Human Capital: the case of the Fijian tourism & hospitality industry

10th UNWTO Executive Training Program on Tourism Policy & Strategy

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Alanieta V. Blakelock, Senior Tourism Officer
Fiji snapshot

- 800k+ people, 333 islands
- Fiji GDP = GDP per capita = USD 5k
- Tourism = 32% of GDP = USD1.6 billion in 2015
- 2015=754,835 actual arrivals, 700k target
- Employment - 1 in 3 jobs, hotel=12k +
Destination Human Capital SWOT

**Strengths**
- Nature of the Fijian people
- English speaking labor force
- Accredited educational providers
- Range of training programs
- Awareness

**Weaknesses**
- Tourism graduates not enticed to go into the industry
- Ongoing dependency on expatriate labor for management positions
- Skill shortages in certain critical areas e.g. executive chefs
- Lack of accredited/professional trainers

**Opportunities**
- Close communication and coordination between training providers and the tourism industry.
- Role of the catering dimension of TVET is growing significantly in the secondary school systems
- Ongoing development by tourism studies/training providers to align curriculum to perceived industry needs.

**Threats**
- Absence of a comprehensive assessment of Human Capital Development
- Career progression/perspective
- Emerging market growth (China/Rest of Asia) – language could be a challenge
- Migration of human capital
<table>
<thead>
<tr>
<th>Name of Stakeholder</th>
<th>Roles and Responsibilities</th>
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<tbody>
<tr>
<td>Government</td>
<td>Planning, policy, national assessment and standards</td>
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<tr>
<td>Education and Training Providers</td>
<td>Curriculum design &amp; alignment to industry needs, accreditation, partnership with Government and the Private Sector including Associations</td>
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<td>Industry Associations</td>
<td>Initiate &amp; support Government policies, encourage members compliance, up-skilling &amp; development</td>
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<tr>
<td>The Private Sector</td>
<td>Compliance to national standards, provide opportunities to enable up-skilling development</td>
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<td>Development Partners</td>
<td>Provision of financial &amp; technical assistance</td>
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<tr>
<td>Civil Society</td>
<td>Demand sound human resource policies, studies, standards and opportunities for up-skilling &amp; development</td>
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