EDUCATION FOR THE TOURISM OF TOMORROW

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### THE CHALLENGES & STRATEGIES

#### CHALLENGES IN THE TOURISM INDUSTRY

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<tr>
<th>Lack of Training Providers</th>
<th>Shortage of Skilled and Professional Manpower</th>
<th>Rapidly Changing Industry</th>
<th>Seasonality and Job Insecurity</th>
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<tr>
<td>Technological Advancements</td>
<td>Sustainability and Responsible Tourism</td>
<td>Language and Cultural Competence</td>
<td>Mismatch: Education vs Skills</td>
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#### STRATEGIES

Enhance capabilities of local manpower talents which involves developing a skilled and competent workforce that can contribute to the growth, sustainability, and competitiveness of the tourism industry, and promote tourism as a meaningful professional job and career pathway.
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Enhance capabilities of local manpower talents which involves developing a skilled and competent workforce that can contribute to the growth, sustainability and competitiveness of the tourism industry, and promote tourism as a meaningful professional job and career pathway.

- Improve standard quality of professionals in tourism businesses
- Strategic and effective collaboration with educational institutions to develop and attract a skilled and competent workforce
- Accessibility to quality and need-based courses, training and skills development program
- Establish policy framework to enhance workforce employability

Key implementing agencies:
- Tourism Development Department
- Ministry of Education
- Manpower, Housing and Employment Council
- Brunei Tourism Board
- Association of Travel Agents Brunei
- Brunei Tourism Association

Initiatives:

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<th>Improve standard quality of professionals in tourism businesses</th>
<th>Stronger collaboration with educational institution to develop and attract skilled and qualified workforce</th>
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<td>Accessibility to quality and need-based courses, training and skills development program</td>
<td>Establish policy framework to enhance local employment and workforce employability</td>
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**STRATEGIC ACTION PLANS**

**IMPROVE STANDARD QUALITY OF PROFESSIONALS IN TOURISM BUSINESSES**

**PHASE 01**
Establish a body to set standards and systems, monitor, regulate, and facilitate collaboration with the relevant agencies (public and private) on skills for tourism. This will include ensuring adherence to a standard skill system for workers in the Brunel tourism industry such as the ASEAN Mutual Recognition Arrangement (MRA) on tourism professionals.

**PHASE 02**
Develop accreditation/certification system for tourism professionals who adhere to MRA to elevate their competitiveness and mobility.

**STRONGER COLLABORATION WITH EDUCATIONAL INSTITUTION TO DEVELOP AND ATTRACT SKILLED AND QUALIFIED WORKFORCE**

**PHASE 01**
Establish platforms to enable regular dialogue and collaboration between industry professionals and educators to ensure alignment of curriculum content with the industry’s current and future needs including any changes and updates.

**PHASE 02**
Alignment of education curriculum to industrial requirements.

**PHASE 03**
Provide recognized tourism and hospitality programs and courses that align closely with the demands of the industry.

**PHASE 04**
Establish recognized specialist’s public-private academies as training centers for specific skills, in areas such as (but not limited to) luxury accommodation, spa and massage providers, fine dining, and MICE providers in order to generate a high-quality workforce.

**ACCESSIBILITY TO QUALITY AND NEED-BASED COURSES, TRAINING AND SKILLS DEVELOPMENT PROGRAM**

**PHASE 01**
Upskilling/Reskilling programs and courses including workshops and seminars such as soft skills, specialized courses and multilingual proficiency.

**PHASE 02**
To raise awareness and host roadshows on career progression.

**PHASE 03**
Develop and strengthen training providers to deliver the skills training programs that are aligned to industry current and future needs as well as adhere to any recognized skill standards.

**PHASE 04**
Collaborate with NGOs in skills development and training to ensure inclusivity of vulnerable groups including local communities.

**ESTABLISH POLICY FRAMEWORK TO ENHANCE LOCAL EMPLOYMENT AND WORKFORCE EMPLOYABILITY**

**PHASE 01**
To set skills or training/certification including basic Professional Development Courses deemed mandatory for identified positions to increase employability of individuals who are pursuing a career within the industry.

**PHASE 02**
Proactive job matching of graduates to companies within the industry prior to graduating.
Policies / Programs Adopted to Overcome the Challenges

Brunei Vision 2035

Second Voluntary National Review

National Youth Policy and Strategy 2020-2035

Wawasan Goal 1: Educated, Highly Skilled and Accomplished People

Wawasan Goal 2: High Quality of Life

Wawasan Goal 3: Dynamic and Sustainable Economy

Quality Education

National Outcomes

Key Areas

National KPI

1. Education
2. Equal Educational Opportunities
3. Human Resource Development

8 KPI

Educated, Highly Skilled and Accomplished People

Voluntary National Review Brunei Darussalam 2023

Dasar Belia Negara Dan Strategi 2020-2035
POLICIES / PROGRAMS ADOPTED TO OVERCOME THE CHALLENGES

TOURISM INDUSTRY ROADMAP

MANPOWER PLANNING & EMPLOYMENT COUNCIL

WHAT IS MANPOWER INDUSTRY STEERING COMMITTEE (MISC)?

It is the committee which links industry, regulators and educational and training institutions where the objective is to establish close working relationship, with the aim of aligning and meeting the demand of industries with the right supply and at the right time.

