Human Resource Development in Tourism

A shift in Costumer Expectations and its Impacts on HRD

Islamic Republic Of Iran
Cultural heritage, Tourism and Handicrafts Ministry
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The Shift in Tourists' Expectations After the Pandemic in Iran

Travel Patterns and Preferences

Tourists are seeking outdoor and nature-based experiences, and are selecting destinations that offer opportunities for open-air experience.

Sustainable and Responsible Travel

Travelers are opting for eco-friendly accommodations, supporting local business and engaging in sustainable tourism practices.

Personalized Experiences

Tourists are interested in unique and authentic experiences that allow them to connect with the local culture, traditions and communities.
New Trends

- Consuming Healthy and Organic Food
- Eco-Travel
- Local Experience
- Buying Handicrafts
- Staying at an Ecolodge
- Personalization
The trend of tourists towards:

CBT and Rural Tourism
New Demands of tourists: Staying at Ecolodges

The number of Ecolodges: 3781

In Jungles, Desert, mountain and along the coast, ...
The Most Important Challenges for CBT and Rural Tourism:

- Low involvement of local communities
- Lack of specialized human resources
- Lack of creative tourism activities
- Lack of participative approach activities

Empowerment and Capacity building

Vocational courses
Vocational Courses:

Designing a Specialized Educational Courses for Ecolodges in collaboration with University, the Association of Tourism Educational Institutions and stakeholders:

- General Ecolodge Management Course
- Specialized Ecolodge Management Course (First Class)
- Ecolodge Staff Course
- Ecolodge Rating Assessment Course
**Empowerment & Capacity Building Courses for the Relevant HR in Tourism:**

### 1- Organizing Online Seasonal Tourism School

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<td>Sharing a <strong>Successful Experience</strong> Rural tourism destination management in Esfahak</td>
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2- Holding Special Courses Based on New Policies

A Training Course on the Principles of DMO and Facilitation in CBT

- Collaborative development of behavioral codes, regulations, and special guidelines for the region involving all stakeholders, including local communities.
- Demonstration of required land use based on land capacity and site suitability.
- Calculation of the tourism carrying capacity of the region.
- Establishment of a local tourism institution.
- Formation of supervisory councils and stakeholders.
- Capacity building for human resource management, especially focusing on women, in the handicraft sector.
- Creation of rural and community funds.
- Assistance in marketing and promotion of the region
3- Conducting Workshops during various occasions:

World Tourism Day 2023: ‘TOURISM & GREEN INVESTMENTS’

- Investing in People, Planet and Prosperity
- Investing in People by investing in education and skills
- Importance of sustainable tourism development and need for training of workforce in the industry, local communities and Empowerment of women and youth

Organizing an educational, cultural and promotional program titled: “Ecolodges, Green Assets”
Organizing an educational, cultural and promotional program titled: “Ecologies, Green Assets”

- Organizing this program by the Association of Tourism Educational Institutions for the targeted local communities and stakeholders in selected volunteer ecolodges as hosts
- Professional tour guides as instructors

**Educational Content:**

- Ecological identities
- **Codes of conduct** in ecotourism and rural tourism
- **Sustainable practices** in ecolodges
- The **Role of the Local Community** and **Women** in community-based tourism
- The importance of **Indigenous products, Handicrafts**, and small businesses
- The significance of village **Storytelling** and **Revitalizing Local Games**
- The Importance of **Holding Events** in the form of Festivals, Ceremonies and Rituals
Conducting program “Ecolodges, Green Assets” in 60 ecolodges
Educational Measurements:

**Vocational Courses**
- Designing Courses for managers of Ecolodges
- Designing Courses for staff of Ecolodges
- Designing Courses for Ecolodges Rating

**Empowerment Courses**
- Organizing Online Seasonal Tourism School
- Holding Special Courses Based on New Policies
- Conducting Workshops during various occasions
Thank You For Your Attention

Kandovan has Joined UNWTO’s Best Tourism Villages