"Build the future. Invest in People."

Zurab Pololikashvili
UNWTO Secretary-General
# Education in the region: related facts

3rd major investor in education in the world

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

<table>
<thead>
<tr>
<th>Region</th>
<th>Expenditure (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>5.05%</td>
</tr>
<tr>
<td>Europe &amp; Central Asia</td>
<td>4.78%</td>
</tr>
<tr>
<td>Middle East &amp; North Africa</td>
<td>4.36%</td>
</tr>
<tr>
<td>Latin America &amp; Caribbean</td>
<td>4.29%</td>
</tr>
<tr>
<td>World</td>
<td>4.20%</td>
</tr>
<tr>
<td>East Asia &amp; Pacific</td>
<td>3.61%</td>
</tr>
<tr>
<td>Sub-Saharan Africa</td>
<td>3.57%</td>
</tr>
<tr>
<td>South Asia</td>
<td>3.04%</td>
</tr>
</tbody>
</table>

## Top expenders in the Region:

- **Saudi Arabia**: 7.64%
- **Kuwait**: 6.33%
- **Jordan**: 3.26%

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.

Promising development of the Tourism sector

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

The Middle East Tourism Market valuation is expected to be $400.71 billion in 2032.

UNWTO World Tourism Barometer (9 May 2023).

UNWTO Tourism Online Academy

Introduction to tourism industry management

Top 5 countries
- Saudi Arabia
- Qatar
- United Arab Emirates
- Egypt
- Jordan

Courses in Arabic
- Introduction to tourism industry management
- Cooking techniques

Partner institutions
- IE University
- CET
- University of Sharjah

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

On-site lectures + on-the-job mentoring

- Middle Management Programmes
- Special Focus Programs
- Leadership Programs
Quality Assurance

Global facts
- 281 programmes
- 105 education centres
- 41 countries

Middle East
- 2 countries = 4 programmes

Saudia Arabia
Jordan
United Arab Emirates

Higher Institute for Tourism & Hospitality
Yarmouk University
Royal Academy of Culinary Arts
United Arab Emirates University
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
Bachelor of Science in International Sustainable Tourism

Developed by UNWTO and HSLU (Lucerne University of Applied Sciences and Arts)

Endorsed and funded by the Swiss Confederation

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
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*

Regional and Local
- Azerbaijan
- Uzbekistan
- Dominican Republic
- Nigeria

*Underway
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

UNWTO based on fDi Intelligence from the Financial Times (2023)
### Top countries

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Arab Emirates</td>
<td>323</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>123</td>
</tr>
<tr>
<td>Egypt</td>
<td>69</td>
</tr>
<tr>
<td>Qatar</td>
<td>60</td>
</tr>
<tr>
<td>Oman</td>
<td>55</td>
</tr>
<tr>
<td>Bahrain</td>
<td>43</td>
</tr>
<tr>
<td>Jordan</td>
<td>35</td>
</tr>
<tr>
<td>Lebanon</td>
<td>26</td>
</tr>
<tr>
<td>Kuwait</td>
<td>24</td>
</tr>
<tr>
<td>Iraq</td>
<td>14</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States of America</td>
<td>153</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>110</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>72</td>
</tr>
<tr>
<td>India</td>
<td>65</td>
</tr>
<tr>
<td>France</td>
<td>40</td>
</tr>
<tr>
<td>Canada</td>
<td>30</td>
</tr>
<tr>
<td>Singapore</td>
<td>29</td>
</tr>
<tr>
<td>Spain</td>
<td>28</td>
</tr>
<tr>
<td>Kuwait</td>
<td>27</td>
</tr>
<tr>
<td>Switzerland</td>
<td>27</td>
</tr>
</tbody>
</table>

UNWTO based on fDi Intelligence from the Financial Times (2023)
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
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
# UNWTO Innovation Network

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

Geographic distribution

- **7%** located in the Region of Middle East and North Africa
UNWTO announced the **Tourism for Development Fund'** for Least Developed Countries supporting projects with at least **€10 million until 2030** in collaboration with the **TUI CARE FOUNDATION**

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

Launched in March 2023
Already reached **96 applications**
mostly from

- Iraq
- UAE
- Lebanon

Doha, Qatar
Innovation, Education and Investments

UNWTO Regional Commission for the Middle East

Innovation, Education and Investments

Natalia Bayona
Director of Innovation, Education and Investments