

Reflections on the 10th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy:

Human Capital Development in Tourism

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WOW!

Objectives of the 10th UNWTO Asia/Pacific Executive Training Program on Tourism Policy and Strategy: Human Capital Development in Tourism



1. How to prepare the national tourism authorities in HCD so as to manage the unprecedented growth of tourism in the region;
2. How to prepare the workforce in managing the unprecedented growth of tourism in the region;
3. How tourism can contribute to inclusive and sustainable growth through preparing a quality workforce for the region;
4. How HCD in tourism can contribute to the full and productive employment and decent job for all, particularly for youth and women; and
5. How policy level decisions can help manage human capital in tourism as it ensures the competitiveness and sustainability of a tourism destination
6. (How participants can seek to influence their colleagues back home of the vital role of HCD in tourism)
7. (How to make HCD the 'deal maker' or 'deal breaker' in formulating tourism policy and strategy)

The Secretary-General's three HCD priorities

- 1. A focus on gender and opportunity for women**
- 2. A focus on the needs and aspirations of youth**
- 3. Making HCD relevant to the needs of all sectors of the tourism industry (private and public sectors), at a national and regional level**

My No 4!!

- 4. Ensuring that HCD is sustainable and contributes to the sustainable future of communities and destinations**



***My* suggestions as to what you might reflect upon and seek to implement back home.....**

Actions to take away

- 1. Always ask the HR question (the deal maker or the deal breaker):**
 - Policy**
 - Planning**
 - Investment**
 - Projects, Events**
 - Bids**

- 2. Create HCD capacity, a ‘HCD Champion’, within Ministries and tourism development agencies**

- 3. Establish a cross-ministry/ agency liaison forum for HCD in tourism (Labor, Employment, Education, Economic Development, Culture, Environment, Aviation etc.)**

- 4. Cross-reference Tourism HCD policy and strategy with wider social and economic policy development**

- 5. Demand sustainability guarantees for all HCD projects/ investments, especially international partner funded**

- 6. Build on existing infrastructure and capacity where possible (Carl Winston's programme in China)**

- 7. Engage and mandate the private sector to take the lead in HCD thinking and policy development – capacity build industry associations for this role if required**

8. Think long term beyond the HCD needs of today – tomorrow is not far away and the world will have changed by then*

9. Understand and engage with demographic and social change – do young people ‘think careers’, for example?

10. Look for regional/ international collaboration on a mutual learning basis



The Asia-Pacific tourism workforce of the future: using Delphi techniques to identify possible scenarios

Solnet, D., Baum, T., Kralj, A., Robinson, R., Ritchie, B. & Olsen, M. (2014) In : Journal of Travel Research.

An Asia-Pacific core-periphery futures paradox: Divergent worker and tourist mobilities

Robinson, R., Ritchie, B., Kralj, A., Solnet, D., Baum, T. & Ford, R. (2014) In : Journal of Travel Research.

MORE?

11. Refine your SWOTS on the light of your learning

12.?

13.?

14.?

15.?

16.?

→ FREE OFFER! ←

Keep in touch

Let me know what you are doing in HRD

Ask me anything you like on HRD in tourism

**Look for ideas and resources – I probably will
have something of use**

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Thoughts and Questions?



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