



# **Egypt Experience in Developing the Human Resources in Tourism Sector**



**Prepared by:**

**Amany El Shazly**

**Hagar Soliman**

**Egyptian Ministry of Tourism**

**September, 2014**



# Contents

- 1) Introduction
- 2) Economic Facts about Tourism in Egypt
- 3) Plans for Improving Quality of Services ( Tourism Training)
- 4) MOT Training Sector
- 5) Cooperation with the Human Resources Unit in the ETF .
- 6) Types of the Training Programs for Tourism Workforce in Egypt.

# Introduction

- Egypt is considered as one of the top leading tourism destinations not only in the Middle East but also in Africa.
- It enjoys a very diverse atmosphere both culturally and naturally.
- Its global fame of such unique tangible and intangible cultural heritage assets, hospitable people, striking beauty of its natural heritage that includes deserts, seas, oases, fauna and flora in addition to the winter warmth, put it on the top of tourists interests especially those who look for authenticity, warmth, beauty of nature and culture.



# Economic Facts about Tourism in Egypt

- Tourism industry is the principal generator of income and foreign exchange earnings .
- It contributes around 11.3 % of GDP directly and indirectly
- It contributes to 2.4 % of total investment and 9.2 % of the total investments of services .
- Tourism contributes to taxes about 4.6 % of total direct sales tax and 19 % of direct taxes on services.
- For Egypt, tourism is a labor-intensive industry due to the direct and indirect connections of tourism sector with other activities (around 70 sectors).
- It is considered as a main provider of jobs where tourism employment directly and indirectly is about 12.6% of the total employed population.
- The numbers of workers exceed 1.7 million directly more than the quarter is engaged in hotels.

# Plans for Improving Quality of Services (Training)

- In the framework of developing the capacity building of the workforce in tourism sector, improving their performance and skills to face the future needs and the continuous technological changes, MOT as the main governmental body that is concerned with tourism, applied a variety of programs as follows:
  - Skill Developing Programs .
    - Apprenticeship Training.
    - On-the-job Training.

# MOT Training Sector

- The MOT- represented in the training and research studies sector- put a comprehensive plan for implementing the above mentioned goals through **five approaches** as follows:
- **Enhancing Language Skills:** through providing language programs in English, French, German, Spanish, Turkish , Hebrew..etc.
- **Developing information technology and computer skills:** for example program of solving problem of decision making through computer.
- **Improving the technical skills in tourism management:**
  - Art of negotiation and protocol course in cooperation with the diplomatic institution of Ministry of Foreign Affairs.
  - Scholarship of obtaining masters degree in cultural heritage management from Egyptian and foreign universities in Egypt like the French university in Egypt (10 employees from the MOT and ETA have been obtained the degree by 2013) .
- **Exchanging experiences in tourism field:** in the framework of the implementation of the signed international agreements, for example:
  - MOT has trained 19 experts from commonwealth in e-marketing of tourist destinations and Egypt experience in the field of tourism in 2014.
- **Encouraging the tourist research studies** by the employees and also supporting researchers in tourism studies from other institution through publishing their researches and articles in the MOT research magazine, which helps in improving the quality of the Egyptian tourist products and services.

## **Cooperation with the Human Resources Unit in the ETF .**

- In cooperation with other public entities, MOT Training Sector along with ETF established a series of training programs to improve the services in tourism sector depending on three main approaches as follows :
- Developing the educational system in tourism and hospitality institutions .
- Training fresh graduates of tourism institutions.
- Developing skills of tourism sector employees and upgrading their professional levels.



