

PROJECT SUMMARY

Project title: TOURISM MANPOWER NEEDS ANALYSIS AND MEDIUM-TERM HUMAN RESOURCES DEVELOPMENT ACTION PLAN

Country: OMAN

Region: MIDDLE EAST

Current status: Ongoing Concluded

Duration (est.)/dates: December 2009 - May 2012

Category: Tech. Cooperation MDG-F

Partner entities: Ministry of Tourism of Oman

Main project objectives:

With the tourism sector undergoing a structural expansion in Oman, one of the principal challenges is the significant increase in demand for tourism labour over the coming years. It is foreseen that the planned development of tourism infrastructure over the next ten years will put increased pressure on the tourism labour market in both traditional hospitality related positions and new services as the country's tourism offer further matures and diversifies. In this context the purpose of the study was to identify suitable strategies and actions to strengthen the future supply of human resources for the sector -in line with the Government's Omanisation Policy- in collaboration with the Government, private sector actors and higher education and training institutions. The project's principal objectives centred on undertaking an evaluation of the current state of human resources in Oman through quantitative and qualitative research; to identify the key challenges to be addressed in the medium term; and to offer strategic recommendations on developing a highly skilled workforce in the tourism sector of Oman through meeting future labour demand and the greater provision of education and training programmes.

Project focus (Choose all applicable):

Policy Planning & Economic Development

- Tourism Policy/Master Plans & Strategic Development Plans
- Legislation & Regulation
- Physical Planning/Infrastructure/Resort Development
- Institutional Strengthening & Public-Private Partnerships
- Economic Impact/Value Chain Analysis & Local Development

Human Resource Development

- Manpower Planning
- Capacity Building Programmes /Hospitality Skills & Tourism Business Development

Statistics

- Statistical Strengthening
- Development of Tourism Satellite Account (TSA)

Quality Standards

- Hotel Classification
- Destination Quality Performance

Product Development, Marketing and Promotion

- Marketing & Promotion Planning
- Product Development & Diversification

Main project outputs/deliverables:

A Tourism Manpower Needs Analysis was formulated which detailed the outcomes and results of six industry surveys and national consultations that were conducted during the project. Future quantitative projections in job creation were also made based on planned new developments. Other key themes that emerged included current skills availability and shortages, recruitment policies and practices, education and training provision, public image and perception of tourism within Omani society and career development opportunities. A HR Development Action Plan was formulated based on the main results of the Tourism Manpower Needs Analysis. The Action Plan provides a strategic framework with targeted policies and actions towards meeting future labour demand, closing skills gaps and enhancing service quality, widening training provision, improving institutional coordination and increasing job opportunities for Omanis. Following a detailed consultation process with the MoT of Oman on the report's outcomes and findings, the Final Report was approved and presented at a national workshop in Muscat in May 2012 which was attended by government officials, private sector representatives and academics.