



Rwanda Talent Insights Report

Tourism - Priority Skills

RDB IN PARTNERSHIP WITH LINKEDIN - MARCH 2021 TO MARCH 2022

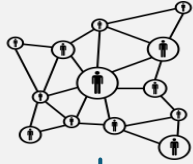


- **Background on LinkedIn Partnership**
- An Overview of tourism professionals
- Data limitations and recommendations

LinkedIn Partnership with RDB

Bridging the information gaps and improving labour market matching and Analytics

Project Framework



Why LinkedIn

- LinkedIn is the largest professional networking platform.
- The platform has over **810 million users, over 57 million employers, and over 20 million job postings worldwide.**
- In Rwanda, available data indicates that they are **over 400,000 users** with LinkedIn profiles.



Talent Insights

- Is a LinkedIn Product that allows for the extraction of **macro-level data on the local labor market trends.**
- The macroeconomic data provides an outlook of the current local labor market insights which inform evidence-based policy decisions in the country.



The Tourism Sector Report

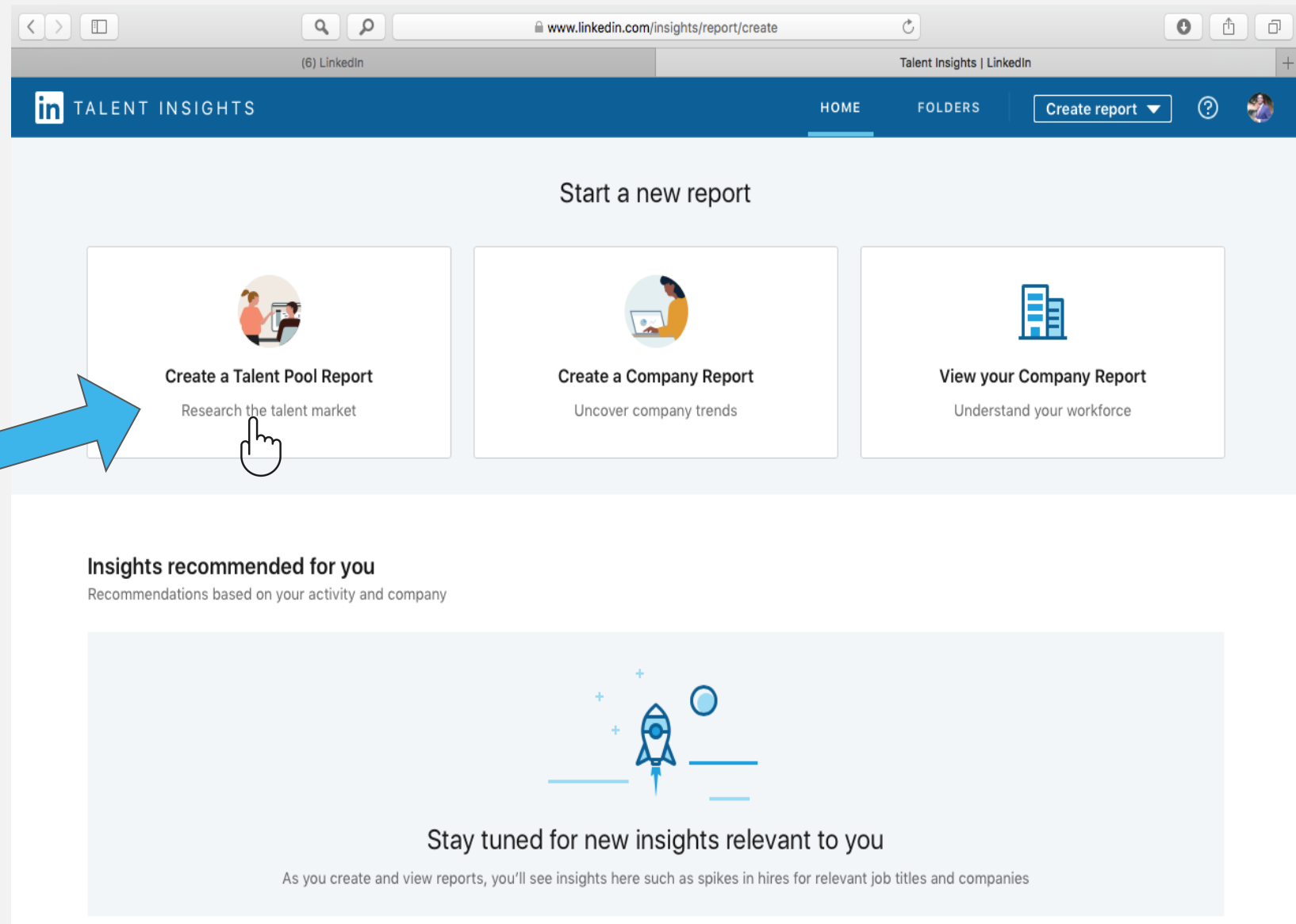
- Analyzes and provides an overview of the talent trends of professionals in the sector for the last twelve months.
- Identifies critical skills and provides insights on the talent mobility across sectors, countries, and the suppliers of **professionals in the sector.**

Methodological approach

This talent insight report provides an outlook of stock of tourist professionals in the sector on LinkedIn. It indicates talent mobility within and across the sector.

