



**SBJBC Workshop: Training Opportunities in Saudi Tourism, Sports & Entertainment Sector,
10 March 2021: Informal Summary**

Opening remarks from Jennie Gubbins, UK Board Member & Dr Emad El-Dukair, Saudi Co-Chair, SBJBC:

- Sports/Entertainment & Quality of Life are high priorities in Vision 2030 and UK has relevant expertise in these sectors that KSA could greatly benefit from
- Tourism & hospitality targeted for rapid growth with investment from PIF and progress in giga projects such as Neom, Red Sea, Qiddiya and Diriyah Gate
- 1 million Saudis to be employed in hospitality sector by 2030 leading to the need for substantial training with resulting opportunities for UK providers

Hammad AlBalawi, General Manager of Tourism Investment, Ministry of Tourism, Saud Arabia (Presentation available on request)

- Tourism not new to Saudi Arabia, having welcomed tourists for over 1400 years, for example pilgrims to the Two Holy Mosques
- A national tourism strategy and tourist visa programme have been launched, and a large budget provided to promote the Kingdom as a tourism destination
- Saudi Arabia's vast range of ecosystems and cultural heritage sites makes it an attractive place for visitors
- Major projects such as Red Sea Development are on target and the UN World Tourism Organisation is establishing its regional HQ in Riyadh

Dr Michael Klees, Executive Director of Training and Development, Qiddiya

- Qiddiya will require around 12,000 employees for opening and 29,000 by 2030
- Overall expected Saudisation level in Tourism, Entertainment and Hospitality industry to reach around 70% by 2030
- Potential employees in this sector will only need vocational diplomas or short training courses. Currently a supply/demand gap and cultural perceptions to be overcome
- Need for English language training programmes in TEH sectors
- Training providers required to provide employer led programmes to allow for employees to move up the ladder and create sustainable careers

Panel 1: Business, Tourism & Hospitality Skills

Chris Innes- Hopkins, UK Executive Director , SBJBC

- Lots of work going on in the Giga Projects in the Kingdom which will boost demand for relevant skills
- Noticeable growth in Saudi employees in the sector with College graduates on hotel reception desks

Anna Yerokhina, Director International Stakeholder Engagement, Pearson plc

- Pearson provides career focused educational training in TEH industry and has a longstanding Saudi presence
- Industry needs to engage closely with training providers to ensure an employer led approach
- Digital programmes and blended learning allow for a more flexible and agile approach

Suleiman Al Hourani – Director, Al-Hussan Group

- Established in 1956 the Group has developed with the changing needs of the Kingdom offering courses in soft skills across 19 schools
- Arab Cultural Institute part of the Group is able to provide technical training
- Capable of solving educational barriers to entering the TEH industries

Matthew Anderson, Managing Director, TVET UK

- Need for focus on practical implementation rather than dwelling on strategy
- Get E- learning programmes rolled out online for short courses (6 weeks) with access to relevant apps

Laurie Dobson, Head of Education & Training, Department for international Trade, Saudi Arabia

- DIT working on a number of priority areas including skills gaps in TEH sectors through UK/Saudi Education Partnership.
- DIT funded scoping report on the sector has identified major opportunities for UK providers and qualifications given the 1 million jobs to be created
- Importance of employer led approach and Strategic Partnership models between employer and training provider.
- Local partners can be good routes to market if not setting up a Saudi subsidiary. DIT, MISA, AEI Saudi and others including SBJBC can help

Panel 2: Sports & Entertainment Sectors

HRH Prince Musaad Bin Khalid Al Saud, Chairman, Sheffield United Football Club

- Sports Tourism is a big part of Vision 2030 and Saudi has been proud to already host Dakar rally and Formule E. Formula 1 to follow
- Mass participation in sport has increased, including women
- United World Group of 6 international clubs provides a great platform for sport tourism and links through SBJBC
- The sector can provide an attractive career proposition and internships and training (eg Loughborough University) can help

Dr Talal Al-Maghrabi, President Saudi Sports Marketing Association

- Sports is one of the fastest growing sectors in the world and in Saudi Arabia will increase quality of life and employment

Alistair Gosling, Founder & CEO, Extreme

- Vision to drive positive change through extreme and adventure sports, fitness, mental wellbeing etc. Pace of change picking up through Vision 2030
- Seen an increase in demand for sports equipment and participation since the pandemic
- Sees passion from younger population to learn, develop and change to get involved in these sectors

Donal McElwee, Partner, Portas Consulting

- Seen a lot of development in sports in the country. In 2017 licensing was put in place for female gyms and P.E. was put into the curriculum for females in public schools
- In 2018, Giga projects announced sports as part of key sectors and in 2021, PIF recognised sport as a key sector for investment
- Target for proportion of GDP in sports sector to become 0.8% by 2030
- Gym and fitness sectors have been growing at 13% per year for the past few years. In 2019 fitness sector was worth 4.6bnSAR. Expected to grow to 14bn SAR by 2030.
- 2030 target of 40% of Saudi citizens being physically active by 2030 likely to be surpassed
- Sees vast opportunities in this sector for training and Saudis are now viewing it possible to have a career in the sports sector with more in leadership positions
- Demand for sports to grow especially in female sports going to the same participation rate as male sports