

BUILDING HUMAN CAPITAL IN TOURISM IN AFRICA

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Background

Research shows that for every 30 new tourists to a destination, one new job is created.

The aviation and travel sector is already the second-largest employer in the world, with huge potential for further job creation—travel and tourism is forecast to employ 338 million people by 2023, and aviation and aerospace an additional 58 million people.

According to the WTTC, the total global impact of talent gaps could cost the global economy nearly 14 million jobs and \$630 billion GDP loss

The public and private sector need to collaborate closely to update university and training programmes to ensure they keep up with market needs and technological advancements.

Nature of Employment

- The hotels, catering and tourism sector is one of the fastest growing sectors of the global economy
- It is among the top-job creating sectors because of its labour intensive nature and the significant multiplier effect on employment in other related sectors
- Characteristics:
 - (i) it is a fragmented industry with a majority of employers in small and medium sized enterprises with low union density, and
 - (ii) work characterized by low wages and low levels of skill requirements
 - (iii) shift and night work and
 - (iv) seasonality

Why Human Capital Development Plans?

Enable Member countries to devise and implement education and training policies, plans and tools that fully harness the employment potential of their tourism sector and effectively enhance its competitiveness and sustainability:

- (i) Develop and implement practical capacity building initiatives and promoting the use of new technologies
- (ii) Certification of tourism education, training and research programmes for quality assurance

The Travel and Tourism Competitiveness Pillars

Enabling Environment

1. Business Environment (12 indicators)
2. Safety and Security (5 indicators)
3. Health and Hygiene (6 indicators)
4. Human Resources and Labour Market (9 indicators)
5. ICT Readiness (8 indicators)

T&T Policy and Enabling Conditions

1. Prioritization of Travel and Tourism (6 indicators)
2. International Openness (3 indicators)
3. Price Competitiveness (4 indicators)
4. Environmental Sustainability (10 indicators)