The following steps indicates how key information on the tourism professionals in Rwanda are generated from LinkedIn:

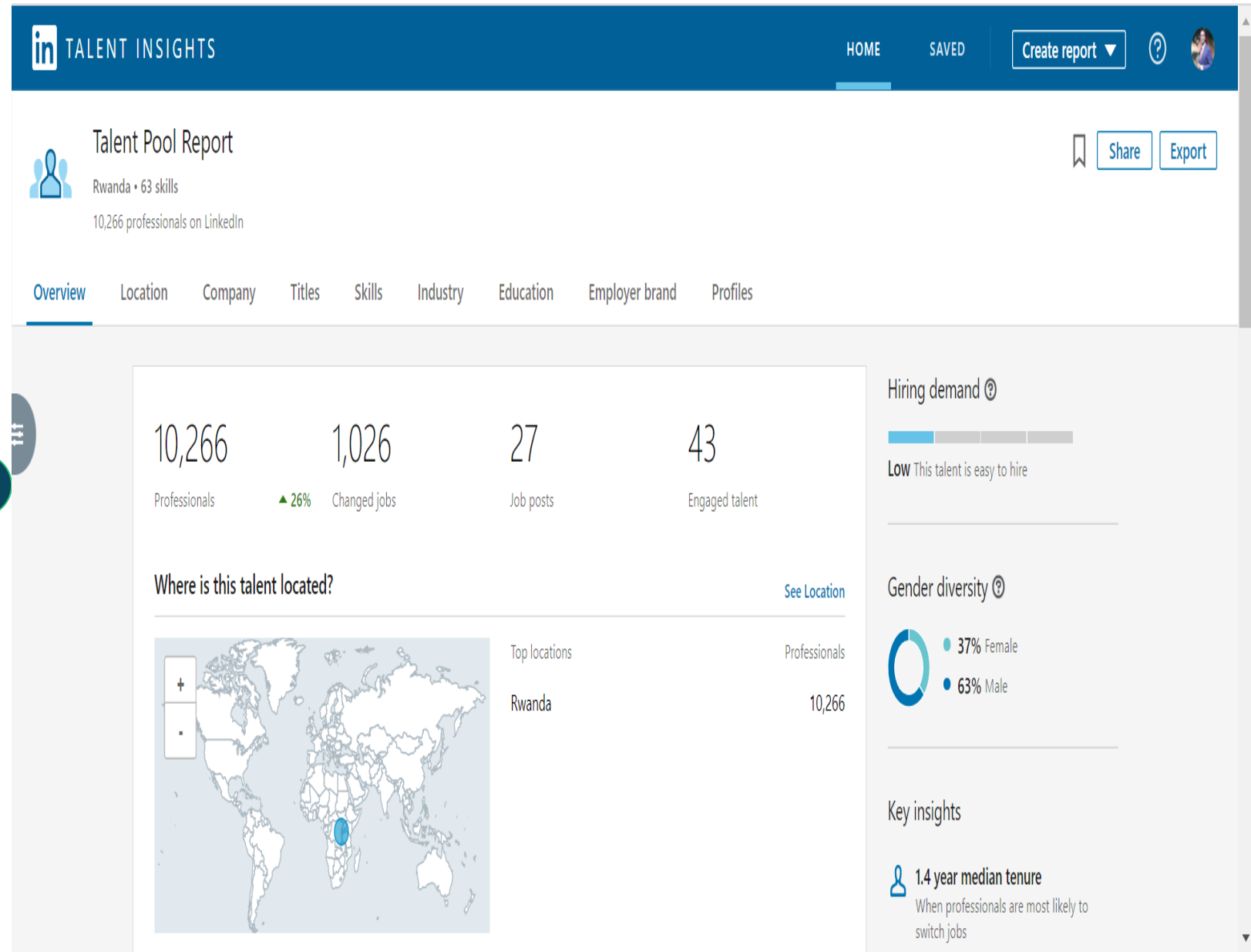
- Create a Talent pool report.
- Use different filters (**Job title, Location, Skills, Industry, Function**) to narrow down the data/search/ to your preference.



The picture displays an overview of data for tourism professionals in the sector

This data highlights:

- 1) Where Rwanda is gaining and losing professionals;
- 2) Top recruiting firms;
- 3) Top titles;
- 4) Top skills;
- 5) Top industries;
- 6) Education details.



