AI Analysis

## How Can We Rebrand Hospitality Careers to Attract Saudi Youth?

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# Summary

The panel discussion focused on rebranding hospitality careers to attract Saudi youth, emphasizing the need to shift perceptions and highlight the sector's potential for growth and innovation. Participants agreed that the sector is often viewed as less prestigious and limited to low-level jobs, hindering its attractiveness among young Saudis. They stressed the importance of changing this mindset by educating youth on the diverse career paths available in hospitality, showcasing successful professionals, and integrating hospitality concepts into various educational sectors. Dr. Abeer Alamri underscored the necessity of curriculum reform and industry exposure through internships and mentorships to better prepare youth for future roles in hospitality.

Layla Alamri highlighted successful initiatives at Red Sea Global that have attracted young talents and shifted mindsets about hospitality careers. These include fully sponsored educational programs in collaboration with prestigious institutions and promising job opportunities with luxury hospitality brands. She also emphasized the importance of empowering students through enrichment programs and international exposure, which have proven effective in attracting and retaining young talent in the sector. Ibrahim Osta shared insights from global tourism development, stressing the need for culturally sensitive workforce programs and industry-based learning to ensure a well-equipped and motivated workforce. He advocated for a four-pronged approach involving tourism education at high school, vocational training, university education, and industry-based learning.

Paul Keene provided a fresh perspective on connecting with Gen Z, emphasizing the role of social media in glamorizing hospitality and the need for purpose-driven storytelling. He argued that hospitality is already appealing due to its association with glamorous content but needs to align more closely with the values and aspirations of younger generations. The discussion concluded with a focus on the importance of local ambassadors, multidisciplinary education, and innovative experiences to make hospitality careers more attractive and relevant. Participants agreed that rebranding hospitality in Saudi Arabia requires a concerted effort to challenge misconceptions, educate youth, and highlight the sector's potential for growth and innovation.

# Key Takeaways

### Education and Curriculum Reform

A critical component in rebranding hospitality careers is education. Emphasizing the need for curriculum reform, industry exposure through internships, and showcasing successful professionals can help shift perceptions and prepare youth for diverse career paths in hospitality. Integrating hospitality concepts into various educational sectors is essential to create a multidisciplinary approach.

### Real-World Initiatives and Empowerment

Successful initiatives, such as those implemented by Red Sea Global, demonstrate the effectiveness of fully sponsored educational programs, partnerships with prestigious institutions, and promising job opportunities. Empowering students through enrichment programs and international exposure can attract and retain young talent in the hospitality sector, shifting mindsets and creating a more appealing career path.

### Purpose-Driven Storytelling and Social Media

Connecting with Gen Z requires aligning hospitality careers with purpose-driven storytelling and leveraging social media's glamorization of the industry. Highlighting the sector's role in social connection and cultural representation can make it more relevant and aspirational for younger generations, emphasizing its importance and innovative potential.

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