

# The AMS Skills Barometer

## An Austria-wide Implemented Online Information System for Skill Trends by the Public Employment Service Austria

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Transnational Forum – EFFECT

„Matching Skills to Support Career  
Development“



# Content

- \_\_The Skills Barometer in a nutshell
- \_\_Tour of the Skills Barometer
- \_\_Background: aims and objectives
- \_\_Background: sources, methodology, ...
- \_\_Actors, funding, project partners
- \_\_Classifications
- \_\_Advantages in using the Skills Barometer

# AMS Skills Barometer: What is it?

- \_\_ Labour market tool: information on LM trends, current and short term skills demand
- \_\_ Web-based – easy access
- \_\_ Designed 2002 for Austrian PES “Arbeitsmarktservice” (AMS)
- \_\_ Need for comprehensive information on micro level
- \_\_ Quick access: <http://www.ams.at/qualifikationen>

## Key features:

- \_\_ Exploits available information
- \_\_ Easy to use
- \_\_ Standardized vocabulary: classification of occupations, classification of skills/competences

# Home



QUALIFIKATIONS-BAROMETER

[BERUFSBEREICHE](#) | [BUNDESLÄNDER](#) | [TOP 5](#) | [BERUFE](#) | [QUALIFIKATIONEN](#)

Suchbegriff ...



[HILFE](#) | [METHODIK](#) | [KONTAKT](#)



## WILLKOMMEN IM AMS- QUALIFIKATIONS-BAROMETER

On this page you will find the 24 professional fields with the job the last two years, according to Austria and Germany.

Next:  
Clicking on a professional field

Top jobs and top qualifications:  
► [Top 5](#)

Help and Guided Tour:  
► [Help](#)

Feedback for editors:  
► [Contact](#)

[EIN SERVICE DES AMS ÖSTERREICH](#)

### > BERUFSBEREICHE

### > BUNDESLÄNDER

#### > Construction, timber and related industries

#### > Office, business, finance and law

#### > Chemicals, plastics, raw materials and mining

#### > Electrical, Electronics and Telecommunications

#### > Health and Medicine

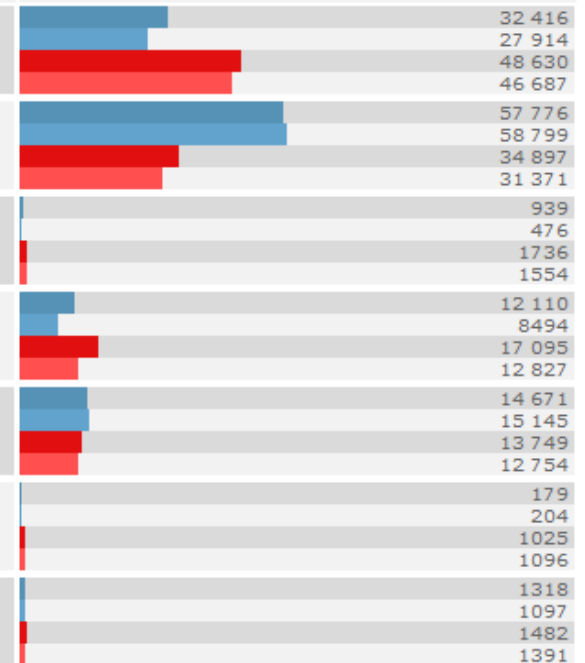
#### > Glass, ceramic and stone

#### > Graphics, printing, paper and photography

### OFFENE STELLEN

Total Austria ▼

2010 2009 Print Media  
2010 2009 AMS



<http://www.ams.at/qualifikationen>

# Vocational Domains, 1



QUALIFIKATIONS-BAROMETER

BERUFSBEREICHE | BUNDESLÄNDER | TOP 5 | **BERUFE** | QUALIFIKATIONEN

Suchbegriff ...