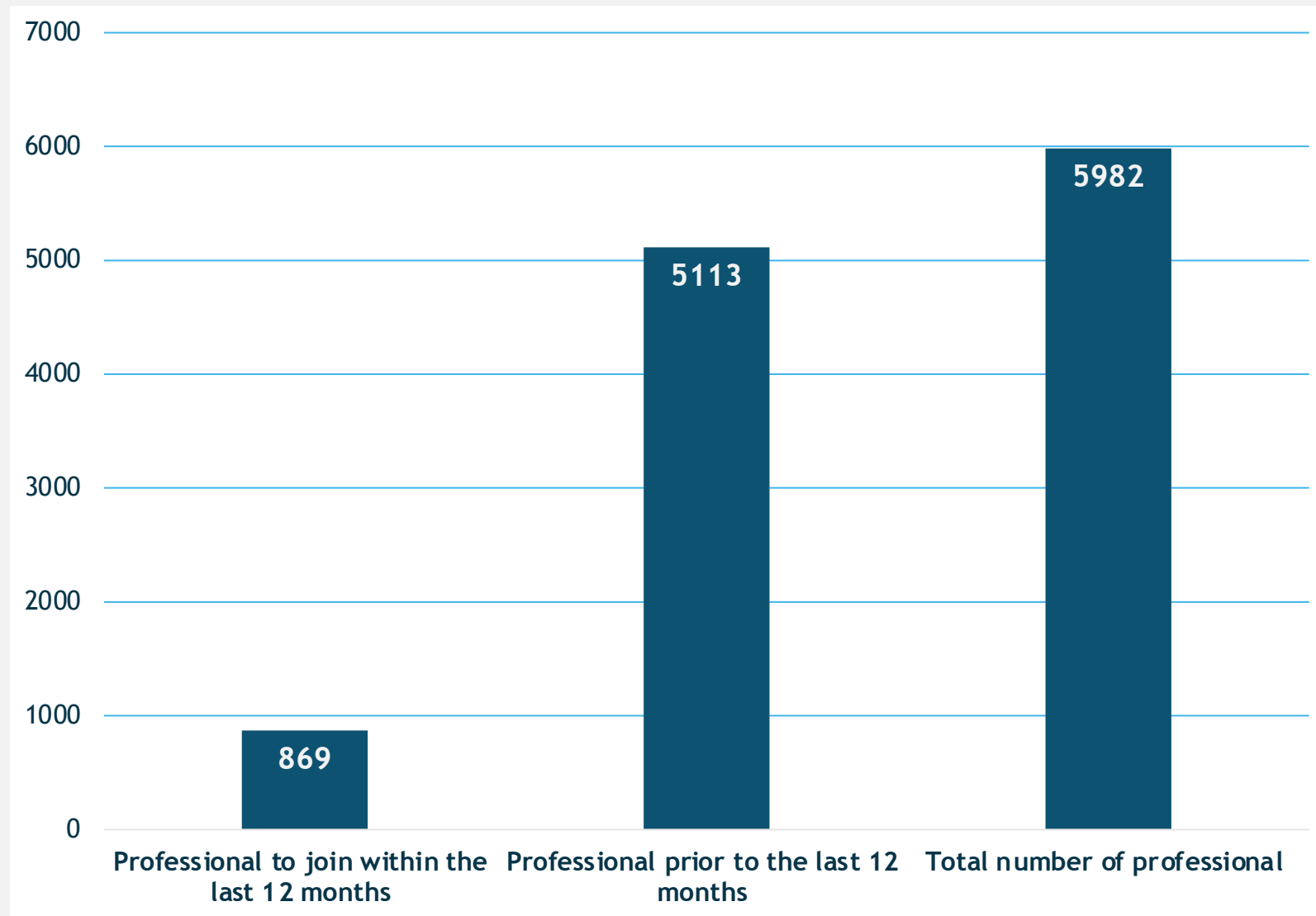


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Annual trends of professionals in the tourism sector

In Rwanda, there was total Talent pool of 5,982 tourism professionals in the Sector on LinkedIn, out of which 869 joined within the last 12 months of the analysis

In the last 12 Months, the stock of tourism professionals increased by 17%.



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of professionals in Rwanda

Gained Talents:

In the last 12 Months,

- Rwanda has gained a total of **204 professionals** from around the world. Mainly from the **United States (30)**, **Kenya (24)** **UK (9)** and **South Africa (9)**.

Lost Talents:

In the last 12 months

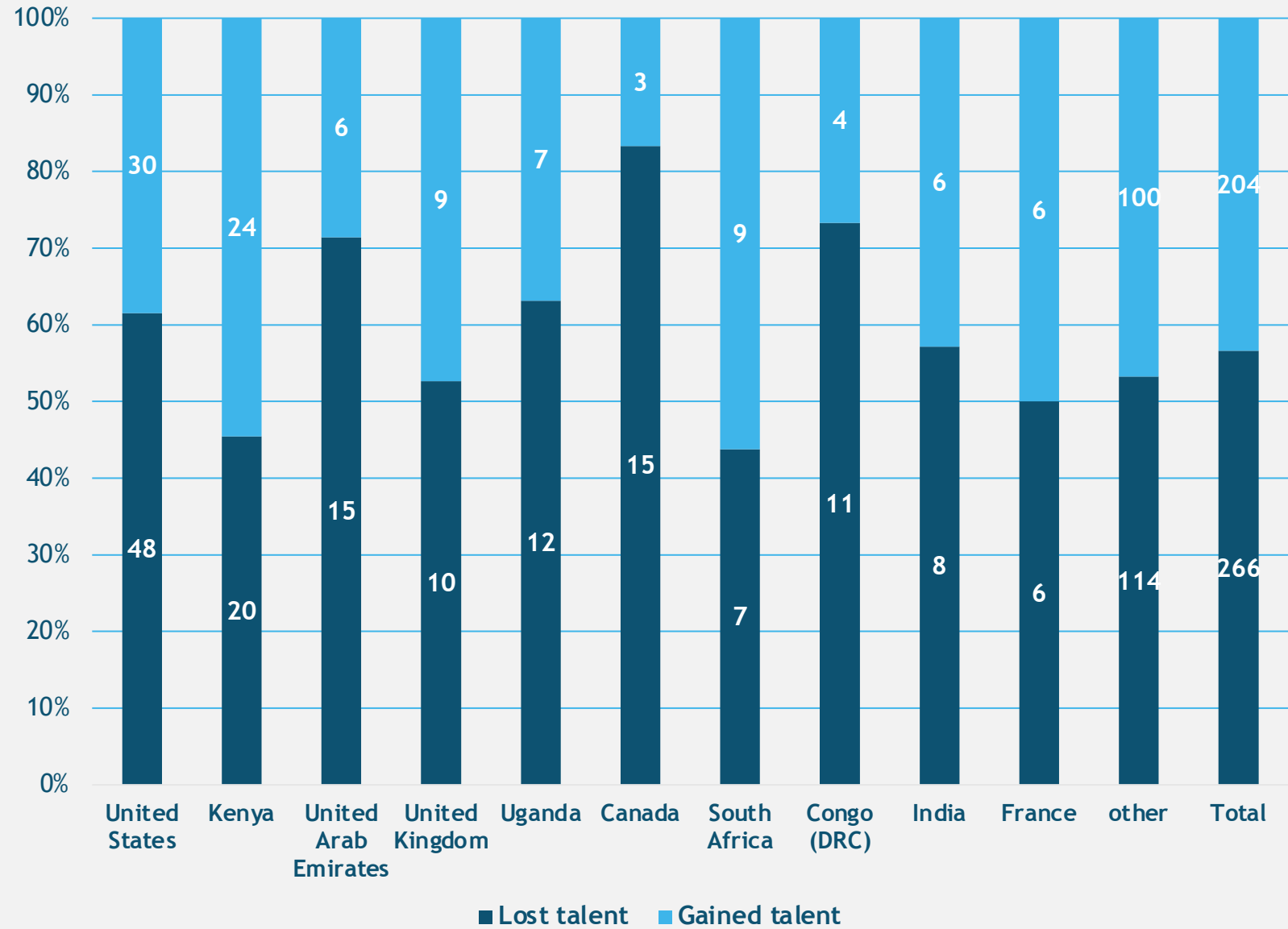
- Rwanda lost a total of **266 professionals** to countries around the world. Mainly to the **United states (48)** followed by **Kenya (20)**, **UAE (15)** and **Canada (15)**.