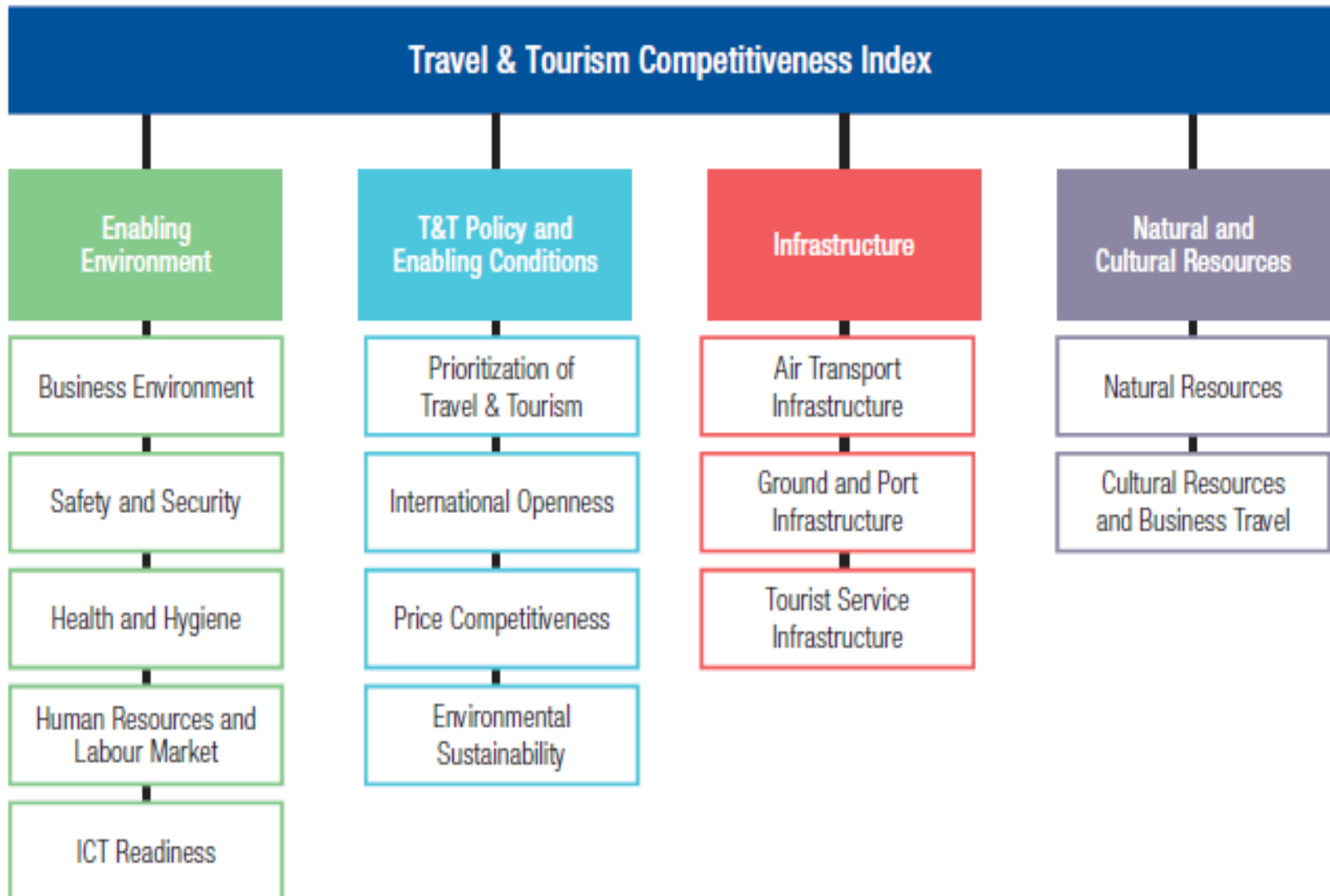
Infrastructure

1. Air Transport Infrastructure (6 indicators)
2. Ground and Port Infrastructure (7 indicators)
3. Tourist Service Infrastructure (4 indicators)

Natural and Cultural Resources

1. Natural Resources (5 indicators)
2. Cultural Resources and Business Travel (5 indicators)

Competitiveness Index



Human Resources and Labour Market (Indicators)

Qualification of the labour force

- 4.01 Primary education enrolment rate
- 4.02 Secondary education enrolment rate
- 4.03 Extent of staff training
- 4.04 Treatment of customers

Labour market

- 4.05 Hiring and firing practices
- 4.06 Ease of finding skilled employees
- 4.07 Ease of hiring foreign labour
- 4.08 Pay and productivity
- 4.09 Female labour force participation

Pillar 4: Human Resources and Labour market

Quality human resources in an economy ensure that the industry has access to the collaborators it needs.

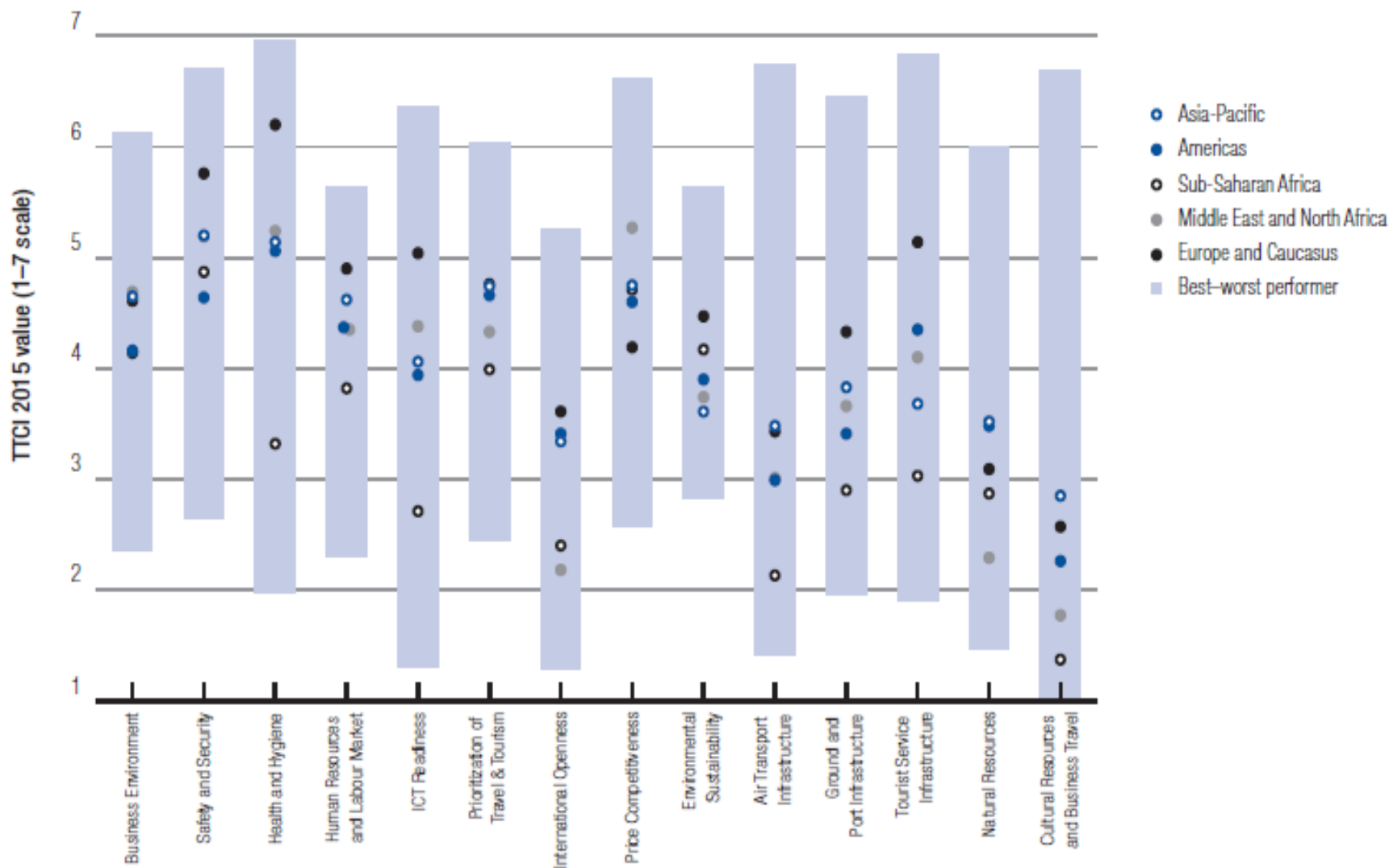
The sub- components of this pillar measure how well countries develop skills through education and training, and enhance the best allocation of those skills through an efficient labour market.

