

Almaty-Bishkek Economic Corridor Initiative



Skills for Tourism



1. Follow-up Activities

2. Pilot College in Almaty (Oblast)



Key Messages

1. **T-EDU offers are available** & few offering reasonable quality
2. Combination of **solid basic occupations** of cook, waiter, receptionist and travel agent **BUT** high quality specializations in Tourism are missing
3. If we want to considerably **change quality** of existing, and **innovate new, tourism products**, we need to have a different approach of:
 - From T-EDU as appendices to **stand-alone institutions**
 - **T-research**
 - Entrepreneurial regional and international **networks** (EDU and sectorial)



1. Follow-up Activities

After analysis conducted, continue **policy dialogue and capacity building in tourism education**:

- a. **2 seminars on *state of the art in 'Strategic Alpine Tourism Development'*** (conducted in Q2 and Q3 2019, 30 participants from education sector, ministries, private sector, NGOs, DMOs, **2.5 days each**)
- b. Provision of an **accredited course** (2-4) ECTS* for key stakeholders in e.g. ***Sustainable Alpine Destination Marketing*** (by an internationally renowned tourism education provider, **about 30 participants, 2 blocks of 2 weeks each**)
- c. Drafting a concept on tourism education colleges – **campus solution** – (suitable for ADB finance)

2. Pilot College in Almaty (Oblast)



- There is already a **full functioning tourism school in Bishkek** (Manas Turkish University)
- **KAZ tourism requested** to develop a **sketch concept for a TVET/skills vocational school in Almaty** as a suggestion for ABEC.

Key issues:

- Not a question of equipment and buildings (relatively easy to do)
- **Question of capacitating teachers, entrepreneurial skills and mindset**, having national ToTs, private sector cooperation and participation, practical skilling, etc.
- Is a mid-to **long-term** project

2. ... Pilot College (continued)



Components:

I. Teacher training and institutional capacity building – \$2.6 million

(technical tourism topics, didactics, entrepreneurial skilling, ToT)

II. Infrastructure - \$1.6 million

(school-hotel, -restaurant, -travel agency, incubators, workshops, classrooms, dormitory)

III. Operational activities - \$2.6 million

(research, legal advice, mobility programs, marketing, allowances)

Note: Economies of scale are significant in teacher training!

Financing: Government of Kazakhstan (economically sustainable)

**Total:
\$6.8 mln**