Other countries (not displayed on the graph):

- Rwanda gained a total of **(100) professionals** and lost a total of **(114) professionals** from other countries, notably: **Poland; Nigeria, Cameroon and Mauritius** to name a few.



Trends of talent mobility in the last 12 months



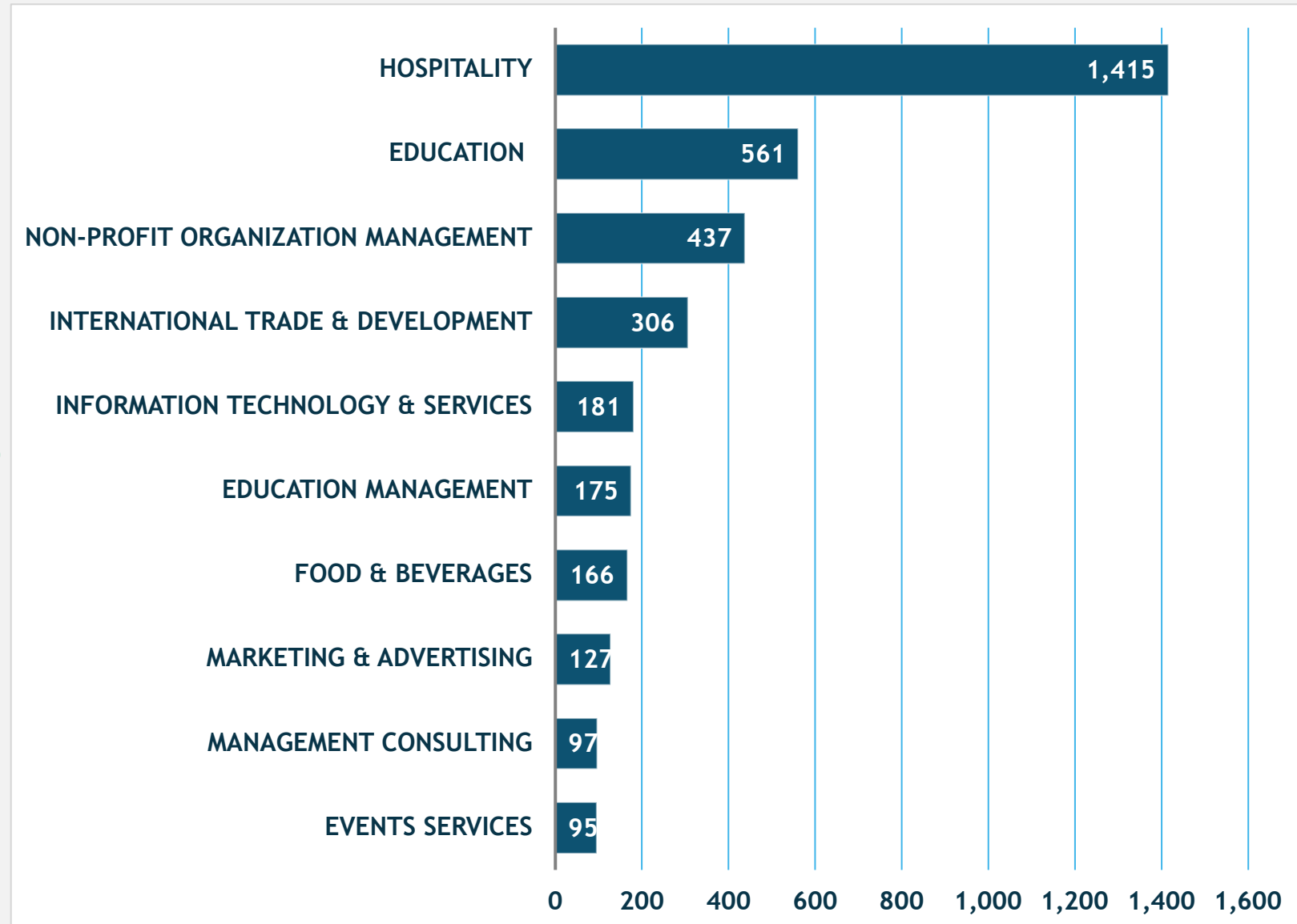
Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total talent mobility of these professionals in Rwanda

Top industries employing professionals from this talent pool are **Hospitality; Education & NGO's**

Other interesting industries to not make the top 10 were;
Government Administration (82)
Healthcare (80)