The former includes formal educational attainment rates and private sector involvement in upgrading human resources, such as business investment in training services and customer care.

The latter includes measures of the flexibility, efficiency and openness of the labour market and the participation of women, to assess the depth of the country's talent pool and its ability to allocate human resources to their best use.

The Travel & Tourism Competitiveness Index 2015

Regional performance Comparison to best- and worst-performing countries, by pillar



International Standard Classification of Occupations (ISCO)

ISCO is an **International Labour Organization (ILO) classification** structure for organizing information on labour and jobs. It is part of the **international** family of economic and social **classifications** of the United Nations

Purpose of the ISCO classification

- a tool for organizing jobs into a clearly defined set of groups according to the tasks and duties undertaken in the job.
- It is intended for use in statistical applications and in a variety of client oriented applications.
- Client oriented applications include
 - (i) matching of job seekers with job vacancies
 - (ii) management of short or long term migration of workers between countries and
 - (iii) development of vocational training programmes and guidance

The ISCO-08 divides jobs into 10 major groups

1-Managers

2-Professionals

3-Technicians and associate professionals

4-Clerical support workers

5-Service and sales workers

6-Skilled workers

7-Craft and related trades workers

8-Plant and machine operators, and assemblers

9-Elementary occupations

0-Armed forces occupations

Each major group is further organized into sub-major, minor and unit groups.

The basic criteria used to define the system are the skill level and specialization required to competently perform the tasks and duties of the occupations

The Tourism & Hospitality sector

The sector has several principal activities:

- Hotel & Hospitality/Accommodation
- Restaurant and Mobile Food service
- Tour & Travel Agency,
- Tour Guides,
- Event Management,
- Creative Arts & Entertainment Activities,
- Heritage Activities,
- Museums and Historical sites,
- Operation of Sport facilities and
- National Parks Management
- etc

Core Skills

- Tourism Policy and Strategy
- Strategic Planning for Sustainable Tourism Development
- Sustainable Tourism Development and Poverty Alleviation
- Tourism Destination Management
- Marketing, Promotion and Communication
- Tourism and Social Media
- Social Media in Tourism Destinations
- Towards a Smart Destination
- Risk assessment and crisis management in tourism
- Tourism, Climate Change and the transformation to the green economy
- Tourism Management in Environmental and Heritage Sensitive Areas
- Measurement of tourism's economic impacts
- Public Use Management in Protected Areas
- Introduction to Tourism for Diplomats
- etc

Practical Skills

- Tourism products design;
- Business incubation for micro-business;
- Design, evaluation and follow-up of projects;
- Diagnostic assessments and resource evaluation;
- Tourism inventories;
- Setting up a tourism information systems;
- Tourism promotion actions: website development, promotional materials;
- Development and implementation of tourism signposting;
- Value chain analyses;
- Improvement of urban image and territorial planning of tourism;
- Support to small hotel and restaurant establishments in customer service techniques, image, hygiene, products, marketing etc

Skills Mapping Matrix

	Manager	Professional	Technician	Artisans
Hotel & Hospitality/Accommodation				
Restaurant and Mobile Food service				
Tour & Travel Agency				
Tour Guides				
Event Management				
Creative Arts & Entertainment Activities				
Heritage Activities				
Hotel & Hospitality/Accommodation				
Museums and Historical sites				
Operation of Sport facilities				
National Parks Management				
Etc				

Recommendations

- 1) Take an inventory of skills on the continent**
- 2) Capacity building for business owners**
- 3) Practical training of employees**
- 4) Develop soft skills including language skills**

Cont.

5) Knowledge transfer partnerships

6) Investment in Training Institutions

7) Enhance Customer service Standards

8) Research

- o The impact of unskilled labour on profitability of tourism establishments in Africa
- o The cost of doing business in Tourism & Hospitality sector in Africa compared to the rest of the world
- o The rate of closure (winding up) of tourism & hospitality establishment in Africa and the reasons behind such closures.