HILFE | METHODIK | KONTAKT



## BERUFE

Selection lists:

▸ systematic ▸ alphabetically

- Bau, Baunebengewerbe und Holz
- Büro, Wirtschaft, Finanzwesen und Recht
- Chemie, Kunststoffe, Rohstoffe und Bergbau
- Elektrotechnik, Elektronik und Telekommunikation
- Gesundheit und Medizin
- Glas, Keramik und Stein
- Grafik, Druck, Papier und Fotografie
- Handel und Verkauf
- Hilfsberufe und Aushilfskräfte
- Hotel- und Gastgewerbe
- Informationstechnologie
- Körper- und Schönheitspflege
- Landwirtschaft, Gartenbau und Forstwirtschaft
- Lebensmittel
- Maschinen, Kfz und Metall
- Medien, Kunst und Kultur
- Reinigung und Hausbetreuung
- Reise, Freizeit und Sport
- Sicherheitsdienste
- Soziales, Erziehung und Bildung
- Textil, Mode und Leder
- Umwelt
- Verkehr, Transport und Zustelldienste

## TRENDS IM BERUFSBEREICH

### ▸ Hotel and Hospitality

#### Labour Market Trends

##### Slight upward trend after break-ins through the economic crisis

After overnight declines in sales in 2009 and the 2010 summer season brought the domestic tourism visitor numbers rising again. Due to the expected positive economic development for the coming years is also a slight increase of jobs in the hotel and hospitality industry to be expected, at the same time could increase by the opening of the labor market for workers from new EU countries, the labor supply.

[Mehr Informationen](#)

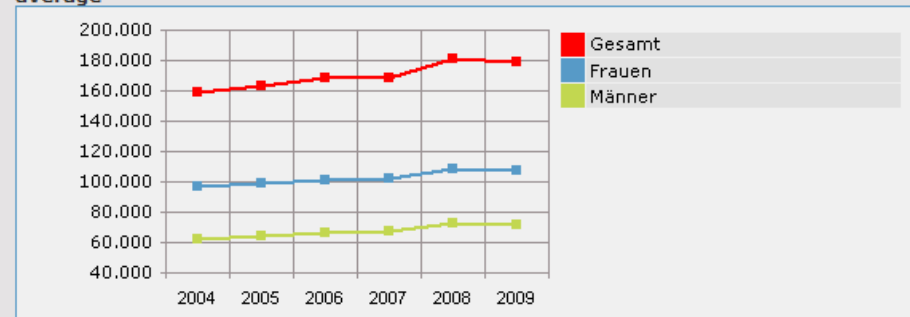
#### Women and men in the labor market: Hotel and Hospitality

##### Above-average high proportion of women

In the professional field of hotel and restaurant industry with nearly two-thirds of women is higher than average. Almost half of the women, however, is employed in less skilled occupational groups. For men this figure is only a quarter.

[Mehr Informationen](#)

#### Salaried workers in the hotel and hospitality industry by sex in the 2004-2009 annual average



Source: Federal Ministry of Labour, Social Affairs and Consumer Protection. Graphics: AMS Austria.

## Vocational Domains, 2

Total Austria

Career Options Hotel and Hospitality	Employee		Vacancies				
	predicts	at present	Print Media		AMS		
			2010	2009	2010	2009	currently online
>> Hotel reception and floor	↑	■ ■	9077	6915	15 759	15 054	481
>> Kitchen and service professionals	↑	■ ■	58 294	45 983	56 774	55 197	3316
>> Kitchen and service paramedics	↑	■ ■	15 441	13 221	23 841	23 138	942
>> Hotel Management and Catering Management	↑	■	2132	2100	1625	1706	90

>> Vacancies in eJob Room

Employees predicts:	rising ↑↑	upward trend ↑	consistent ↔	tend to be decreasing ↓	sinking ↓↓	
Currently employed:	Proportion of workers within the professional field			high ■ ■ ■	medium ■ ■	low ■

Vacancies in the print media in 2010 and 2009  
from: AMS / GfK Austria, job advertisement analysis, 2010 and 2009 respectively.