Top Industries Employing these Professionals



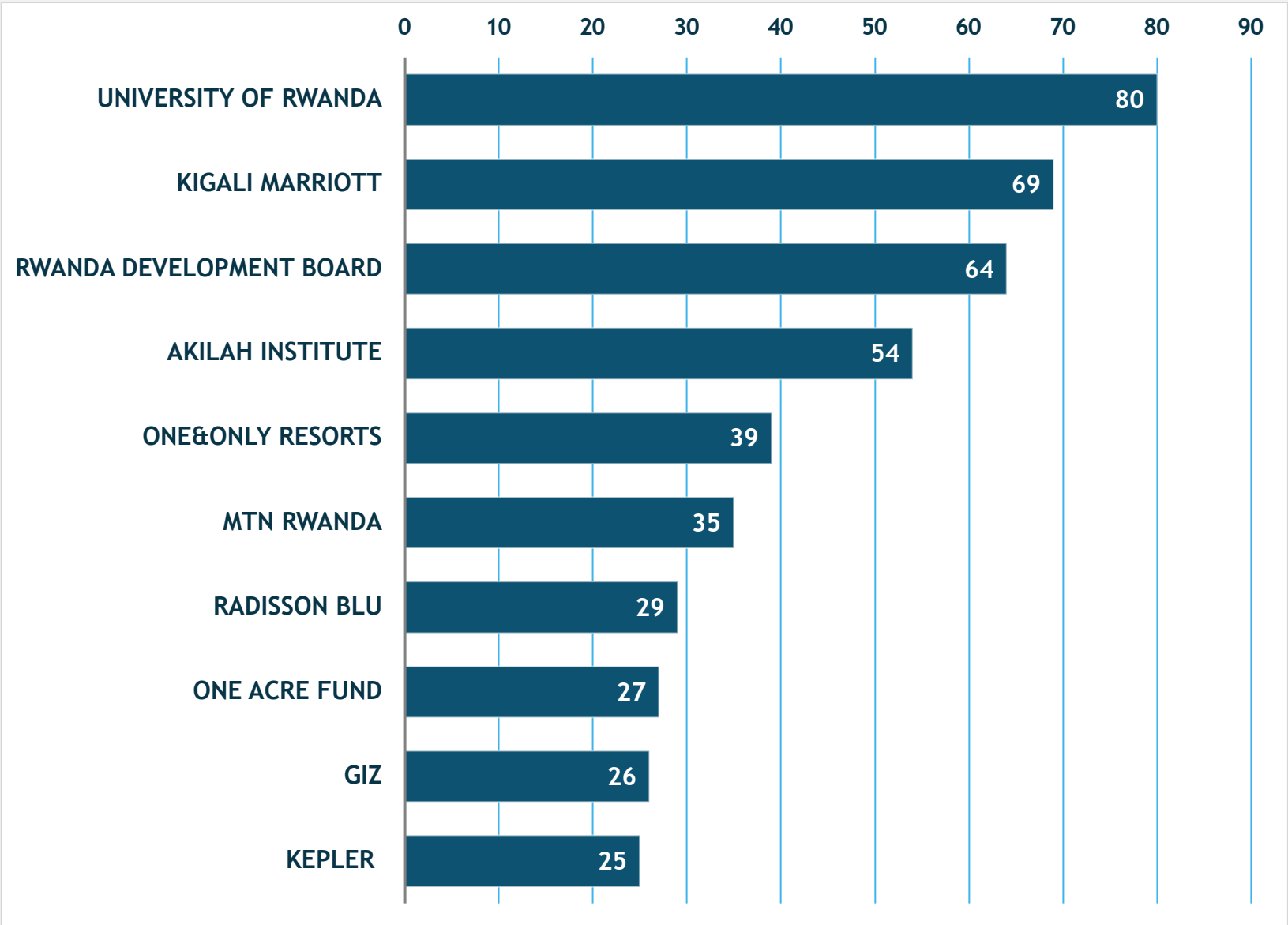
Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of industries employing in this talent pool in Rwanda

The top employers in the Tourism sector are widely distributed among different employers

The top 10 employers only employ 7% of the total Professionals from this talent pool. Reason being either one or two of the following:

- 1) Widespread of employers employing one or two employees from this talent pool
- 2) A good number of these professionals are self-employed e.g travel agents or have not listed a place of work.

