the European Union, agreed on a package of powerful measures. These measures combine the strengthened multiannual financial framework (MFF) for 2021-2027 and the implementation launch of a European Recovery Instrument ("Next Generation EU"). East European Recovery Instrument, will imply for Spain about 140 billion euros in the form of transfers and loans for the period 2021-26.

Within the framework of the National Recovery, Transformation and Resilience Plan, the Ministry of Labor and Social Economy and the State Public Employment Service participate in a relevant way in Component 23 "New public policies for a dynamic, resilient labor market and inclusive", framed in the political area VIII "New economy of care and policies of job".

The reforms and investments proposed in this component include Investment 5, "Acquisition of new skills for digital, green and productive transformation", which at the same time includes the performance of "Professional requalification of workers employed in the sector field of tourism".

The call, of competitive concurrence, exceeded by two the initial expectations of application to the tender. Inercia Digital participates as head of the Grouped Plan of training entities, together with two other centers in Ávila and San Sebastián, giving greater perspective and national scope to the training possibilities if the said event is approved, still in the evaluation phase.

The training courses prioritized by Inercia Digital in this bidding, according to our human resources, expertise and capability were:

- Tourist Animation
- BIG DATA

- Cybersecurity
- CYBER SECURITY FOR USERS
- Marketing of tourism products
- COMMERCE ON THE INTERNET. RESOURCE OPTIMIZATION
- ADVANCED DIGITAL SKILLS
- BASIC DIGITAL SKILLS
- CRM AS A TELEMARKETING TOOL
- SERVICE STRATEGIES: QUALITY AND CUSTOMER ORIENTATION
- Training of skills to interact online with clients in the aviation sector
- ROBOTICS FUNDAMENTALS
- Computerized sales management (face-to-face)
- BUSINESS ENGLISH
- PROFESSIONAL ENGLISH FOR TOURISM
- Professional English for tourism
- English: Business Management
- English. Restoration
- ONLINE MARKETING: DESIGN AND PROMOTION OF WEBSITES
- WEB POSITIONING AND MK DIGITAL IN SEARCH ENGINES
- PREPARING FOR ATTENDANCE TO INTERNATIONAL EVENTS
- Promotion and sale of tourist services
- EUROPEAN DATA PROTECTION REGULATION
- ONLINE RESERVATION SYSTEMS: PROPERTY MANAGEMENT SYSTEM

As seen, it is worth highlighting the transversality of languages, specifically English applied to the field of tourism and digital skills in that field; which also justifies the suitability of our previous training programs, as areas of basic transversal action for the socioeconomic development of various areas, such as the one studied and prioritized.

Regarding hybrid training in this regard, it should be noted that national bodies and organizations such as FUNDAE (State Foundation for Employment Training) and CECAP (Spanish Confederation of Training Companies), recommend and endorse new

training methods that were greatly developed during the toughest months of the pandemic, which should be maintained, as a result of this, It is the consideration of these training actions, as well as other tenders and training lines, even in the formal sphere, from online and mixed methodologies, a fact that is also on the rise today at the national level.

*Compare the results of the research you conducted in the third part of this analysis (forecasts of the development of certain sectors of the national economy) with the training activity plans of your institution in 2022-2025. Make sure your vision is in line with the realities of the country's economy. Identify the training programs run by your institution that, in the context of this analysis, are considered promising and worth hybridizing. If possible, analyze what specific competencies / abilities are most needed for the professionals you will train in hybrid-worthy curricula.*

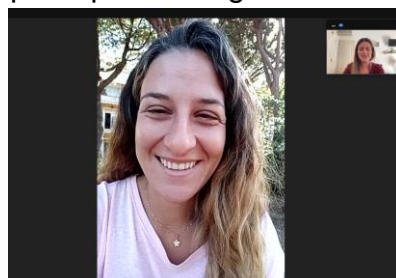
## 5. Description of the results of the round table discussion

Inercia Digital had the opportunity to meet with two professionals from the tourism sector who help us to verify the information that we found and they also gave up more details about this sector and what it is needed to keep improving it.

Salomé, our first participant, is currently working in a hotel as a receptionist and she has got a lot of years experience working in this sector. With her, we could know how the pandemic situation is affecting them and she approved that the information found by us in our desk research was correct. Salomé told us that last year, people made less reservations in hotels, maybe because of the economic situation due to coronavirus or because they did not feel safe even though the restrictions were high. She also explained that in Spain,

taxes are not paid and contracts are not temporary but they are not 100% permanent as you do know work during winter but they give you the guarantee of keeping your position until the season starts again. She mentioned that related to education, people who work in this sector should learn more english as it is very necessary and in her case, she feels like she could have learned more when she did her degree but they did not offer a good level.

María, who also worked in this sector, is preparing her master degree in tourism, so she could provide us with more information. She said that this sector is so important in our country and it will never have a crisis, even though we suffered from a pandemic, it will recover easily as it is doing it. For spanish people, going on holidays is like a main priority so they will always find a way to spend a few days off somewhere. It is true that websites like Airbnb are affecting the economy numbers as it is not 100% legal and Maria said this is not something that it nos shown in the statistics. Moreover, she mentioned the same as Salomé, the importance of knowing a second language. She thinks that if we can offer foreing the opportunity to communicate with them better, Spain would receive more tourists, but it is true that our country is the fourth in the ranking of most popular places to go.



## Conclusions

As a conclusion, we consider that a training focused on this sector should be interesting to solve the main problems with the fact of knowing another language. We need to take into consideration,

There are other sectors, which depend on this one, so it can be considered to train people who work in those sectors who will probably have less knowledge than a person who has been studying tourism in a university. There are a lot of people working thanks to this sector, so the possibility of creating more jobs could be done if better training is offered.

Regarding hybrid-simulation training, as we mentioned before, at the moment Inercia Digital only has done 2 courses due to the current situation with COVID 19. We have trained people in contents related to tourism and we plan to continue it as it is the sector which more opportunities of jobs produces and as social organizations we are aware that, apart from teaching in digital skills, we want to help the society around us, national and international level