Vacancies AMS 2010 and 2009  
from: AMS statistics, the AMS reported vacancies, full-year 2010 or 2009.

Vacancies AMS, currently online:  
Number of AMS eJob Room jobs offered by 05.07.2011.

► Sources for field work ► Interviewed experts

# Vocational fields, Labour market

## TRENDS IM BERUFSFELD

> Health and Medicine >> Medical professions




### Labour Market Trends

#### Solid employment growth in physicians - long waiting times at a rotation spot especially in Vienna

The employment of doctors of medicine will continue to grow stably. Especially in rural areas, a shortage of general practitioners (family doctors) is suspected. Aspiring doctors see themselves partly faced with longer waiting times for a rotation spot.

Mehr Informationen ☒

Vienna

Occupations Medical professions	Employee		Vacancies				
	predicts	at present	Print Media		AMS		
			2010	2009	2010	2009	currently online
>>> Doctor, doctor	↑	■■■	140	219	551	494	36 
>>> Dentist, Dentist	↑	■	12	-	1	2	1 
>>> Veterinarian, veterinarian	↔	■	-	12	3	1	1 

>> Vacancies in eJob Room

Employees predicts:	rising ↑↑	upward trend ↑	consistent ↔	tend to be decreasing ↓	sinking ↓↓	
Currently employed:	Proportion of employees within the profession			high ■■■	medium ■■	low ■

# Vocational fields, skills demand

## Qualification trends

### Stress resistance is essential, social skills required

While the acquisition will be provided the medical expertise for physicians is self-evident, especially in social and personality skills to deal with patients as well - located with its own carrying capacity limits demand - an increasing extent.

Mehr Informationen ☒

Professional Qualifications	Forecast	Importance in the labor market
>>> Medical diagnostics function	↑	■ ■ ■
>>> Medical Information and Documentation Systems	↑	■ ■ ■
>>> Quality management skills	↑	■ ■ ■
>>> Diabetology	↑	■
>>> Ethnomedicine	↑	■
>>> Health care	↑	■
>>> Homeopathy	↑	■
>>> Management Skills	↑	■
>>> Medical Expertise	↔	■ ■ ■ ■
>>> Knowledge of job-specific legal bases	↔	■ ■ ■
>>> Veterinary Medical knowledge	↔	■
>>> Dental technology skills	↔	■

About Professional Qualifications	Forecast	Importance in the labor market
>>> Frustration tolerance	↑	■ ■ ■
>>> High sensitivity	↑	■ ■ ■
>>> Communication skills	↑	■ ■ ■
>>> Nerves	↑	■ ■ ■
>>> Teamwork	↑	■ ■ ■
>>> Discretion	↔	■ ■ ■ ■
>>> Preparedness	↔	■ ■ ■ ■
>>> Willingness to learn	↔	■ ■ ■ ■
>>> English	↔	■ ■ ■



# Gender information, regional information

## BUNDESLÄNDERINFORMATIONEN

- > Burgenland
- > Kärnten
- > Niederösterreich
- > Oberösterreich
- > Salzburg
- > Steiermark
- > Tirol

## TRENDS IM BUNDESLAND

### Tyrol

#### Economic level

The economic level is in Tyrol Austria with 105% above the average, the cut above all the regions Außerfern (114%), Innsbruck (110%) and Lower Tyrol (106%) significantly better. Tyrol is in contrast with 73% of the average and Austria, the economically weakest region dar.

The GDP (gross regional product per inhabitant) is € 32,500, - Austria, which is slightly above the average of € 31,100, -.

#### Economic Structure

The service area is located in Tyrol was 73%, which is right in Austria average, most notably the hotel and catering industry and trade have high numbers of employees. This can be attributed, primarily on tourism, which is compared in the Tyrol with other states to meet the most. The share of industry located in the Tyrol at 27%, slightly above the value of Austria (26%). Important sectors are the construction industry, metal production and processing, food and beverage industry, manufacture of articles of glass, stone and earth, wood working and machining, mechanical engineering, chemical manufacture, processing of paper and paperboard, and textile industries.

