

Conference on
Tourism Awareness and Human Capacity Building:
Towards a Sustainable Tourism Society
Cairo, 29 March 2022

Main conclusions

I. In the fields of education and training for workers in the tourism sector:

1. Establishing a unified Arab professional skills standards for the tourism and hotel sector that are consistent with international standards in the levels of tourism and hotel education and training to face competition in the region's markets;
2. Applying the digital transformation strategy in the tourism education;
3. Developing programmes and courses as required by the tourism labour market in each country and in the region as a whole;
4. Organizing national and regional workshops, on a regular basis, to raise the awareness of workers of the tourism sector and all the involved parties, in all its specializations.
5. 5-Transformational training for new employees in the tourism and hotel sector, as most of those working in the tourism field are graduates from other colleges and universities;
6. The need for continuous training systems in the tourism sector;
7. Promoting online education to scale up the way people are educated and massify the human capacity building;
8. Creation of a 360 education curricula in order to guide schools, universities and institutions In what is needed to be taught related to tourism;
9. Training of tourism companies' owners on current technology in the tourism sector, as it is necessary to raise awareness of the tourism company owner, and not only the employee;
10. Cooperation with the World Tourism Organization through the UNWTO Academy in exploring and investing opportunities for education, with the objective of increasing job opportunities and their suitability to market requirements, and
11. Establishing a motivational system for the private sector to invest in the development of workers through education, training and skills, both on micro and macro levels.

II. In the field of raising awareness and establishing a culture of tourism in the region:

1. Coordination between the ministries of education, higher education and tourism in the countries of the region with the aim of preparing simplified curricula for children, school and university students, with the aim of increasing awareness on the importance of the tourism sector;
2. Promoting awareness raising campaigns on the welcoming nature of countries in the region and how to make tourists feel at home and enjoy the best of these destinations.
3. Launch awareness campaigns among visitors on Arab culture, its values and traditions, similar to UNWTO campaigns on "*Be a responsible Traveller*";
4. Cooperation with civil society and the private sector within the framework of an integrated use of the capabilities of each country, to consolidate awareness and habits that incubate tourism;
5. Use of all social media tools and digital media platforms in innovative ways to achieve greater tourism awareness for the community, workers and those involved in the tourism process - long-term training;
6. Considering the preservation of the environment as a companion to tourism awareness and integrating the awareness message in this framework - Public-private partnership in preparing training and preparation programmes;
7. Ensuring the engagement of local communities in tourism development and promote locals as ambassadors of tourism;

III. Egypt proposal

The Arab Republic of Egypt also submitted a proposal for the preparation of an educational booklet on *Introduction to Tourism* in order to generalize its teaching at the primary stage of education at Member State' schools and to include it in the curricula of the academic year 2022/2023, as well as to start implementing the following steps:

8. The World Tourism Organization to nominate one official from the Secretariat to run this initiative to supervise and coordinate the preparation of the proposed curriculum and booklet;
9. All Member States contribute with three experts, one from the government sector, one from the National Tourism Federation, and another one from the Ministry of Education, specialized in preparing curricula of the corresponding country, within a maximum period of 15 days from the date of publishing the Recommendations;

10. Addressing Member States to submit their proposals on the topics to be covered in the booklet to UNWTO Secretariat (Regional department for the Middle East), within 30 days from the date of publishing the recommendations (end of June 2022);
11. Coming up with the content of the proposed curriculum within a month from the arrival of the contributions of the Member States (end of July 2022);
12. Reviewing the curriculum proposed by the committee of educational experts from Member States within two weeks of its presentation, prior to its printing;
13. Booklet specifications: colourful, attractive design with the use of cartoons;
14. The curriculum will be launched in the media at the beginning of the academic year or on the occasion of World Tourism Day, in coordination with the World Tourism Organization and Member States (September 2022), and
15. Promoting the booklet through social media and in the media in an extensive way, to simplify the information by using QR Code, educational films, digital copy, etc.