THE 10TH UNWTO ASIA/PACIFIC EXECUTIVE TRAINING
PROGRAM ON TOURISM POLICY AND STRATEGY

Destination Human Capital

Peter Semone
30 March 2015
Seoul, Republic of Korea
Mr. President, I’m helping to put a man on the moon!
human capital
Destination Human Capital

The stock of knowledge, skills, attitude, culture, and social attributes embodied in a destination’s people who deliver quality tourism services and produce economic value.
Monitor and evaluate performance

Destination Management Planning

Implement the strategies

Analyze the global operating environment

Analyze the situation in the destination

Define the vision for the destination and identify key strategic issues

Identify strategies that will contribute to the achievement of the vision
Integrated Destination Human Capital Approach

Planning
- DHC Report
- Strategy and Action Plan
- Internal Marketing
- Poverty Alleviation

Teachers/Trainers
- Training
- Continuous Development
- Motivation
- Career Paths

Curricula
- Education vs. Training
- Accreditation and Articulation
- Products

Facilities
- Schools
- Training Centers
- Management
- Public Private Partnership
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Travel & Tourism is an industry that appears to be poorly understood by this generation of undergraduates. Scarce information and even some misconceptions still exist about skills, roles, career opportunities and working conditions in the industry.

1) Respondents appear to be ambitious and driven by progression. They place great value onto graduate training schemes.

1) CSR, ethics and values of the company are important.

1) Work-life balance matters across all regions but so do interpersonal relationships at work.
Inter Ministerial Cooperation

Ministry of Tourism
Ministry of Education
Ministry of Labor
Ministry of Environment
TOURISM NOT ONLY CONTRIBUTES TO ECONOMIC GROWTH, BUT ALSO REACHES OUT TO THOSE THAT ARE SO POOR AND UNDERPRIVILEGED THAT THEY WILL PROBABLY NEVER FLY ON AN AIRPLANE, SLEEP IN A HOTEL ROOM OR EAT AT MCDONALD'S.

THE DREAMS THAT OUR INDUSTRY SELLS ARE INDEED NOT IN THEIR REACH, BUT OUR INDUSTRY CAN REACH OUT TO THEM AND IMPROVE THE QUALITY OF THEIR LIVES.

- Semone 2014
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你好嗎?
How are you?
很好
Very well.
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32 Job Titles - Six Labour Divisions

**HOTEL SERVICES**
- **Front Office**
  - Front Office Manager
  - Front Office Supervisor
  - Receptionist
  - Telephone Operator
  - Bell Boy
- **House Keeping**
  - Executive Housekeeper
  - Laundry Manager
  - Floor Supervisor
  - Laundry Attendant
  - Room Attendant
  - Public Area Cleaner
- **Food Production**
  - Executive Chef
  - Demi Chef
  - Commis Chef
  - Chef de Partie
  - Commis Pastry
  - Baker
  - Butcher
- **Food and Beverage Service**
  - F&B Director
  - F&B Outlet Manager
  - Head Waiter
  - Bartender
  - Waiter

**TRAVEL SERVICES**
- **Travel Agencies**
  - General Manager
  - Assistant General Manager
  - Senior Travel Consultant
  - Travel Consultant
  - Waiter
- **Tour Operation**
  - Product Manager
  - Sales & Marketing Manager
  - Credit Manager
  - Ticketing Manager
  - Tour Manager
<table>
<thead>
<tr>
<th>Study Program 1</th>
<th>Study Program 2</th>
<th>Study Program 3</th>
<th>Study Program 4</th>
<th>Study Program 5</th>
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**Association Of Southeast Asian Nations**
• International Benchmark for Hospitality and Tourism Education

• Ensure Programs are Holistic and Endorsed by the Private Sector

• Limited take up in Asia and the Pacific
Focus on observable features related to the particular qualification required to do a job.
<table>
<thead>
<tr>
<th>Food and Beverage Service</th>
<th>Food Production</th>
<th>Front Office</th>
<th>Housekeeping</th>
<th>Tour Operation</th>
<th>Travel Agencies</th>
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<tr>
<td><strong>CORE STANDARDS</strong></td>
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**GENERIC STANDARDS**

<table>
<thead>
<tr>
<th>Hotel</th>
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<tr>
<td><strong>FUNCTIONAL STANDARDS</strong></td>
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<tr>
<td>Unit Number</td>
<td>Unit Title</td>
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<td>--------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>L-C-0004</td>
<td>Implement occupational health and safety</td>
</tr>
<tr>
<td>L-GH-0001</td>
<td>Follow workplace hygiene procedures</td>
</tr>
<tr>
<td>L-FBS-0001</td>
<td>Take food orders and provide table service</td>
</tr>
<tr>
<td>L-HK-0001</td>
<td>Clean and prepare rooms for incoming guests</td>
</tr>
<tr>
<td>L-FP-0006</td>
<td>Prepare vegetables, eggs and farinaceous dishes</td>
</tr>
<tr>
<td>L-C-0001</td>
<td>Work effectively with colleagues and customers</td>
</tr>
<tr>
<td>L-C-0002</td>
<td>Manage and resolve conflict situations</td>
</tr>
<tr>
<td>L-C-0003</td>
<td>Communicate on the telephone</td>
</tr>
<tr>
<td>Date of Assessment</td>
<td>Training Unit Code</td>
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<tr>
<td>Lanith</td>
<td>Statement of Attainment APPROVED!</td>
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</tbody>
</table>

Statement of Attainment

Lao National Institute of Tourism and Hospitality

Student Name:

Date of Birth:

Date of Issue: Signature:

LANITH

Passport to Success
<table>
<thead>
<tr>
<th>Levels</th>
<th>Amount of CORE units required</th>
<th>Amount of GENERIC and/or FUNCTIONAL units required</th>
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<tbody>
<tr>
<td>Bronze</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Silver</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Gold</td>
<td>7</td>
<td>8</td>
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</tbody>
</table>
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Public Private Partnership

Public Investment

Public Return

Private Investment

Private Return
New Gen Leaders
A 12-month fast-track TALENT Development program
designed to prepare YOU for a supervisory role

IHG academy
Hotels that change lives and create opportunities
IHG Academy provides people with hospitality skills development to unlock opportunities to work in the world’s largest hotel company, now and in the future.
Luxembourg Development Cooperation LAO/020 $12,000,000
Government of Laos Ministry of Education $12,000,000
Hotel Investor (s) $12,000,000
The Destination Human Capital Survey

• Your Country’s Tourism Sector Introduction
• Destination Human Capital Development Policies and Practices
• Your Country’s Tourism-Related Education and Training Provision
• Stakeholder Roles and Responsibilities in Relation to Human Capital Development in Tourism
• Examples of National Good Practice
• Recommendations and Comments
Name of Country

Name of Presenter (s)
Destination Human Capital SWOT

Strengths

Weaknesses

Opportunities

Threats
# Stakeholder Analysis

<table>
<thead>
<tr>
<th>Name of Stakeholder</th>
<th>Roles and Responsibilities</th>
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</thead>
<tbody>
<tr>
<td>Government</td>
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<tr>
<td>Education and Training Providers</td>
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<tr>
<td>Industry Associations</td>
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<tr>
<td>The Private Sector</td>
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<tr>
<td>Development Partners</td>
<td></td>
</tr>
<tr>
<td>Civil Society</td>
<td></td>
</tr>
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</table>
THANK YOU