



# UNWTO Course in Qatar – 1<sup>st</sup> Edition 2015

## in collaboration with the George Washington University

### *Human Capital Development: a Factor for Quality Service*

10-14 May 2015

The UNWTO Regional Capacity Building Course on Tourism Human Capital Development will be held in Doha on 10-14 May 2015, at the invitation of the Qatar Tourism Authority, with the support of the UNWTO.Themis Foundation and in collaboration with the George Washington University. This executive training course for UNWTO member states officials from the MENA region examines key concepts, processes and practices in tourism human capital development, based upon lessons learned internationally and in the MENA region.

## 1 Introduction

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Tourism human capital development is crucial for the competitiveness and sustainability of a tourism destination as only human capital with the right knowledge, skills and attitude can develop, manage and deliver competitive and sustainable tourism products and experiences.

A key aspect of tourism is its potential to create and support jobs and boost employment. Tourism employment delivers long-term benefits to destinations, both socially and economically. Tourism is also beneficial for enterprise development as it opens opportunities for small and medium sized businesses that are engaged in providing products and services for the tourism sector. Given its economic linkages, tourism's impacts are also strong in other sectors and supply chains. Employment in the tourism sector, however, is considerably varied, ranging across a wide range of types and levels of skills whilst at the same time new tourism occupations are also emerging in line with new trends in tourism product development and according to global technological and demographic changes.



In the context of the above, this course intends to outline the essential elements of tourism human capital development and the process of its planning, illustrated through a range of successful approaches and case studies, setting out best practice examples and benchmarks. Finally, the course will also provide a platform for participants to examine successful policies, guidelines, and strategies for tourism human capital development.

## 2 Target audience

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This course is aimed at high level decision-makers in the National, Regional and Local Tourism Administrations, Organisations and Companies who have competences in tourism human capital development.

## 3 Facilitators

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**Dr. Don Hawkins** is the Dwight D. Eisenhower Professor of Tourism Policy and Professor of Management and Tourism Studies in the School of Business as well as Professor of International Affairs in the Elliott School of Foreign Affairs at the George Washington University. In 2003, he received the first United Nations World Tourism Organization (UNWTO) Ulysses Prize in 2004 for individual accomplishments in the creation and dissemination of knowledge. He was appointed as Special Advisor to the UNWTO Secretary General for the UNWTO Knowledge Network in 2012. He is the Chairman of Solimar International and Volunteers for Economic Growth. He first began working in the tourism industry in 1957 and continued to be engaged actively over the past 58 years.

He has been recently engaged in sustainable tourism consulting activities, including policy analysis, strategic planning, human capital development and technical assistance in the Republic of Georgia, Jordan, Qatar, Sri Lanka, Myanmar, Bulgaria, Portugal, Spain, Tanzania, Senegal, Ethiopia, Mozambique, Madagascar, Rwanda, Kenya, South Africa, Dominican Republic, Canada and the United States.

**Dr. Ziad Alrawadieh** has got a PhD in Tourism Management from The University of Naples “Federico II” in Italy, and is currently the dean of the Faculty of Tourism and Hospitality as well as the director of Student Affairs Unit at The University of Jordan (Aqaba Branch). He worked at the Prince Sultan College for Tourism and Business (Al-Faisal University) and The Jordan Applied College for Hospitality and Tourism (Ammon College). In 2009 he joined the Centre for Tourism and Cultural Change at Leeds Metropolitan University (UK). Dr. Alrawadieh’s book on ecotourism and its principles was awarded the University of Philadelphia’s prize for the best book in 2013. His particular interests are Heritage Tourism, Cultural Tourism, Tourism and the Local Communities, and Tourist Destination Management.

He was involved in many pioneer projects in the human resources development field in Saudi Arabia (with Human Resources Development Fund), Iraq (Government of Kurdistan), and Libya (Ministry of Tourism).



He is also a member of several Jordanian organizations working in heritage preservation and cultural dialogue. These organizations include the Petra Forum for Cultural Awareness and Heritage Preservation “Qawafel” and Bait Alanbat Association, both based in Jordan. He attended many conferences related to tourism, heritage, and youth inclusion.

## 4 Objective and outcomes

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The objective of this course is to provide participants with knowledge, skills, tools and a forum for discussion on human capital development in the tourism sector.

Upon successful completion of this course, participants will be able to:

- Understand the key elements and concepts related to human capital development
- Analyse the barriers that impede attracting and retaining talent
- Conduct situational analysis of current human capital needs at the destination levels
- Understand the components of a human capital development strategy
- Incorporate exemplary practices and benchmarks in tourism capital development initiatives
- Highlight the essential skills and competences needed for major tourism occupations
- Develop and outline a training program for enhancing service quality at the organizational or destination level

## 5 Content

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### 1. Assessing and Designing Tourism Human Capital Development Requirements

- 1.1 Tourism Human Capital Assessment Framework
- 1.2 Developing a Human Capital Assessment
- 1.3 Designing a Human Capital Program
- 1.4 Challenges & Opportunities in the MENA Region

### 2. Developing Tourism Human Capital Development Programs

- 2.1 Addressing Demand for Human Capital to Stimulate Sustainable Tourism Growth
- 2.2 Human Resource Management Issues
- 2.3 Improvement of Customer Services

### 3. Tourism Education and Training Systems

- 3.1 Education and Training Components
- 3.2 Delivery of Quality Learning Opportunities
- 3.3 Quality Assurance Mechanisms



### **Case studies discussed:**

- National level: Jordan, Qatar, Canada
- Destination level: Puerto Plata, Dominican Republic, British Columbia, Canada, Doha, Qatar
- Organizational level: Ritz Carlton

## **6 Final Activity**

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On the last day of the course, participants are to present, in small groups, their final activity on a topic related to the course and for their technical visit site.

## **7 Methodology and Structure**

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The theoretical-practical methodology used in this course comprises presentations, discussions, debates, group work and practical activities.

Two international facilitators will give presentations which will be conceptual, tool-sharing and as interactive as possible. The course will also have discussions and debates, and practical activities aim at putting in a real situation the content and tools seen during the course. The course will shed some light on the best practices in the field whether on the regional or on the international level.

These activities will consist of practical tasks, group discussions and technical visits in an area related to the topic of the course. During such technical visit, participants will be expected to conduct fieldwork, interviews, information gathering and other interactive activities in Doha, Qatar. Moreover, participants will be expected to give two presentations: one on the outcomes of the fieldwork (the day after the technical visit) and another on the final project (on the last day of the course).

To make good use of this event, participants will receive (when selected) an introductory booklet with UNWTO publications, articles or other reading material, introducing key issues and concepts needed for the course. The intention of this approach – the transmission and usage of various tools, the expertise of the facilitators and participants, the discussion forums and the practical group work – is for participants to fully understand the topics of the course.

## **8 Brief informative data**

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The course is to be held in English and Arabic with simultaneous interpretation in Arabic and in English from 10<sup>th</sup> to 14<sup>th</sup> May in Doha.