



SKILLS DEMAND SURVEY IN TOURISM AND HOSPITALITY MANAGEMENT SECTOR



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Abbreviations

BACCO	Bangladesh Association of Call Center and Outsourcing
BACI	Bangladesh Association of Construction Industry
BANBEIS	Bangladesh Bureau of Educational Information and Statistics
BBS	Bangladesh Bureau of Statistics
BEIOA	Bangladesh Engineering Industry Owners' Association
BIDS	Bangladesh Institute of Development Studies
BITAC	Bangladesh Industrial and Technical Assistance Center
BKMEA	Bangladesh Knitwear Manufacturing Employment Association
BMET	Bureau of Manpower Employment and Training
BPC	Bangladesh Parjatan Corporation
BTB	Bangladesh Tourism Board
BTEB	Bangladesh Technical Education Board
BWCCI	Bangladesh Women Chamber of Commerce and Industry
CBLM	Competency-based learning materials
CBT&A	Competency-based Training and Assessment
CNC	Computer Numerical Control
CS	Competency Standard
DCI	Data Collection Instrument
DTE	Directorate of Technical Education
HSC (Voc)	Higher Secondary Certificate (Vocational)
IMT	Institutes of Marine Technology
ISC	Industry Skills Council
JDC	Junior Dakhil Certificate
JSC	Junior School Certificate
KII	Key Informant Interview
LFS	Labour Force Survey
MoE	Ministry of Education
MoEWOE	Ministry of Expatriates' Welfare and Overseas Employment
MoI	Ministry of Information
MPO	Monthly Pay Order
NCC	National Certificate Course
NHTTI	National Hotel and Tourism Training Institute
NPVC	National Pre-Vocational Certificate
NSC	National Skill Certificate
NSDP	National Skill Development Policy
NTVQF	National Technical and Vocational Qualifications Framework
PKSF	Palli Karma-Sahayak Foundation
RHTI	Regency Hospitality Training Institute
RPL	Recognition of Prior Learning

RTO	Registered Training Organization
SDCMU	Skills Development Coordination and Monitoring Unit
SEIP	Skills for Employment Investment Program
SMEF	SME Foundation
SMI	Survey of Manufacturing Industry
SSC (Voc)	Secondary School Certificate (Vocational)
THM	Tourism and Hospitality Management
TKHMI	Tony Khan Hotel Management Institute
TSA:RMF	Tourism Satellite Account: Recommended Methodological Framework
TSC	Technical School and College
TSC	Technical Sub-Committee
TTC	Technical Training Center
TTCI	Travel and Tourism Competitiveness Index
TVET	Technical and Vocational Education and Training
UCEP	Underprivileged Children's Educational Programs
UNWTO	United Nations World Tourism Organization
VET	Vocational Education and Training
VTTI	Vocational Teacher Training Institute
WTTC	World Travel and Tourism Council

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On this backdrop, PKSF entrusted Human Development Research Centre (HDRC) to perform this crucial and challenging task of skills demand survey. This survey is essential to explore occupation-wise potential job demand and to determine the number of prospective human resources by skills level in THM sector (e.g., less-skilled, semi-skilled and skilled) as per employers' demand in congruence with the objective of SEIP. This study is crucial to PKSF, as the results of this study could be useful to formulate an action plan to ensure effective demand-driven skills training program for the less-skilled, underprivileged and low-income groups of people.

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Executive Summary

Palli Karma-Sahayak Foundation (PKSF) is working with Skills for Employment Investment Program (SEIP) to support the targeted group of people to enhance their employable skills with the purpose of meeting the skills demand of the industries and self-employment. PKSF, through 22 training centers, is providing training mostly to the poor and low income group participants to improve their skills and make them employable. This study aims to let PKSF know the present and future skills demand as well as skills gap in Tourism and Hospitality Management (THM) sector of Bangladesh to formulate her future policy and program in the area of skills development.

In particular, this study aims to explore occupation-wise potential employment demand in THM sector and determine the number of prospective human resources by category of less-skilled, semi-skilled and skilled occupation/trade. This task is likely to be accomplished according to employers' demand in congruence with the objective of SEIP. The specific objectives of the study are as follows.