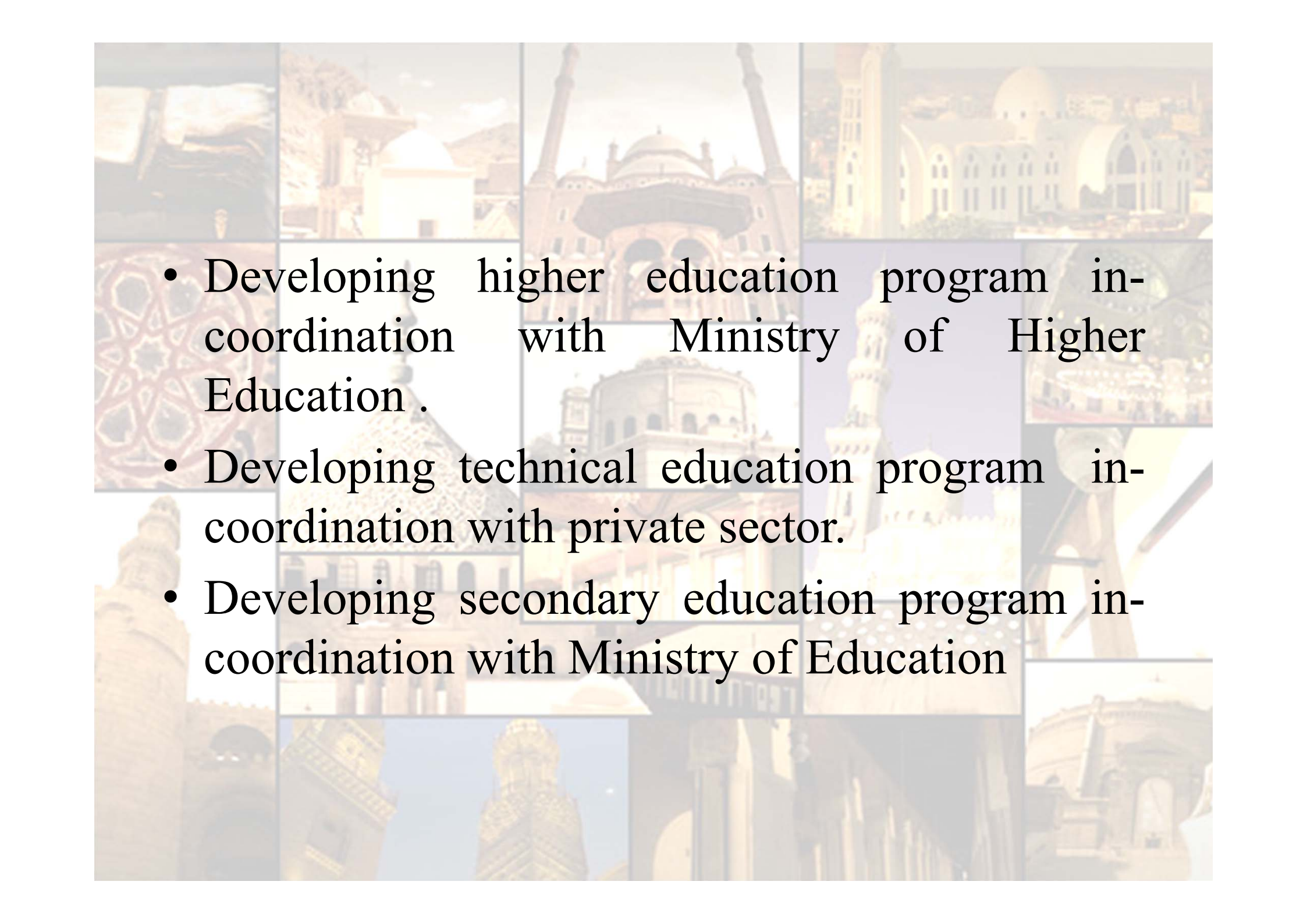


## Types of Training Programs in Tourism Sector

Educational Programs

Fresh Graduates Training Programs

Tourism Sector Employees Program

- 
- Developing higher education program in-coordination with Ministry of Higher Education .
  - Developing technical education program in-coordination with private sector.
  - Developing secondary education program in-coordination with Ministry of Education