THE COMPONENT OF MANPOWER INDUSTRY STEERING COMMITTEE:

A - Workforce Development Planning Group (WDPG)
- Focuses on the type and number of jobs demanded by the MISC sectors
- Identify the critical occupation that is demanded by the Industry

B - Competency Development Technical Group (CDTG)
- Works with Industry to co-develop curriculum and program that aligns with the Industry’s standards and requirements
- To prepare a National Competency Framework (NCF) in alignment to the Industry requirements

C - Accreditation and Assurance
- Approve standards and accredit programs and courses that is endorsed by the Manpower Industry Steering Committee.
HIGHLIGHTS OF SUCCESS STORIES

LANGUAGE COURSES FOR TOURIST GUIDES

Language Course for Tourist Guides is a program under the Manpower Planning and Employment Council (MPEC), Prime Minister’s Office through the Manpower Industry Steering Committee Working Group (MISC-WG) Hospitality & Tourism sector, in collaboration with the Ministry of Primary Resources & Tourism (MPRT), UBD and Lifelong Learning Centre (L3C), Ministry of Education. This program provides funding assistance to registered local tourist guides including freelance tourist guides who wish to reskill & upskill themselves by taking LANGUAGE COURSES.

SKILLS & KNOWLEDGE

COURSE OBJECTIVE

This programme is custom designed for foreign language learners, who have minimum knowledge in the languages. The programme is only available in the selected languages, but it also encompasses the respective cultures as well, which includes the etiquette of communication (formal and informal) and social customs and traditions.

Languages Offered

1. Korean
2. Japanese
3. Mandarin Chinese

BASIC LOCAL HOST TOURIST GUIDE COURSE

Basic Local Host Tourist Guide Course is a program under the Manpower Planning and Employment Council (MPEC), Prime Minister’s Office through the Manpower Industry Steering Committee Working Group Hospitality & Tourism sector (MISC-WG H&T), in collaboration with the Ministry of Primary Resources & Tourism (MPRT), IBTE and Lifelong Learning Centre (L3C), Ministry of Education. This program provides funding assistance for locals residing at the identified tourist attraction areas, who wish to reskill & upskill themselves by taking TOURIST GUIDE COURSES AS A BASIC LOCAL HOST.

EMPLOYMENT

Course Title: Basic Local Host Tourist Guide Course
Training Provider: Institute of Brunei Technical Education (IBTE)

COURSE OBJECTIVE

Tourism attraction areas have become a popular spot for domestic travel, and locals residing in these areas can fill in the needs of modern industry by using their knowledge and skills. Locals residing in the areas of the identified tourist attraction can become a local guide (freelance or under social agent) by taking this course.

The course content has been specifically designed for locals involved in the tourism industry, with several topics including:

- Tourism Industry
- Tourism Industry Service
- Basic First Aid Course
- Communication Skills
- Client Service
- Basic Guide Methodology
- Practical Guiding (Unrelated)

At the end of the course, the participants will have a good knowledge of their tourist destination and the basic practical skills to undertake local attraction tour guiding, including a basic knowledge of tour guiding, customer service, the ability to ensure safety and security in tourist guiding, and provide job opportunities to locals.
HIGHLIGHTS OF SUCCESS STORIES

Implemented ASEAN MRA – TP Competency Standard for Hospitality and Tourism Institutions

Course Framework for Tourist Guides Career Progression

<table>
<thead>
<tr>
<th>Receptionist</th>
<th>Kitchen Helper</th>
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<tbody>
<tr>
<td>Room Attendant</td>
<td>Commis Chef</td>
</tr>
<tr>
<td>Public Area Cleaner</td>
<td>Tourist Guides</td>
</tr>
<tr>
<td>Bartender</td>
<td>Travel Consultant</td>
</tr>
<tr>
<td>Waiter / Waitresses</td>
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COURSE PROGRAMS

CAREER PROGRESSION PATHWAY

Basic Courses → Intermediate Courses → Advance Courses → Trainer Courses
LESSONS LEARNED / BENEFITS / RECOMMENDATIONS

**Benefits**

- Industry Knowledge and Skills
- Adaptability to Technological Advancements
- Sustainability and Responsible Tourism
- Enhance Customer Experience
- Entrepreneurship and Innovation
- Global Perspective and Cultural Understanding

**Lessons Learned**

1) Sustainability and Responsible Tourism
   - Minimize negative impacts on the environment, culture and local communities
   - Creates positive social, economic and environmental outcomes through tourism activities
2) Technology and Innovation
   - Enhance visitor experiences, operational efficiency, emerging technologies
3) Cultural Competence and Diversity
   - Understanding and appreciation of diverse cultures, customs and traditions and preservation of cultural heritage
4) Experiential Learning and Practical Skills
   - Encourages hands-on experiences, internships, and industry placements leads to develop necessary skills
5) Adaptability and Resilience
   - Prepares tourism professionals to navigate unexpected challenges, developing contingency plans to mitigate risks
6) Lifelong Learning and Professional Development
   - Promotes a mindset of continuous learning, keeping up with industry trends, acquiring new knowledge and skills throughout one’s career to stay relevant and adaptable in the face of change
By incorporating these recommendations into tourism education, it is very important that we take a whole of nation approach in addressing the challenges, become resilient and adaptive as well as leverage on technological advances and professionals will be better prepared to navigate the challenges and seize the opportunities of the tourism industry of tomorrow!

By investing in education, individuals and the tourism industry as a whole can thrive in the dynamic landscape of tomorrow’s tourism!
TERIMA KASIH | THANK YOU

For more information:

www.bruneitourism.com

Brunei Tourism

brunei.tourism