- 1) To identify occupation-wise job demand in Tourism and Hospitality Management sector in home and abroad;
- 2) To examine the skills gap of existing human resources in comparison with potential job market demand;
- 3) To identify the causal factors of skills gap of existing human resources;
- 4) To formulate an action plan to ensure effective demand-driven skills training program for the less-skilled, underprivileged and low-income group.

Study Design and Implementation

The study adopted both quantitative and qualitative tools to collect data and information from primary and secondary sources. Enterprise level survey was conducted to collect primary data on the job demand, skills gap and causal factors of skills gap by interviewing both employer and employee using semi-structured interview schedule. For primary data collection, this study followed non-probabilistic or purposive sampling with a total number of 10 enterprises for sample survey. Officially published data are also used extensively. Both quantitative and qualitative data are analyzed and triangulated. In addition, relevant stakeholders and knowledgeable entrepreneurs of this sector were consulted in different phases of the study.

Study Findings

Domestic and Overseas Job Market Demand Assessment

The projection on the future job demand in THM sector for domestic and overseas market is estimated separately. Although there are liberal and conservative estimates on the projection of job demand, this study relies on conservative estimates. In 2027, the projected future job demand in domestic THM sector is 1,263,287 while the same for overseas THM sector is 169,740. Estimates indicate that the total number of employment, both at home and abroad in this sector will be 1,433,027 by year 2027 increasing from 1,178,280 in the year 2017. It means this sector will create additional employment of a total of 254,747 people in domestic and overseas THM sector by the year 2027.

The projection results find that in both relative and absolute term, the bulk share of employment in THM sector will be under less-skilled and semi-skilled categories of occupation/trade and according to these estimates, this scenario will remain unchanged in the coming 10 years. The demand of semi-skilled workers are going to be high with 594,803 job opportunities in 2027 from 587,176 in 2022 and 527,158 in 2017. Among different

occupations under semi-skilled category, the highest number of jobs will be created for Food and beverage service; and Chef/cook in 2027.

Under less-skilled category of occupation, a total of 815,482 jobs will be created in 2027 from 686,589 in 2022 and 631,403 in 2017. Among different occupations under less-skilled category, Housekeeping staff and Security staff will be of high demand in 2027. Employment of such large number of less-skilled and semi-skilled workers is expected to require involvement of many facilities. Hence, the number of job opportunities for managerial position is also on rise within the projection period.

The number of future employment in the overseas THM sector under different projection scenario establishes that the future job demand in overseas THM sector will vary from 169,740 (as lower bound) to 279,705 (as an upper bound). Because of the uncertain nature of the overseas market portrayed through a volatile employment data, reliance is put on conservative estimates where the projected number of future job demand is obtained by using linear assumption based estimations. It suggests that the total number of overseas employment in this sector will be 169,740 by 2027 from 82,776 in the year 2017.

Skills Gap Assessment and Its Causes

Competency assessment results obtained in this study establishes that there is serious skills gap in almost all of the occupations of THM sector. All of the occupations are suffering due to inadequacy of competent workers while semi-competent and less-competent workers occupy the entire sector. There is a 16.7 per cent workers who were found semi-competent in performing their current job. The remaining large segments of the existing workers (83.3%) were assessed as less-competent by their respective employers. Not a single competent worker is found in either skilled or semi-skilled or less-skilled jobs of the sector. This assessment indicates that there is serious skills gap or skills shortage in various occupations or trades in the THM sector. Reportedly, financial constraints to be enrolled in the relevant training courses was found to be the leading reason behind the existing skills gap in the THM sector of Bangladesh.

Financial constraints to be enrolled in the relevant training courses was found to be the cogent reason behind the existing skills gap in the THM sector, followed by high turnover rate, non-attractive financial benefits and low general education level. Course fees and other fringe costs discourage the potential trainees to go for the required training. High turnover of employees does not provide enough incentives for the employer to train the workers. Non-attractive remuneration or financial compensation cannot motivate workers for further skills development, and lower level of general education hinders further development of skills.

Any particular standard skills development training is expected to develop three distinct types of qualifications namely, generic competencies, sector specific competencies and occupation specific competencies. BTEB develops comprehensive training curriculum and assessment mechanism to address these key competencies that are required for acceptability in both national and international market. Study finds that the reality is somehow different where the quality of training and certification is not up to the mark to satisfy the market demand.