Top Employers among these Professionals

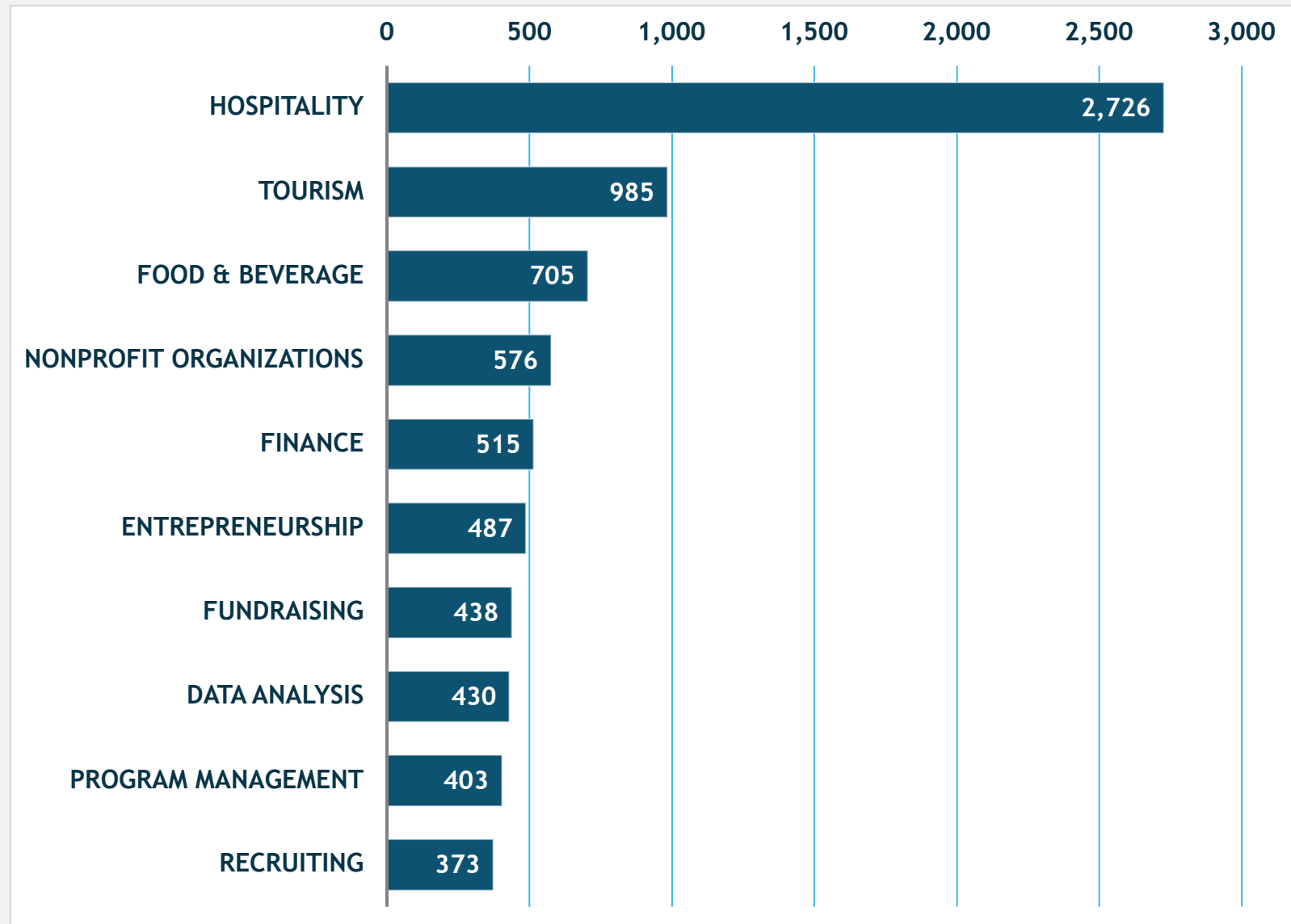


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total number of employers employing in Rwanda

Top 10 skills among these professionals

The most common skills among professionals of this talent pool are **Hospitality (1,623)**, **Tourism (985)** and **food & beverage (705)**

Other interesting top skills related to this sector not displayed on the graph are: **Social media marketing (314)**, **Business planning (274)** and **IT (265)**



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality, represent the number of people with these skills in Rwanda

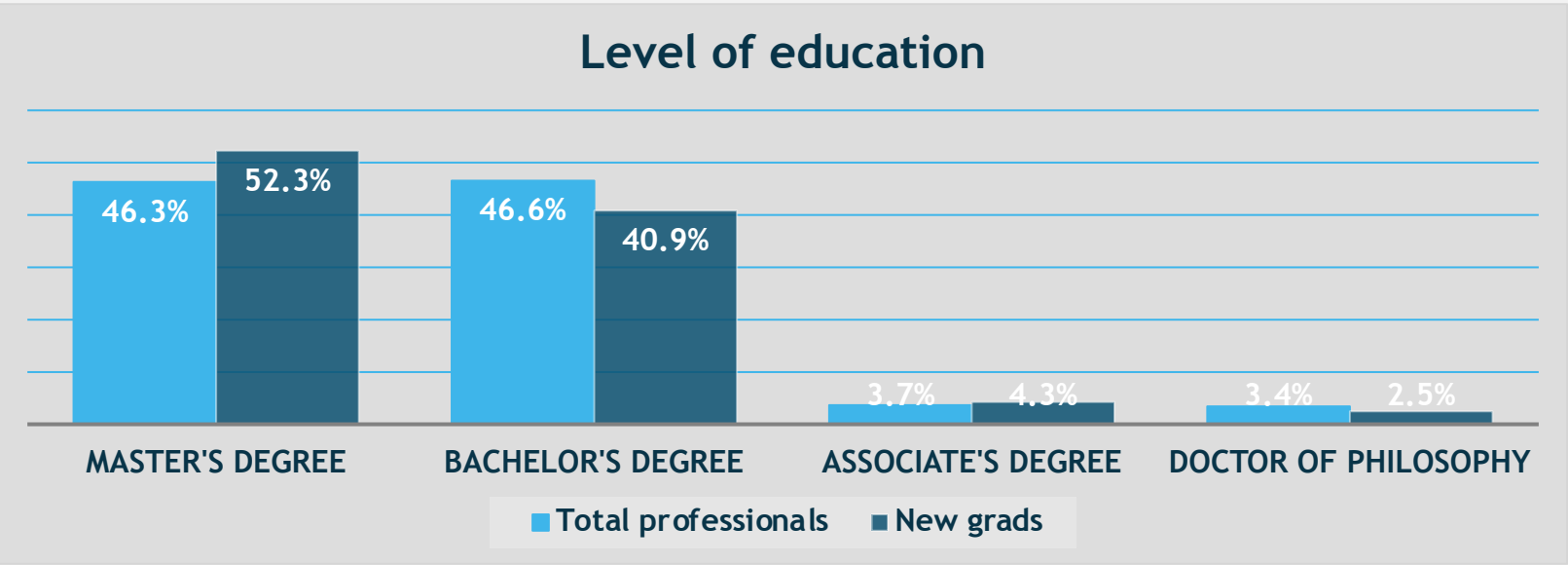
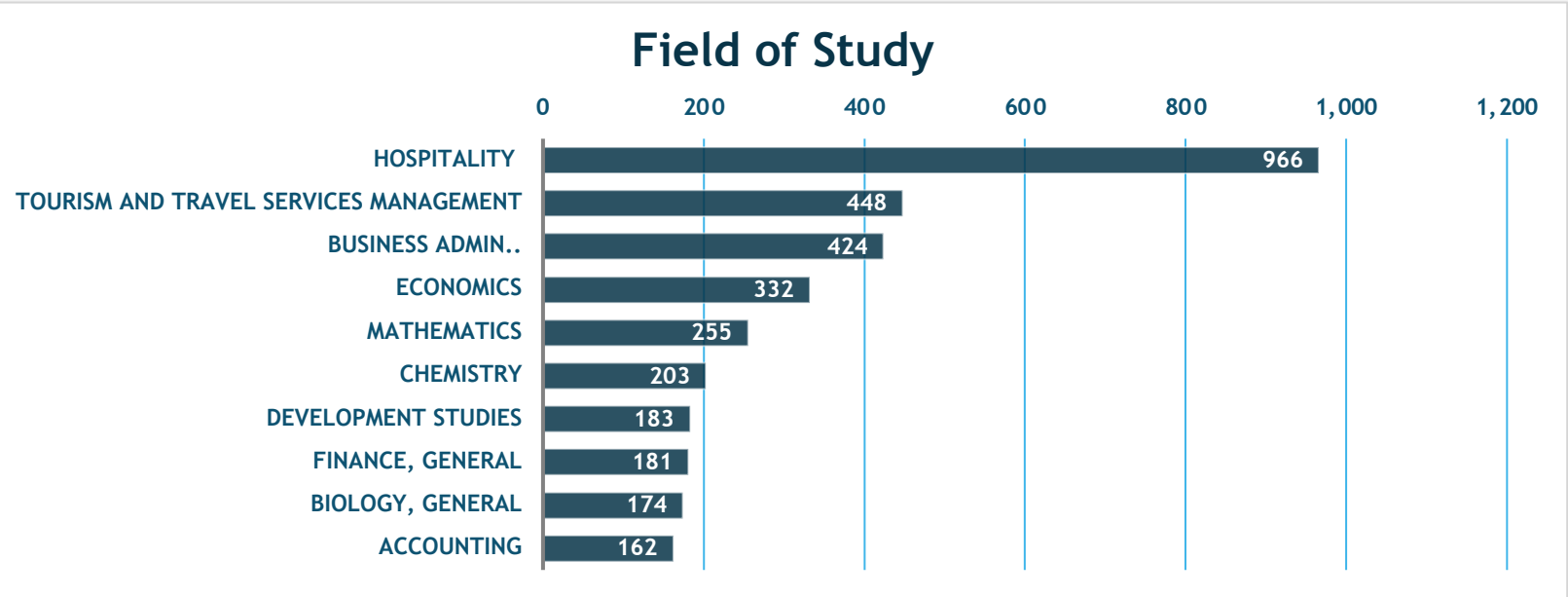
The majority of the talent pool have an education background in **Hospitality (966)**; **Tourism (488)** and **Business administration (422)**

