

IN THE NAME OF GOD

Enhancing the Capacity of Tourism Workforce
In the OIC Member Countries
For Improved Tourism Service Quality



OBJECTIVES OF TOURISM INDUSTRY

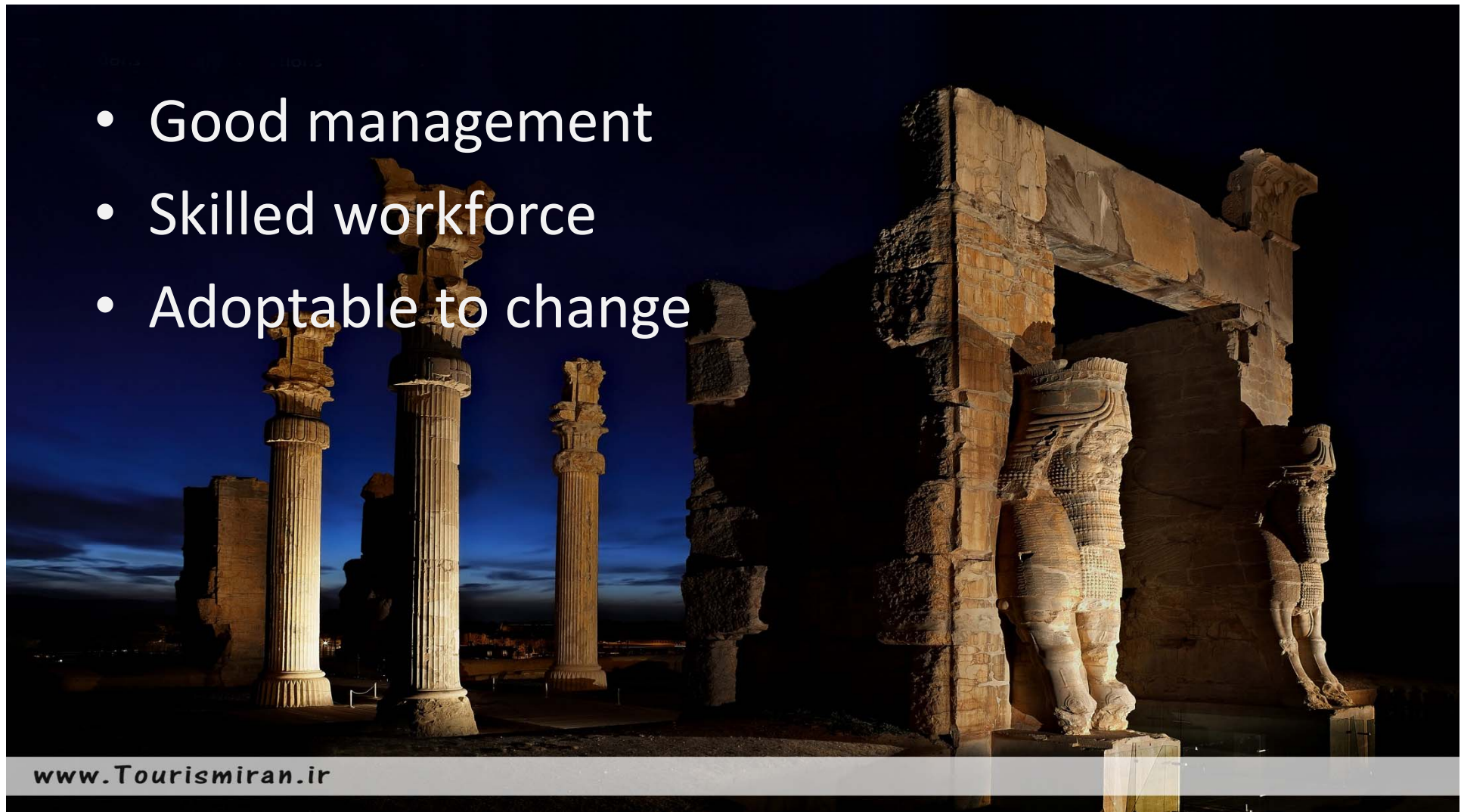


- To serve customers
- To make profits



Good Performance In Tourism Industry is based on:

- Good management
- Skilled workforce
- Adoptable to change



Workforce development



is the comprehensive management of human resource as to better meet the demand of a global economy at both national and international levels through improving competitiveness & social cohesion.