Job Requirements and General Hiring Practices

The requirements for various trades set by employers do not vary between domestic and international market to a large extent. Sector and occupation specific skills are required for particular occupations while there are a number of pre-requisites for all occupations referred as generic competencies. THM enterprises usually recruit their manpower directly, not through any agency. In general, regarding recruitment of less- and semi-skilled manpower, the following requirements in addition to specific technical skills are expected to be met by

the prospective employee. Such requirements are maintained with more importance in case of overseas recruitment.

- Age should not exceed a particular limit
- Educational qualification (in some cases, it is a must)
- Physical fitness
- Ability to read and write
- Certificate on training or any other qualification (if any)

Job placement mechanism or recruitment procedure is important to understand how the job demand is absorbed in the marketplace. Advertisement in newspaper was the leading mode of recruitment, followed by advertisement in web portals. Web-based methods like advertisement in web portals and notice in the organizational website are getting dominant day by day and these digital hiring practices may be on top in the coming days. Training centre and industry linkage could be a potential instrument to find out the qualified candidate to recruit in various jobs in the THM sector. Both experience and relevant training were taken into consideration for recruiting workers in most of the trades in the THM enterprises under the survey. However, female employees need job experience and relevant training to a larger extent, compared to their male counterpart.

Skills Development System

A good number of Bangladeshi public and private TVET institutions provides a number of courses and training programme for THM sector. Each of the training courses has its own curriculum, duration, entry requirement and assessment procedure. Bangladesh Women Chamber of Commerce and Industry (BWCCI) has a target to train 1,000 participants under SEIP to skill-up new entrants and existing workforce. Under SEIP-BWCCI program, 'Women Organization for Self Efficiency' in Narayangang and 'Rajshahi Mohila TTC' imparting training on 'Food and Beverage Production and Services & Entrepreneurship Development'. A total of 14 batches, and 25 participants per batch, is being trained. The duration of the course is 3-month. Industrial Skills Council for THM sector is providing training through 10 training institutions for the courses: 1) Food and Beverage Production (Cooking); 2) Food and Beverage Service; and 3) Housekeeping. NHTTI is imparting: Diploma in Hotel Management—a two years long course with 8-month industrial attachment; One year-long Professional Chef Course; 1-year long Diploma in Tourism Management course; 18-week-long National Certificate Course (NCC) in 1) Food and Beverage Production, 2) Food and Beverage Services, 3) Front Office and Secretarial Operation, 4) Housekeeping and Laundry Operation, 5) Tour Guide and Travel Agency Operation, 6) Computer Literacy; and Professional Bakery course (NTVQF Level 1 & 2 course).

Absence of nationally consistent approach for quality assurance, non-aligned standard of qualifications with the skills levels of industry, inappropriate quality of graduates and the lack of coordination in this sector are some critical issues of TVET. To address these, ISC is established under National Skills Development Council (NSDC) for THM sector. Administering competency based assessment of learning or competencies by external assessor registered with BTEB and recognition of prior learning (RPL) might be two avenues for assessment and certification.

Current State of Skills Acquisition

A 20 per cent of the total workers had skills development training—Chef/cooking (25%); Office management (25%), Housekeeping (16.7%); Driving (16.7%); Hotel management (16.7%); Computer operator (16.7%); Baking (including cake and pastry); and Front office and secretarial operation (8.3%) — prior to joining their present job in THM sector. Prime

motivation behind taking these trainings was getting job after receiving training (82.4%) followed by acquiring new skills (52.9%) that could be helpful to find a job.

A large number of workers opined that overall training quality was very good (52.9%) and good (42.9%); where all the respondents assessed quality of training materials as ‘very good’ (35.7%); ‘good’ (47.1%); and ‘moderately good’ (17.6%). Assessment of gender inclusiveness in five distinct criteria indicates satisfactory picture in training.

A large number of workers mentioned of having verification done by either internal assessor (41.2%) or external assessor (17.6%). However, there is also a good number of workers (41.2%) who reported that there was no verification at all. A large section of employees found the training conducive to find a job to a large extent. Regarding usefulness of this training in performance of the present job, majority of them (64.7%) found it beneficial.

