UNWTO Holds Executive Training Programme for Asia and the Pacific

Danang, Vietnam, 16 November 2023 - UNWTO welcomed high-level officials from the Tourism Administrations of 19 countries as it put the focus on navigating human resource development challenges in tourism in a post-pandemic world.

The 17th UNWTO Executive Training Programme for Asia and the Pacific (Danang, Vietnam, 13-16 November 2023) set a new benchmark for human resource development in the tourism sector for the region, emphasizing the urgent need for innovation, collaboration, and sustainability.

HR and the tourism of tomorrow

Organised in collaboration with Vietnam National Authority of Tourism, the support of Duy Tan University and the sponsorship of the government of the Republic of Korea, the training event featured four sessions, each focused on a key issue around education for the tourism of tomorrow. These included a shift in consumer expectations and its impact on HRD; upskilling and reskilling and digital adaptability; and building greater resilience to crisis.

Across the four days, experts presented and shared valuable experiences on training, hiring, and post-pandemic recovery strategies. In turn, delegates demonstrated a keen interest in tackling post-pandemic challenges and common HR development issues prevalent in developing countries. In particular, Member States agreed that the increasing competition for talent highlights a mismatch between what the sector can currently offer and employee expectations in the post-pandemic era.

The discussions also underscored the importance of adapting to emerging megatrends in technology; talent acquisition and retention; the importance of soft skills like critical analysis, problem solving, and teamwork in tourism education. At the same time, the event explored strategies for making destinations more resilient and how climate change can be a catalyst for job creation, including through adaptation and mitigation strategies, showcasing the dynamic and evolving nature of the sector.

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