Goal of workforce development



- To improve business competition
- To increase the quality of products



Workforce profile

*Accommodation

*Food & Beverage

*Tourism & travel

*Events

*Transport

*Others



Focus on people Issues



- Train the workforce
- The right people are placed into right jobs
- Promote creative thinking & problem solving
- Productive people
- Enhance motivation



Training workforce in Iran



- The No. of Tourist Institutions:

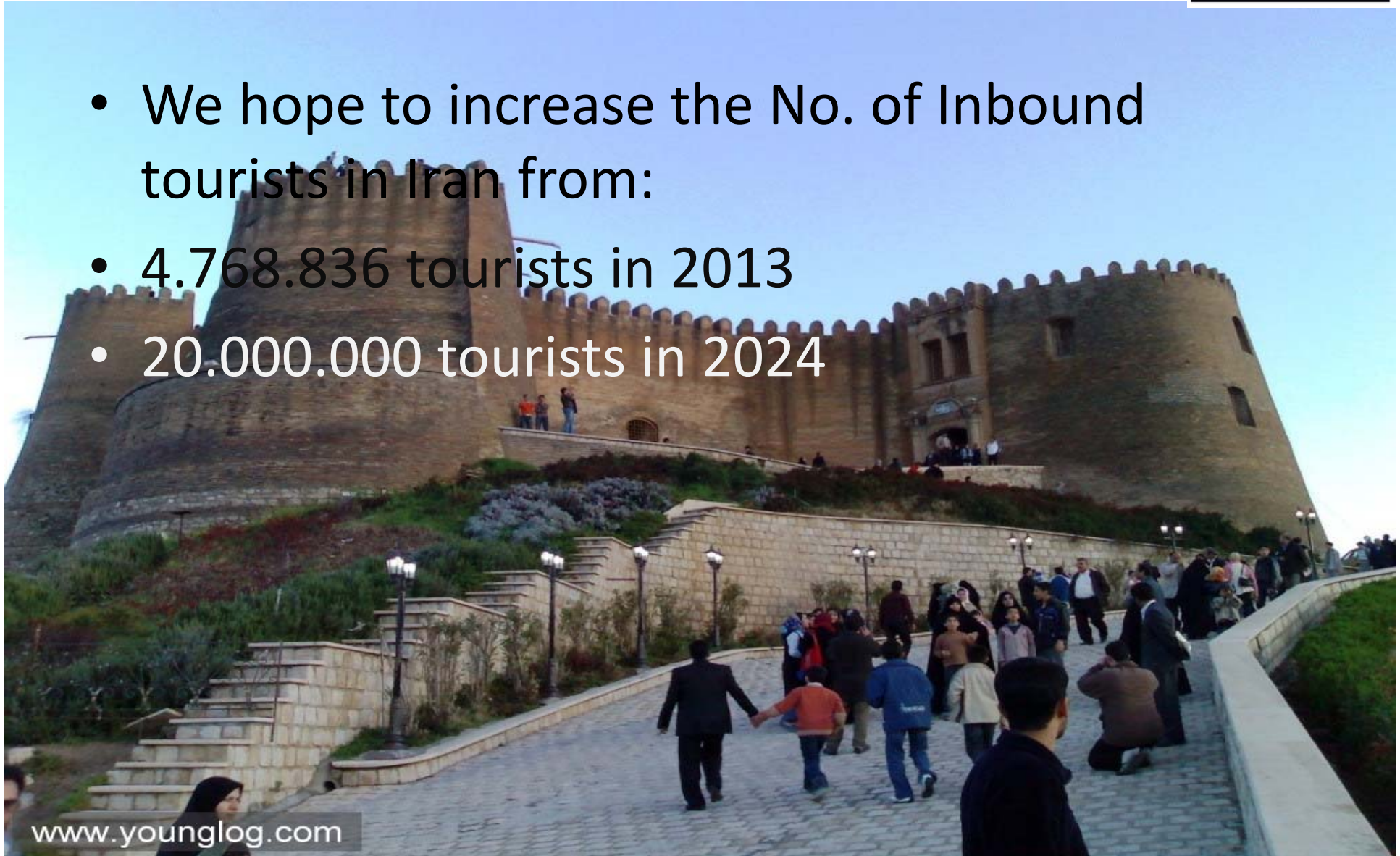
The No. of executive of Tourism short courses (in Tehran) Institutions: 37

The No. of executive of Tourism short courses (in Provinces) Institutions : 70

The No. of student on Tourism Services in every 6 month (any course): 5689 graduate



- We hope to increase the No. of Inbound tourists in Iran from:
- 4.768.836 tourists in 2013
- 20.000.000 tourists in 2024



Our Slogan



* SKILL TODAY

*SUCCESS TOMMORROW



Thanks for Your Patience