A 43.3 per cent worker received some sorts of training from their current employers. Workers reporting on receiving on the job training mainly include Housekeeping (25%); Food and beverage service (14.3%); Chef/cook (11.4%); cleaning (8.6%) and Desk management (5.7%).

A good number of the workers (31.7%) were in favor of training provisions in future. The reported areas of training among others are Housekeeping (10.6%), Food and beverage service (10.6%); Front desk management (10.5%); and Baking including pastry (10.5%).

The surveyed potential employees or job seekers completed training on the trade courses like Waiter (30%), Chef/cook (30%), Hotel management (30%) and Housekeeping (10%). ‘Training will help to get job’ was noted as motivation to take training by 60 per cent of the total trainees. According to the potential employees, training quality could be improved by taking few measures like inclusion of foreign trainer on chef training, and increase duration of training. Majority of the job seekers (70%) mentioned that there was no assistance from the training providers to find a job.

Among various types of soft skills; positive attitude was mentioned by all the employees. About 89 per cent of employers placed the ‘self-driven or motivated’ as soft skills in the top of the list followed by team work (77.8%) and mutual interaction (66.7%).

Recommendations and Action Plan

1. There will be a total of 1.43 million jobs in Tourism and Hospitality Management sector (1.26 million in domestic market and 169,740 in overseas market) in 2027. Domestic employment is largely occupied by either less-skilled or semi-skilled workers and this scenario is expected to continue in the next decade. The high demand trades in domestic THM sector will include Housekeeping (227,391), Security staff (227,391), Chef/cook (189,493), Food and beverage services (189,493), Front desk officer (75,797), Music system technician (50,531), Physical instrument technician (22,739), and Gardener (31,582); while in the overseas THM sector the high demand trades will be Waiter (76,417), Housekeeping (65,859), Chef/cook (23,764).
2. Considering the future job demand in various occupations established by the study findings, skills development initiatives should target a number of occupations/trades under semi-skilled and less-skilled category; such as- Housekeeping, Chef/cook, Food and beverage services, Front desk officer, Music system technician, Physical instrument technician, Waiter and Gardener.
3. NSDC is developing competency standards for the training of Tourism and Hospitality Management sector, among others. The courses and their duration are stated below.

Training for the above-mentioned high demand trades should be designed on the basis of the following trainings as per CBT&A developed and set by BTEB and NSDC.

a)	Baking	600 hrs.
b)	Food and Beverage Service	520 hrs.
c)	Packaging Technician	630 hrs.
d)	Food Processing and Quality Control	360 hrs.
e)	Ticketing and Reservation	730 hrs.
f)	Beauty Care	360 hrs.
g)	Care Giver	360 hrs.
h)	Cooking (Domestic)	360 hrs.
i)	Common (NPVC 2; pre vocational)	360 hrs.

4. In order to ensure inclusion of people from low income group, following intervention strategy should be taken.
 - Trainee selection and need assessment should be done by the NGOs
 - For easy initial placement, trainings for trades should consider local demand
 - Common training (NPVC 2) could be provided in order to make them prepared for further training
5. It would be more useful to offer some basic training on soft skills including elementary foreign language of the major destination countries for the Bangladeshi expatriate workers.
6. Skills development trainings for the THM sector should follow the new TVET.
7. In order to minimize the mismatch of skills demand of industries and skills supply by the training institutions, it is important to ensure the competency acquired from the training institute.
8. Competency-based learning materials (CBLM) built upon the competency standard approved by BTEB have to be prepared and used in the training. Periodical review of the CBLM is needed for updating knowledge and technology to be imparted by training institutes.
9. In order to maintain the quality of training and provide nationally accredited certification, training providers have to be registered training organization (RTO) and the outcome of training to be assessed by BTEB accredited assessors.
10. Assessment should be done at entry level to know the initial qualification of the training participants and accordingly group them for a different level of training.
11. Based on the BTEB approved competency standards, learning materials should include core, trade and soft unit of competency. In addition, it should focus extra unit on labour rights, decent work, safe migration, green job, climate change, disaster and worker migration.