



Namibia's Private Sector's commitment to invest in skills development in tourism

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**“NUST Tourism Day
Celebration”
27 September 2023”**



Namibia Tourism Recovery

- * Namibia's tourism sector lost +/- 80% of business due to covid in 2020
- * Industry was quick to look at recovery options, and by mid 2023, accommodation occupancy statistics almost equalled those of 2019
- * quick recovery revealed serious skills shortage in tourism, both in Namibia and across the globe



HAN: Tourism Recovery

Occupancy AUGUST	2019	2021	2022	2023
Room %	67.1	20.6	58	68.68
Namibia %	24	48	19.8	14.2
SA %	5.8	8.5	6.8	4.3
D.A.CH %	30.2	17.13	31.8	34.3
Rest of EU %	29.3	19	33	36.8



SKILLS DEFICIENCY IN TOURISM POST-COVID

After-Shock across the world – where did all the skilled people disappear to?

Globally, skills in the service sector are at a 16-year low

Key skills in tourism are equally vital in other sectors, such as:

- **customer service**
- **communication / language skills**
- **business sense / commercial thinking**
- **leadership / responsibility**
- **team work**
- **adaptability & flexibility**

Less volatile sectors seem to have attracted skills, now lost to tourism, while the low-skilled workers still seem without a job as businesses do careful re-employment

Tourism Skills S.O.S

- * Lack of skills and skills-gap the new challenge post-covid
- * Vacancies at all levels, but mainly at middle- & top management
- * Skills-shortage in critical thinking, adaptability, leadership, responsibility and experience
- * Graduates have expectations, while tourism requires “all-rounders” willing to work outside the box.





Skills Mismatch:

- **Collaboration between academia & tourism**

Work readiness programs/ internships/ apprenticeships

- **Ongoing dialogue between business sector, tertiary institutions and government on targeted education & vocational training**
- **Talent programs**
- **Cross- sector collaboration to enable flexibility**
- **Recognition of short courses, putting training levy to use**
- **Focus on soft skills, emotional intelligence, problem-solving, teamwork and critical thinking**



HAN Congress 2023:

- **Co-Creation of a
Tourism Training Road-map**
 - * **Event brought together over 120 individuals**
 - **25+ training providers, from VTC's, Colleges & universities**
 - **Employers, HR, & in-house training initiatives**
 - **Initiators of international exchange programs**



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ROAD MAP REPORT

1/9 224.63%



Co-creation at its best:

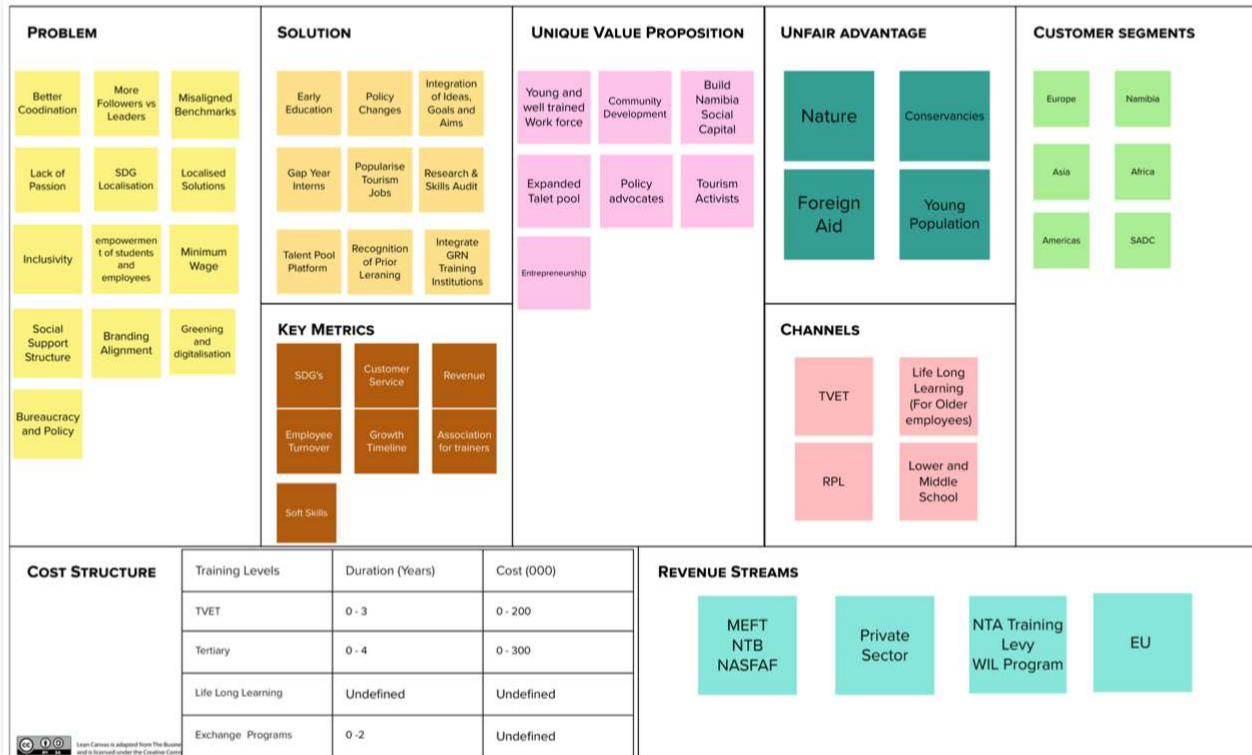
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Tourism Training Roadmap

Developing efficient, sustainable and revolutionary tourism business leaders





Tourism Roadmap targets

- **The three-year plan:**

The co-creators of the tourism road-map agreed to the following over the next 3 years”

- **Year 1: select a suitable vehicle/driver to mobilize partners and align goals for the development of a skilled tourism workforce**
- **Year 2: prompt the inclusive partnerships to align curricula and programs to match the changing needs of industry and source funding for a dedicated national training approach**
- **Year 3: implement and expand upon international exchange programs and expand on the tourism training road-map trajectory.**



Tourism Training Road-map





Tourism Opportunities

Role of Tourism as employer”

- The tourism industry is a key employer in the local economy. The products and services offered are labor intensive and employ local labor, making it a key creator of local jobs currently and beyond.

Salaries and wages, especially with regards to newly created employment, are known to be a key multiplier in the economy and worthy of support for the economic development of the country at large.

- All tourism players in the local tourism industry, and specifically the ones that were supported by the loan repayment holidays offered by Commercial Banks during the pandemic period, need support in accessing financing at low interest rates to recapitalize tourism service and product infrastructure, hence the initiative of commercial banks.

An investment in tourism is an investment in the key asset of our sector: ITS PEOPLE.



Tourism Opportunities

Namibia's horizons are endless, as are opportunities for people in tourism, if the sector is managed and supported sustainably.

- **Tourism, the economic pillar worthy of investment!**

