

# Kingdom of Saudi Arabia's initiatives in localization of Tourism Jobs.

Presented to OIC

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## Objectives

### Overall Objective

Saudi Arabia initiatives in localization of tourism jobs.

### Goals

- Introduction to tourism and human resources development in the Kingdom .
- Career opportunities in tourism sectors .
- Initiatives of Saudi commission for tourism and antiquities (SCTA) in development of human resources.
- Role of National Project for Tourism Human Resources Development (Takamul)
- Trends and Issues in development of human resources

## Introduction

- The establishment of Saudi commission for tourism and antiquities on 2001.
- Tourism sector is going through unprecedented growth, especially with the entry of many international companies.
- Tourism Sector has received massive investments, which requires the provision of highly skilled leaders to be able to develop and take advantage of the multiple career opportunities for citizens of all educational levels and jobs categories.
- The Government of Saudi Arabia represented by the (SCTA), has established The National Tourism Human Resources Development Center (TAKAMUL) to nationalize jobs in tourism sector.
- The Government of Saudi Arabia represented by SCTA has supported the establishment of training centers, institutions, and colleges and were funded by Human Resources Development Fund (HRDF).
- Tourism sector is considered on of the largest sector that creates Job Opportunities

## Tourism career opportunities in the Kingdom of Saudi Arabia

- Number of tourism Jobs in the kingdom during the establishment of Saudi commission for tourism and antiquities in (2001) was around (647.000).
- The number of the tourism jobs has increased at the end of (2010) to (944.000). Out of that number, (129.000) were localized by Saudis which represent 20.4%. That is because the big effort of (SCTA) to localize the tourism jobs.
- According to jobs opportunities estimates in(2015), it will reach (1.26) Million. Also, it is expected to reach (1.8) Million in (2020).

## Tourism career opportunities in the Kingdom of Saudi Arabia

Number of jobs in Tourism Sector 2010 -2015

Year	2010	2011	2012	2013	Estimate 2014	Estimate 2015
Saudis	128.605	118.072	189.490	203.202	217.906	233.674
Non-Saudis	500.705	511.274	519.802	547.654	576.951	607.761
Total Jobs	629.310	629.346	709292	750.856	794.856	841.435
Saudization Percentage (%)	20.4	18.8	26.7	27.1	27.4	27.8

## SCTA efforts to develop Human Resources

- SCTA has established the National Tourism Human Resources Development Center(Takamul) in (2004) for the purpose of:
- Localization of tourism jobs.
- Support the programs and activities of career awareness.
- SCTA has supported the establishment of more than (25)training centers, institutions, and colleges with the cooperation of it partners, government and private sector.
- Coordinate efforts, roles, and responsibilities of partners in developing the tourism human resources.

## Accomplishments of The National Tourism Human Resources Development Center “Takamul”

### Foundation

- Work on the development of human resources: (Sustainable tourism development plan).
- Prepare and develop the localization plans for the tourism sectors and antiquities: (travel and tourism, accommodation, tourist attractions, museums and antiquities, recreation and tourist attractions). with Ministry of Labor.
- Build a professional standards and training packages, developed by specialized international firms for its sectors.
- Access to international experiences.



## Accomplishments of “Takamul”

### Training and recruitment

- SCTA has worked with its partners to establish (25) governmental and private facilities for learning & education for tourism with a capacity of approximately (11,500) student and trainee represented in the following:

Training facilities	Number	Location
King Saud University – Taybah University – Jazan University – Hail University King Abdulaziz University – Um Alqura University	6	Riyadh-Madinah-Jazan-Hail-Jeddah-Madinah
College of Excellence	5	Riyadh – Almadinah– Mekkah – Taif – Alahsa
Technical Colleges	5	Jeddah – Albaha – Mekkah – Altaif – almadinah
Private Sector Universities, Colleges, and Centers	9	Spreaded over the Kingdom mean cities



## Accomplishments of “Takamul”

- Trained and Recruited more than 12000 employee (both males and females)
- More than (147) male and female were sent for scholarship in King Abdullah scholarship program to earn higher degrees in tourism and hospitality in different countries (USA – Canada – UK – New Zealand – Australia – Switzerland )
- More than (471) have been Trained in Tour Guide
- More than (40) have been train and qualify as trainer for tourist guide.
- More than (57) have been Qualified as new investors to invest in small tourism projects.
- launch of e-recruitment site <https://online.scta.gov.sa/tourismjobs>

## Accomplishments of “Takamul”

### Executive training for Licensed Businesses

- Conducted (5) programs for comprehensive qualifying owners and operators of residential units in (Jeddah – Riyadh – Dammam – Buriyadh – Madinah )
- All partners are not to be provided with licenses for operations unless they attend these programs.
- More than (15) programs will be conducted during this year.

## Accomplishments of “Takamul”

### Traditional handcrafting

- More than (188) programs have been conducted for traditional handcrafting. (3100) citizens have attended and benefited from the program

### Career awareness

- More than (34000) have been trained on customer service programs. Beneficiaries are Taxi Drivers & Security agencies.
- More than (8) campaigns have been Launched for career awareness in different areas of the kingdom
- More than (1,000,000) folders and brochures have been distributed for career awareness and tourism professions.
- More than (20.000) manuals of excellence for taxi drivers have been distributed.

## Accomplishments of “Takamul”

### Support small and medium enterprises

- SCTA contributed in reviewing economic feasibility studies for a (65) investment projects.
- More than (118) visa letters were issued to support small and medium enterprises projects.
- Supported (195) tourism and Heritage projects.
- More than (15.000) brochures have been distributed for tourism and Heritage projects.
- Conducted (17) programs with our partners (private & public sectors ) for investment in tourism. Beneficiaries 190 trainees.

## Successful partners

- Private tourism sector
- national organization for joint training .
- tourism career associations .
- Non Government Organizations (NGO).
- Saudi Skill Standards (SSS).
- Global chains operating companies.
- College of Excellence.
- (WTO).
- Council of Ministers
- The Supreme Economic Council.
- Ministry of labor.
- The Ministry of Higher Education
- Technical & Vocational Training Corp (TVTC)
- Human Resources Development Fund (HRDF).
- Chambers of Commerce.
- Tourism Development Council

## ISSUES AND CHALLENGES IN (HRD)

- Lack of professional training facilities specialized in tourism training to meet the demand of job opportunities.
- Lack of specialized professional trainers in tourism fields.
- High percentage of dropout rate of students in training programs (35-45%).
- The need of intensive awareness campaign of the importance of tourism professions and its promising future
- The increase numbers of high school graduates, requires searching for more job opportunities to accommodate those graduates. For example, the number of graduates for 2013 were (336.000). Also, more than (120.000) students form King Abdullah scholarship program will be seeking for new jobs.
- The increased rate of inflation (9.1%) in the last three years influence the income.

**Thank you for listening**



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