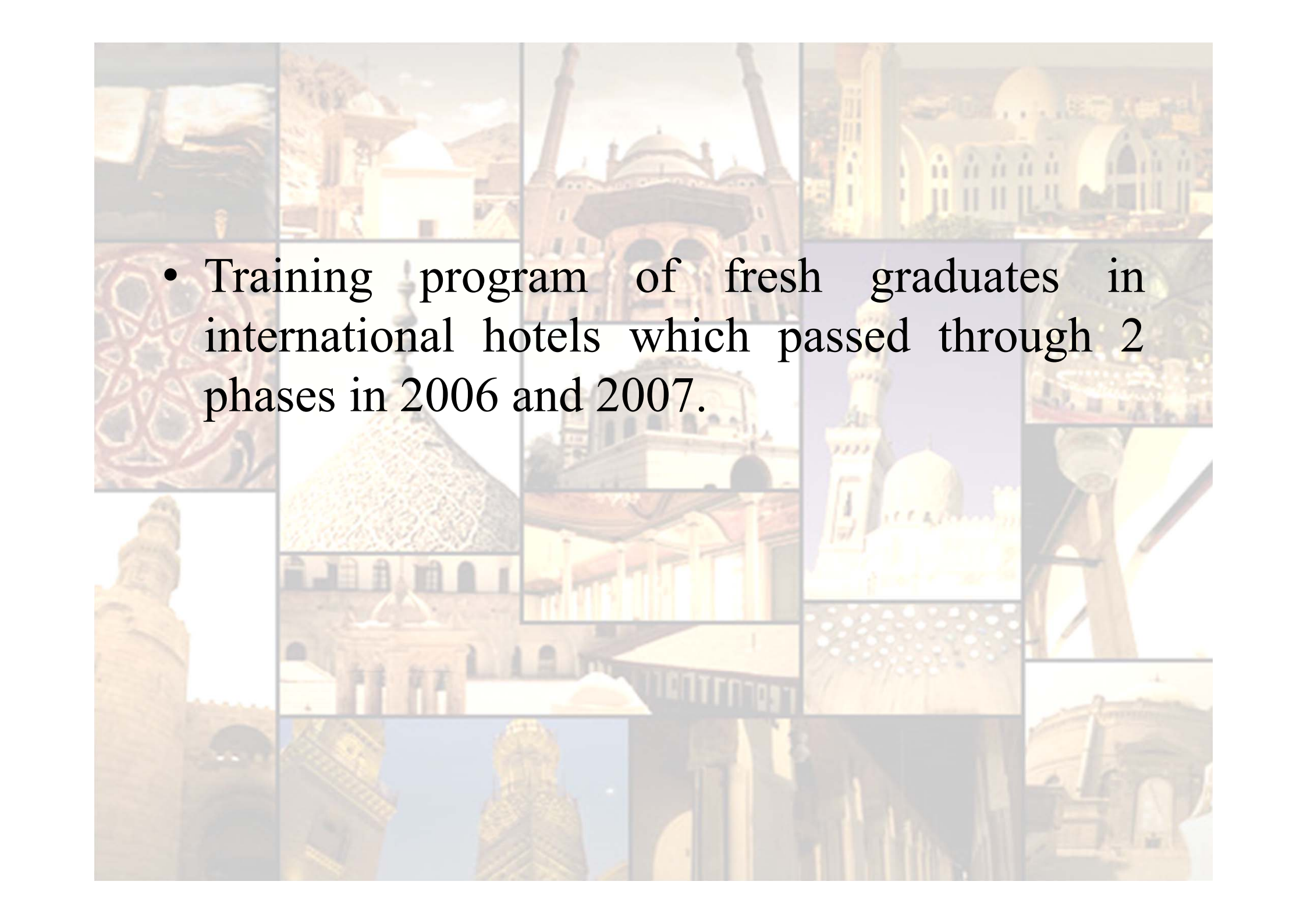


## Types of Training Programs in Tourism Sector

Educational Programs

Fresh Graduates Training Programs

Tourism Sector Employees Program

- 
- Training program of fresh graduates in international hotels which passed through 2 phases in 2006 and 2007.




## Types of Training Programs in Tourism Sector

Educational Programs

Fresh Graduates Training Programs

Tourism Sector Employees Program

- 
- Technical Capacity Building and Skills Enhancement Program for MOT, ETA, and TDA Employees .
  - EU (Austrian)/Egyptian Institutional Twining Project .
  - Tourism Studies Curriculum Design & Development Program
  - Technical and Vocational Education and Training (TVET)-UK Program
  - Tourism Vehicle Drivers Training And Qualification Center
  - Abu Quargass Hospitality Services Training Center in Al Minya.
  - Egyptian Tourism Workforce Development Project
  - Cornell University School of Hotel Administration Hospitality Professionals Development Education Program.
  - International Development Ireland (IDI) Specialized Management Development
  - AMIDEAST English Language for Tourism with emphasis on communication and entrepreneurial skills .
  - Tourism Awareness Front liner Training Program



**Thank You**