See also: Labour Market Profile Tirol 2009

#### Labour Market Development

The gainful employment laid in the Tyrol from 2007 to 2008 by 2.7%, slightly above the average Austria (2.3%), with the employment of women substantially - by around 4% - and lower in men (+ rose 1.7%). Differentiated by sector to put the employment, especially in the tertiary sector.

The employment rate in 2008 was 73.7% (Austria value 72.3%), while that of women is 68.6% and that of men at 78.4%. Unemployment in 2008 was 5.2% below the national average of 5.8%. For 2009 assumes a further increase in unemployment, most notably those districts will be affected reinforced with a high proportion of industrial enterprises, but also the decline in tourism is here-term effects.

#### Demand occupational areas based on analysis of advertisements (Tirol)

Vocational areas	Vacancies				
	currently online	2010		Change from 2009	
		Print Media	AMS	Print Media	AMS
>> Hotel and Hospitality	425	26 688	20 078	+6416	+1605
>> Sales and trading	376	10 094	4155	+1202	+446
>> Office, business, finance and law	187	7109	2180	+842	+243

## FRAUEN UND MÄNNER AM ARBEITSMARKT

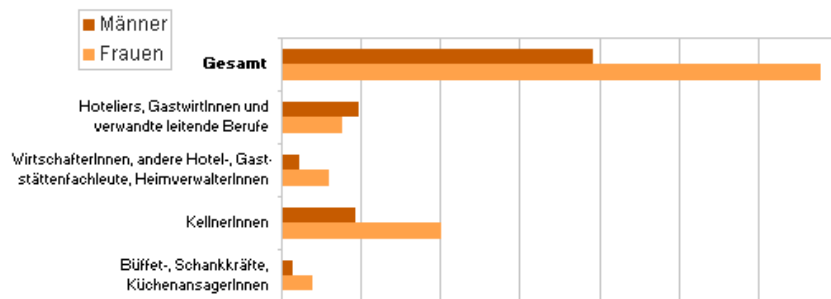
### Hotel and Hospitality

#### Above-average high proportion of women

#### Employees: women, men share

In the professional field of hotel and restaurant industry with nearly two-thirds of women is higher than average. Almost half of the women, however, is employed in less skilled occupational groups. For men this figure is only a quarter.

**Chart 1: Percentage of female and male employees by occupation of the Austrian occupation classification (ÖBS)**



# Classifications

<b>BERUFE</b> Selection lists: ▶ systematic ▶ <b>alphabetically</b>	<b>GESAMTÜBERSICHT: BERUFSBEREICHE</b> ..... <b>BERUFSFELDER</b>
<div>                         A B C D E F G <b>H</b> I J K L M N O P Q R S T U V W X                          V 7                     </div> <div>                         ▶ <b>HaarstylistIn</b>                          ▶ <b>HafenmeisterIn</b>                          ▶ <b>HafnerIn</b>                          ▶ <b>HandelsagentIn</b>                          ▶ <b>HandelsarbeiterIn</b>                          ▶ <b>Handelsgehilfe, Handelsgehilfin</b>                          ▶ <b>Handelsgehilfe/-gehilfin</b>                          ▶ <b>HandelsreisendeR</b>                          ▶ <b>HandelsvertreterIn</b>                          ▶ <b>HandlungsreisendeR</b>                          ▶ <b>Hardware-DeveloperIn</b>                          ▶ <b>Hardware-EntwicklerIn</b>                          ▶ <b>Hardware-EntwicklungsingenieurIn</b>                          ▶ <b>HardwareentwicklerIn</b>                          ▶ <b>HardwaretechnikerIn</b>                          ▶ <b>HauptschullehrerIn</b>                          ▶ <b>HausarbeiterIn im Bereich Reinigung</b>                          ▶ <b>HausbesorgerIn</b>                          ▶ <b>HausbetreuerIn</b>                          ▶ <b>HausbetreuerIn (HaushälterIn)</b>                          ▶ <b>Hausbursch, Hausmädchen</b> </div>	<div> <div>  <b>Construction, timber and related industries</b> </div> <div> <div>  <b>Bauhilfsberufe</b> </div> <div> <div>BauhelferIn</div> <div>BaumonteurIn</div> <div>GerüsterIn</div> </div> </div> <div> <div>  <b>Building and Construction</b> </div> <div> <div>Construction manager</div> <div>BaupolierIn</div> <div>BauspenglerIn</div> <div>BautechnikerIn</div> <div>Civil engineering draftsman</div> <div>DachdeckerIn</div> <div>FassaderIn</div> <div>FertigteilhausbauerIn</div> <div>Building Technician</div> <div>MaurerIn</div> <div>SchalungsbauerIn</div> <div>Security Technician</div> </div> </div> <div> <div>  <b>Wood and sawing</b> </div> <div> <div>Assistant to the wood processing</div> <div>timber technician</div> </div> </div> </div>

