



## UNWTO Regional Commission for the Middle East Innovation, Education and Investments

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" Build the future. Invest in **People.** "

Zurab Pololikashvili  
UNWTO Secretary-General

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## Education in the region: related facts

**3<sup>rd</sup>** major investor in education in the world

### Government expenditure in education (% of GDP) Average 2016-2020

North America	5.05%
Europe & Central Asia	4.78%
<b>Middle East &amp; North Africa</b>	<b>4.36%</b>
Latin America & Caribbean	4.29%
<b>World</b>	<b>4.20%</b>
East Asia & Pacific	3.61%
Sub-Saharan Africa	3.57%
South Asia	3.04%

### Top spenders in the Region:

	Saudi Arabia	<b>7.64%</b>
	Kuwait	<b>6.33%</b>
	Jordan	<b>3.26%</b>

World Bank (10 May 2023). Data from database: World Development Indicators. Disclaimer: Top Expenders in UNWTO Region have been identified by calculating the average of each of the country's expenditure in education (% of GDP). Only countries that have reported their yearly contribution from 2016-2020 were included.

## Key challenges

Migrant workers ratio and unemployment

In 2019



**14%** of all migrant workers are hosted by Arab States.



**41%** is the share of migrant workers as proportion of the total workforce in Arab States **vs the 5% global average.**

**Unemployment** reached **9.3%** of the total labour force in MENA Region.

International Labour Organization (ILO). "ILO Modelled Estimates and Projections database (ILOEST)" ILOSTAT. Accessed April 25, 2023. [ilostat.ilo.org/data](https://ilostat.ilo.org/data)







## Key opportunities

Promising development of the  
Tourism sector

### The Middle East

is the **only region exceeding 2019 arrivals** (+15% in Q1 2023).

UNWTO World Tourism Barometer (9 May 2023).

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### The Middle East Tourism Market

valuation is expected to be  
**\$400.71 billion** in 2032.

Future Market Insights (2021).

## 1

## Online Education



**21,832** Students  
**3,202** or **15%** from  
 the Middle East  
**1,290+** scholarships  
 for the Region

## Top 5 countries



## Courses in Arabic



Introduction to tourism  
industry management



Cooking techniques

## Partner institutions



Strategic communication  
for tourism



- Potential agreement



## 2 Offline Education

**21 Executive Education** activities  
**890** participants in 2022

### The Middle East (2023)



Bahrain

#### Training for Tourist Guides

Bahrain Tourism and Exhibitions  
Authority (BTEA)

April - May 2023

28 trained people







## Masterclasses at the Regional Office for the Middle East

### Vocational hybrid training programme

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On-site lectures + on-the-job mentoring

- Middle Management Programmes
- Special Focus Programs
- Leadership Programs



# 3 Quality Assurance



## Global facts

**281** programmes  
**105** education centres  
**41** countries

## The Middle East

**2** countries = **4** programmes



Saudi Arabia



Jordan



upcoming

United Arab Emirates



Higher Institute for  
Tourism & Hospitality



Yarmouk  
University



Royal Academy of  
Culinary Arts



**UAEU**

United Arab Emirates  
University



# 4 UNWTO Tourism Education Toolkit for High Schools

## Objective:

To support Member States incorporating tourism as a subject in secondary education as one of the main steps to advance the professionalization of the sector.

### a) Landscape of tourism education

based on

- **Survey** to UN Member States
- **Case study** analysis in each UNWTO Region

### b) Leading methodologies

based on Agreements with





# 5 Bachelor of Science in International Sustainable Tourism

Developed by  **HSLU** Lucerne University of Applied Sciences and Arts

Endorsed and funded by  Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

First-of-its-class education programme:

- UNWTO's vision and expertise
- Swiss Diploma
- Innovative methodology

## A 3-year journey

Classes in  
**Madrid**

Classes  
**online**

**Internship**  
anywhere

Classes in  
**Switzerland**



# 6

## International Academies in collaboration with UNWTO

### Objective:

To help Member States strength their tourism workforce by quality and affordable programmes thought by UNWTO suggested experts or by inviting top academic institutions.