- For the level of Education, the total number of professionals from talent pool; 46.6% bachelors degrees; 46.3% had masters degrees, 3.4% had doctorates & 3.7% had associate degrees.

- For those that graduated within the last 12 months 40.9% had bachelors degrees, 52% had masters degrees, 2.5% had doctorates and 4.3% had associate degrees

- Associate degrees relate to undergraduate degrees usually lasting 2-3 years. The level of qualification is between high school diploma and bachelors

Tourism sector - Field and Education Level

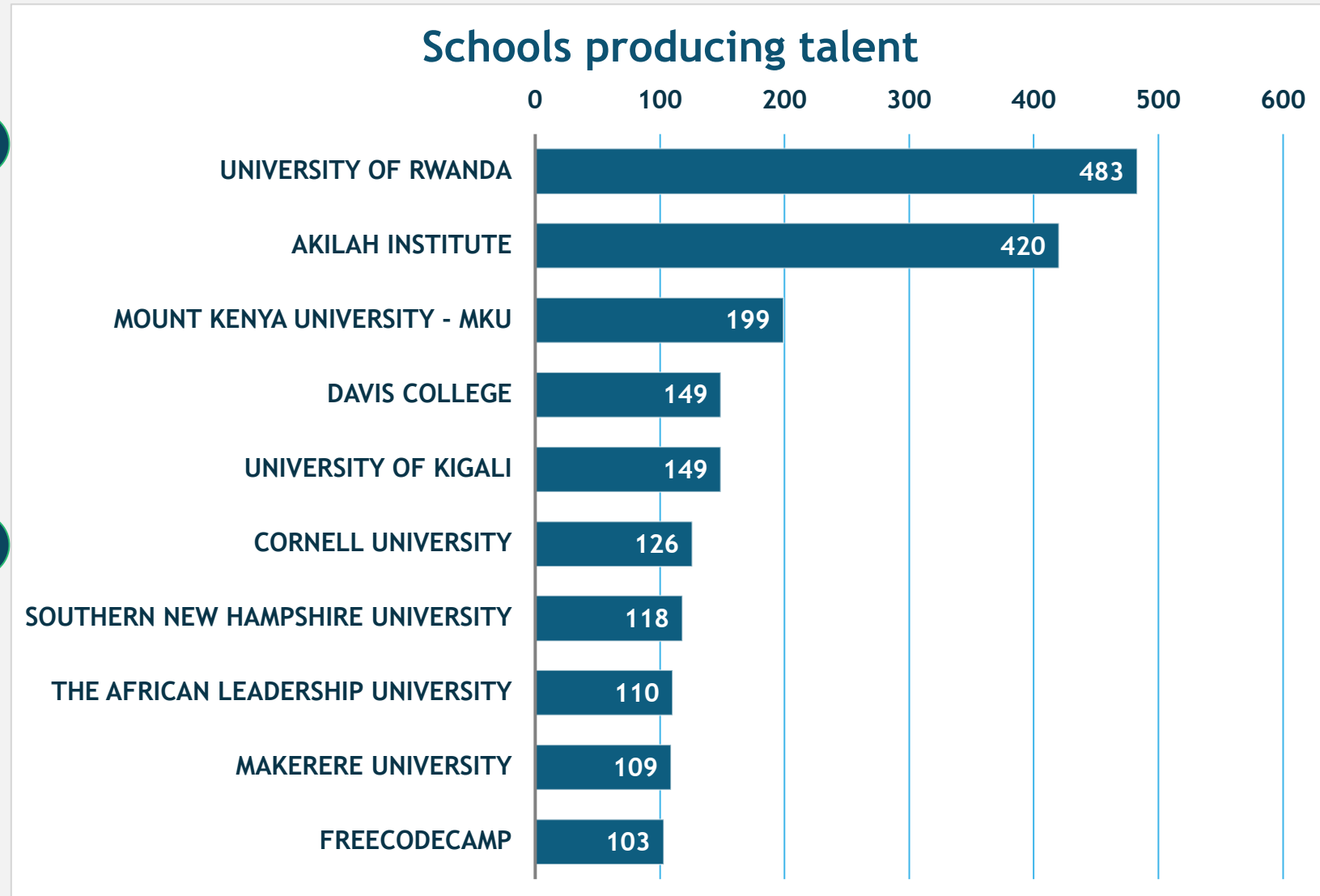


Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total education levels or fields of study

Tourism Sector Report - Education II

University of Rwanda is the biggest Institution producing 8% of the total talent.