# Impetus behind, aims and objectives

- \_\_Need for an instrument for anticipating labour market trends and skills needs
- \_\_Shift from occupations/vocations towards skills and competences
- \_\_Concentrate existing information on LM trends in one central tool
- \_\_Use of standardized terminology and classifications
- \_\_Exploit available information
- \_\_Provide detailed information
- \_\_Comprehensive; national and regional information
- \_\_Concise; easy to understand
- \_\_Easy access

# Sources

- \_\_\_ Research work, analyses, forecasts on skill needs for the Austrian labour market (national; regional; local)
- \_\_\_ Quantitative data (statistics)
- \_\_\_ Analyses on job vacancies in print media and via AMS
- \_\_\_ Company monitoring survey by AMS: biennial, < 6.000 companies, 20+ employees)
- \_\_\_ Relevant texts from a broad range of sources (mass media, branch journals, ...)
- \_\_\_ Expert workshops
- \_\_\_ Explorative interviews with experts

# Methodological Approach

- \_\_\_ Combination of quantitative and qualitative work
- \_\_\_ Sources monitored throughout the year
- \_\_\_ 2 updates per year
- \_\_\_ Trends anticipated for next 4 years
- \_\_\_ Usability and wording adapted to wide user group

## Editing process

- \_\_\_ Identify sources
- \_\_\_ Collect information
- \_\_\_ Evaluate the information critically, and
- \_\_\_ Merge all the information in a synoptical way

➔ The Skills Barometer is a presentation tool, rather than a monitoring tool

# Actors

Funding: Austrian PES, AMS

Project partners:

- \_\_\_ 3s: development of functions and user interface; technical solution: subcontracted
- \_\_\_ GfK Austria: job vacancies
- \_\_\_ ibw, 3s: content, text, tables, graphs