#### Types:

-  Vocational
-  Managerial
-  Hybrid

#### Education tracks

Administration and  
Operations for

Hotels

Tourism

Hotels  
& Tourism



## Pipeline of Academies:

### Global

Kingdom of Saudi Arabia\* 



\*Underway

### Regional and Local

- Azerbaijan
- Uzbekistan
- Dominican Republic
- Nigeria



## Tourism Foreign Direct Investments (FDI) in the region

### A decade of thriving investments

**787** projects recorded  
representing a capital investment  
of **USD 88.13 billion**

It means, an investment of  
**USD 112 million**  
per project



**87.2%** of projects  
developed correspond  
to **hotels**

**146,519** jobs were created  
in the same period











**2003**

**2023**



## Top countries

### by Tourism FDI received in the Middle East (destination)

	number of projects
 United Arab Emirates	323
 Saudi Arabia	123
 Egypt	69
 Qatar	60
 Oman	55
 Bahrain	43
 Jordan	35
 Lebanon	26
 Kuwait	24
 Iraq	14

### by Tourism FDI made in the Middle East (source)

	number of projects
 United States of America	153
 United Arab Emirates	110
 United Kingdom	72
 India	65
 France	40
 Canada	30
 Singapore	29
 Spain	28
 Kuwait	27
 Switzerland	27

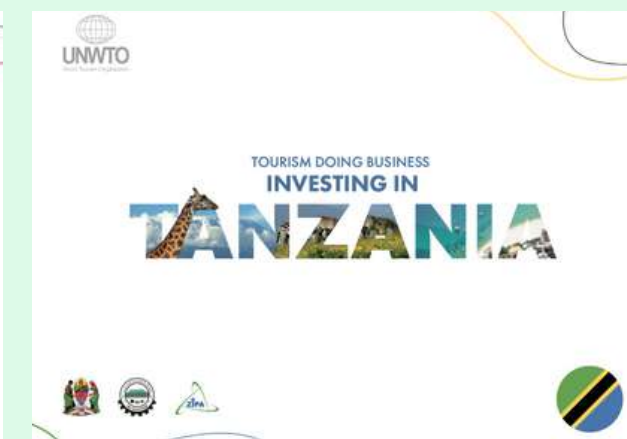




**World Tourism Day 2023**  
Tourism and Green Investments  
**Riyadh, Saudi Arabia**

# 1 Knowledge creation

- 2 editions with global scope:
  - 2nd edition - UNWTO Investment Framework. **To be launched at the WTD 2023.**
  - Financial Times and UNWTO Tourism Greenfield Investment Report 2023
- 14 country-specific: UNWTO Tourism Doing Business





## 2 UNWTO Investment Forums

➤ 7 editions of the forums:

- World Tourism Day 2023
- United Arab Emirates (Annual Investment Forum)
- UNCTAD (8th World Investment Forum) in the United Arab Emirates



8-10 May

10,000 visitors  
175 countries  
281 sessions  
693 speakers

- UNWTO side event on “Transforming Tourism Investments for People, Planet and Prosperity”

- Session with



### 3 UNWTO Innovation Network

Type of contact	2021	2022
Corporate Venture	10	12
Assets Management	25	28
Diversified Financial Services	18	25
Impact Fund	45	67
Infrastructure Development	12	15
Multilateral Cooperation	58	62
Private Equity	18	23
Investment Promotion Agencies	78	83
Angels	5	7
Travel Accommodation	83	86
Venture Capital	95	100
<b>TOTAL</b>	<b>447</b>	<b>508</b>

#### Geographic distribution

**7%**

located in the Region of  
**Middle East and North  
Africa**



## 4 Investments in Innovation and Entrepreneurship



LDC5  
5TH UNITED NATIONS  
CONFERENCE ON THE  
LEAST DEVELOPED COUNTRIES

5-9 March  
**Doha, Qatar**

UNWTO side event: Harnessing Innovation and Entrepreneurship in Tourism as Tools for Sustainable Development in LDCs

UNWTO announced the  
**Tourism for Development Fund'**  
for Least Developed Countries  
supporting projects with at least  
**€10 million until 2030** in  
collaboration with the



**Launched in March 2023**

Already reached **96 applications**  
mostly from



Iraq



UAE



Lebanon





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