Destination Human Capital SWOT

**Strengths**
1. English widely spoken
2. Good Education system
3. Young population
4. Gender equality in tourism
5. Private Sectors involvement in training (Institutes)
6. Conducive government policy.

**Weaknesses**
1. Lack of qualified and experienced tourism-related professionals working in public and private sector.
2. Insufficient and inadequate training programmes.
3. Limited resources for training.
4. Prevalence of job hopping practices
5. Lack of coordination among agencies

**Opportunities**
2. Better job prospects.
3. Comparatively young tourism industry
4. Growing tourism industry

**Threats**
1. Growing job opportunities outside Bhutan.
<table>
<thead>
<tr>
<th>Name of Stakeholder</th>
<th>Roles and Responsibilities</th>
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<tbody>
<tr>
<td>Government</td>
<td>Mandates to plan, regulate and improve the quality of training, and to streamline and unify TVET system</td>
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<tr>
<td>Education and Training</td>
<td>The providers of hospitality and tourism related education and training by developing curriculum as per standard. Adoption and implementation of curriculum</td>
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<tr>
<td>Providers</td>
<td></td>
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<td>Industry Associations</td>
<td>Their main functions are to collaborate with the national agencies to promote their respective services and to address their issues and challenges.</td>
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<tr>
<td>The Private Sector</td>
<td>Businesses that provide inputs during planning and policy consultations and employ the workers</td>
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<td>Development Partners</td>
<td>Provide TA and funding for training and development</td>
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<tr>
<td>Civil Society</td>
<td>Provide support where applicable</td>
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Thank You