



International Labour Organization

# ILO IN QUANG NAM NEWSLETTER

April 2012

“Youth Employment through Local Economic Development” (LED) & “Strengthening of Inland Tourism in Quang Nam” (SIT)

## TOP STORIES

### CORPORATE NEWS

#### Newly appointed ILO Country Director Mr. Gyorgy Sziraczki visits Quang Nam

Mr. Gyorgy Sziraczki, the newly appointed ILO Country Director for Vietnam, met with Vice Chairman of Quang Nam, Mr. Tran Minh Ca on 17 April. Views were exchanged on how to strengthen cooperation between ILO and the province, while both expressed their satisfaction with ongoing activities. Mr. Sziraczki also met with other key partners of the two projects of LED & SIT, including officials from DoLISA, DoCST, DoIT, DARD, FoL and PCA. In December 2011, Mr. Gyorgy Sziraczki, who previously worked for the ILO Office in Bangkok, replaced Ms. Rie Vejs-Kjeldgaard as Director for ILO Country Office in Vietnam. Ms. Vejs-Kjeldgaard has moved on to a new assignment at ILO Headquarters in Geneva.

#### Rattan boiling model in Phuoc Son



With the support from LED, the Quang Nam Department of Industry and Trade (DOIT) and Phuoc Son People's Committee, together with rattan enterprises in Quang Nam started the application of rattan boiling model in Phuoc Son district. Accordingly, Au Co Rattan – Bamboo Enterprise in Nui Thanh district has transferred their rattan boiling technique to Phuoc Xuan Rattan Business Group. Currently, the group members are collecting and directly harvesting rattan to boil and sell to enterprises at competitive prices. In addition, the LED project supported the organization in a study trip for the group and members of the District Implementing Unit to visit the boiling system of Au Co Rattan – Bamboo Enterprise and Nghia Tin, Dai Loc Limited Company, to exchange experiences as well as seek new market opportunities.

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#### Rattan nursery model in Trung Luong village, Tam My Tay commune, Nui Thanh district

In furthering last years' efforts, the Project Implementing Unit in Nui Thanh district started to develop a rattan nursery based on a business model involving the cooperation and commitment of a village household. Currently, the nursery and the rattan seedling structure, has been built and are now being managed by a local business. The sale of rattan seedlings is expected to start by October 2012 and will thereby fill a gap in the value chain, as farmers have had difficulties in getting seedlings and cannot meet the increasing demand for rattan, which has consequences for the whole value chain.

#### VietGAP-certified vegetables soon ready for the market

The VietGAP-certified vegetable production model is in its final preparation stage before officially commencing operation. At present, the two farming groups in Lang Chau Bac and My Hung are actively preparing for production of a number of leaf, root, fruit vegetables and herbs to sell to Da Nang markets and the CoopMart supermarket in Tam Ky. The farmers reported that they would be ready with the first harvest from early May 2012. Unfortunately, heavy floods had ruined the previous harvest that was expected for the full certification process in late 2011. For the new harvest early 2012 however, the weather is expected to be more favourable. The processing house is now ready and all partners are looking forward to see the first harvest going through the complete process of proper cleaning, packaging, certification and eventually sold.

#### Public-Private partnership in home-stay project for tourists in My Son

During a trip to Quang Nam in late March 2012, Ms Robin Tauck (President of Robin Tauck Enterprise cum Founder of Robin Tauck and Partner Fund), visited My Son to conduct initial research in collaboration with the project of “Strengthening of Inland Tourism in Quang Nam” (SIT), to explore the possibility of developing tourist home-stay accommodations for a group of households in the area. Accordingly, SIT will support in raising awareness of tourism and training in key hospitality skills for the households selected, while Robin Tauck and Partners Fund will support the investment in the physical conversion for the five chosen households. Moreover, SIT is engaging with local businesses for them to cooperate with the households to market the “home-stay” overnight accommodations to attract tourists. The idea of “Public-Private partnership” seems to be gaining momentum with the local government and in particular with the Department of Culture, Sports and Tourism (DoCST), as well as with Duy Xuyen district authority, the district where My Son is located.

### IN THE MEDIA

**Hội thảo: các kết quả trong quá trình đánh giá và đào tạo xác định chuỗi giá trị du lịch**  
07/01/2012 11:08

(HNMO) – Ngày 6/1, Dự án “Tăng cường hoạt động du lịch tại các huyện sâu trong đất liền ở tỉnh Quảng Nam” đã trình bày những kết quả nghiên cứu trong quá trình phân tích chuỗi giá trị du lịch tại Hội thảo trình bày được tổ chức tại khách sạn Golf Hội An (thành phố Hội An).

Tại cuộc hội thảo

Việc đánh giá và đào tạo xác định chuỗi giá trị đã được tiến hành từ ngày 6 tháng 12 và đang bước vào giai đoạn cuối cùng với những thảo luận về chương trình hoạt động nhằm xác định những hoạt động có thể trong hai năm tới. Chương trình hội thảo bao gồm việc giới thiệu sơ đồ chuỗi giá trị và thu thập những góp ý quan trọng từ các bên liên quan trong ngành du lịch trong việc phát triển kế hoạch hành động của dự án.