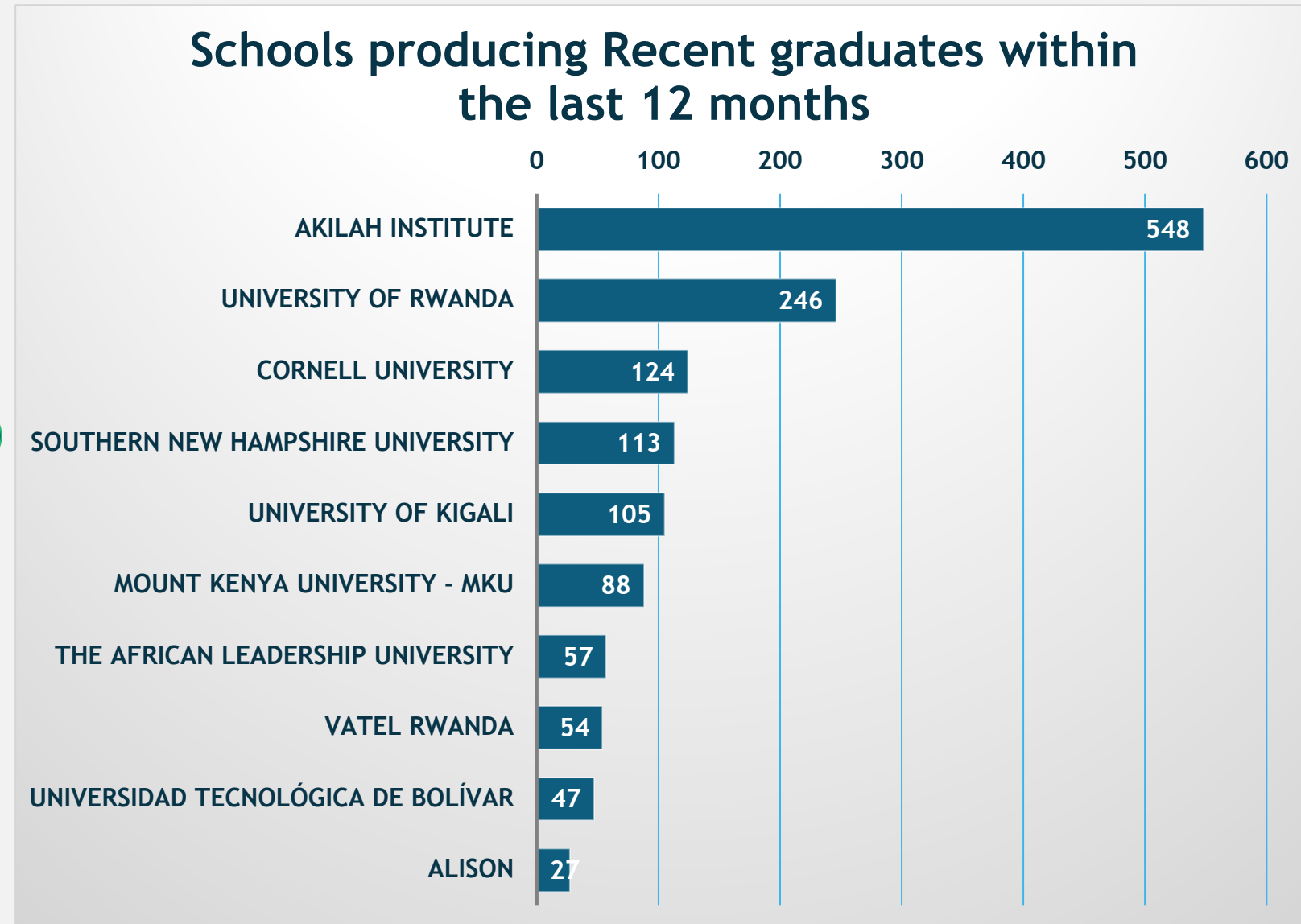
Universities producing talents in the tourism sector comprise of mix of local universities and international universities.



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the total number of professional being produced by each University.

Tourism Sector Report - Education III

These are the top 10 schools that produced talents from the last 12 months (Fresh Graduates).



Note: This data only represents professionals with active LinkedIn accounts. This number does not, in reality represent the number of graduates per University over the last 12 months



- Background on LinkedIn Partnership
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- **Data limitations and recommendations**

Data Limitations

Currently, the number professionals within the tourism sector on LinkedIn is moderately low compared to other sectors, with the total number of professionals on LinkedIn in Rwanda standing at 5,982. However, recent trends are showing gradual increase. Its imperative to continue mobilization of individuals particularly professionals to join LinkedIn. This will improve labor market analytics and thus improve the labor matching within the tourism sector in Rwanda. Here below, the report presents data limitations and suggested recommendations moving forward.

Sample Size

- > Limited number of users on LinkedIn in Rwanda
- > Small number of employers using LinkedIn

Quality of Data

- > Data is dependent on how individuals set up their profiles (i.e. employment status, location, etc)
- > Limited availability of search filters (tags, location, Rwandan Diaspora)

Data Analysis

- > Searches are real time (no time customization possible and no time series data)

Increase users on LinkedIn

Educate about the Platform

Improve and track matching

Recommendations

- > Outreach to Universities and Employers
- > Engage and encourage companies, recruitment agencies, and employment service centers to use LinkedIn
- > Offer trainings at Universities and Employers on how to use the platform
- > Conduct Sessions on Improving LinkedIn Profiles (“Rock your Profile” Sessions)
- > Publish content on social media
- > Generate data on the number of jobs matched through the platform

Thank you