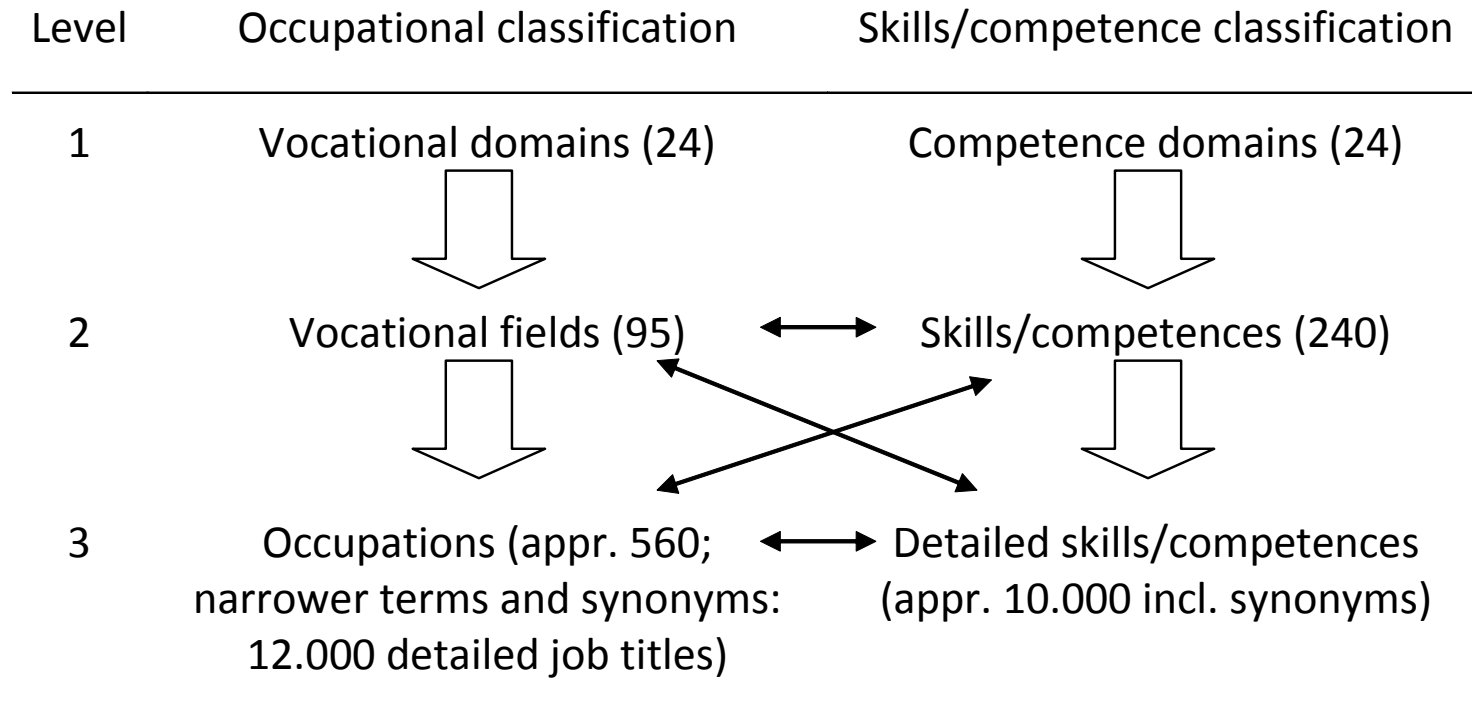
Users:

- \_\_\_ Job orientation (schools, job orientation courses, private...)
- \_\_\_ Job information broker (PES staff, trainers, teachers...)
- \_\_\_ Institutions (education institutions for feasibility studies...)
- \_\_\_ Labour market researchers (“experts“)

# Classifications, 1

Occupations	Skills and Competences
Hierarchical, comprehensive	Hierarchical, comprehensive
Dynamic, updated on demand	Dynamic, updated on demand
24 occupational areas, like <i>Hotel and Catering industry</i>	Technical skills („vocationally specific“) in 18 domains „Non-vocationally specific“ skills in 6 domains: soft skills, personal features, physical abilities...
94 occupational fields, like <i>Administration and Management in Catering industry</i>	Appr. 200 main skills, competences, qualifications, abilities
558 job titles, like <i>reception clerk, food and beverage manager...</i> > 12.000 terms as specialisations, synonyms...	10.000 terms, including synonyms, narrower terms...

# Classifications, 2



\_\_Linkage on various levels

\_\_Classifications are used in other AMS products and studies

\_\_Different access options



# Steps Forward in Using the AMS Skills Barometer

Skills Barometer advantages:

- Combining qualitative and quantitative labour market information
- Providing comparative labour market and skills demand information for all occupational sectors
- Showing recent developments and short term future trends in skills demand on occupation sectoral basis

# The AMS Skills Barometer

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