Tại hội thảo này, những hạn chế chủ yếu như sản phẩm du lịch kém chất lượng, kỹ năng làm du lịch yếu, khó khăn trong việc tiếp cận thị trường đã được đánh giá chi tiết. Những đề xuất liên quan đã được phát triển để khắc phục những hạn chế này, chẳng hạn như cải thiện chương trình đào tạo du lịch và xây dựng năng lực cho các giáo viên trường dạy nghề, tăng cường sự liên kết và hợp tác du lịch giữa các công ty lữ hành nhằm thúc đẩy phát triển du lịch tại các huyện sâu trong đất liền, cung cấp kỹ năng đàm phán và tiếp thị. Trong suốt quá trình đánh giá, rất nhiều câu hỏi đã được đặt ra như tại sao các sản phẩm du lịch còn kém chất lượng và không có khả năng cạnh tranh; tại sao địa điểm du lịch tại các huyện sâu trong đất liền còn hạn chế; hay tại sao đội ngũ nhân lực trong ngành dịch vụ có tay nghề còn thiếu hụt, v.v.



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**7 to 28 May 2012 – Impact assessment of project core interventions to develop plan for project scale up, replication and sustainability**

LED, in close collaboration with its key partners and relevant stakeholders, will assess impacts on the project results in order to develop plan for scaling up, replication and sustainability in the project's target districts in the near future. The project component coordinators, LED project team and the national consultant are working on development of an action plan and appropriate assessment methods to commence with involvement from relevant stakeholders at district and commune levels. Subsequently, the project's key partners will develop a sustainability and replication plan in details basing on project achievements with local resources.

**15 to 17 May 2012 – Business planning skills training for the farmers of in the rattan seedling nursery and plantation group in Trung Luong, Tam My Tay and the bamboo boat weaving group in Tam Quang, Nui Thanh**

The Project Implementing Unit in Nui Thanh district, with the support from LED, will hold a training course on business planning skills for farmers involved in rattan seedling nursery and plantation in Trung Luong village, Tam My Tay commune and the bamboo boat weaving group in Tam Quan commune, Nui Thanh district. The objective is to provide participants with basic knowledge in developing a business plan to increase incomes, access to various Local Government credit programmes for business expansion and more employment creation in local community.

**7 to 9 May and 10 to 12 May 2012 – Training on negotiation and bargaining skills for the VietGAP cooperatives of Binh Trieu, Duy Phuoc and the rattan boiling group of Phuoc Xuan**

With an aim to optimize the production and sales of VietGAP vegetable and rattan boiling model, LED, with the support from Provincial Cooperative Alliance, will organize a training course on negotiating and bargaining skills for 42 key members of the farmer groups. By the end of the course, participants are expected to understand the basic principles of negotiating and bargaining in trading. This is additionally expected to give them more confidence in seeking and dealing with potential clients to promote their business.

**26 March to 25 April 2012 – Development of rattan training curriculum**

With the technical support from the project, Quang Nam Department of Labour, War Invalids and Social Affairs (DoLISA) will organize consultation workshop to gather comments from various vocational schools and centres, and rattan enterprises in Quang Nam in order to complete a Rattan training curriculum. This training curriculum is expected to be reviewed and approved by DoLISA, which will be applied as a standard for training schools within Quang Nam.

**21 to 23 April 2012 – SYB trainer certification for the trainers in rattan, vegetable sectors and vocational schools in Quang Nam**

In April, LED project and ILO's Master Trainers will conduct a series of training courses with trainers who completed the Training of Trainers (ToT) course of "Start your business" (SYB) for future entrepreneurs. The course will not only train more micro entrepreneurs but also lead to the completion of the certification process for the new trainers who are expected to use their acquired skills to assist many entrepreneurs, especially young people in the province. The SYB trainers will be key facilitator to motivate and encourage the youth in Quang Nam to start their own business and hopefully contribute to the sustainable development of local economy.

### 18 – 21 April 2012 – Lifestyle Trade Fair in Ho Chi Minh City

With the purpose of strengthening the relationship with both domestic and foreign rattan markets, LED is supporting the Quang Nam Business Association of Rattan and Bamboo and eight representative enterprises and Quang Nam Department of Industry and Trade (DOIT) are currently participating in the Lifestyle Expo from 18 to 21 April.

### 23 March 2012 – Inaugural meeting of Quang Nam Business Association

In 2011, the project to establish the Quang Nam Business Association was developed collaborated and had completed all relevant procedures. On 23 March 2012, the association had its inaugural event with attendance of nearly 200 enterprises. The meeting called for ideas to complete the strategy for the first term and the Management Board was elected. So far 106 enterprises have signed up as members of the association. Quang Nam Business Association is expected to play a key role in dialogue between the private and the public sector and provide a platform for the business community to voice its ideas and concerns. The project was in completed in collaboration with the Investment Promotion and Enterprises Support Agency Of Quang Nam Province.

### 17 to 19 March 2012 – Study tour to Da Lat

From 17 to 19 March, the LED project organised a study tour to Da Lat to learn about the production and trading of VietGAP and GlobalGAP vegetables. Selected members of the two VietGAP groups in Lang Chau Bac and My Hung and the management of Duy Xuyen and Thang Binh District's Agriculture Rural Departments, and Duy Phuoc and Binh Trieu People's Committees participated. The delegation visited various VietGAP vegetable businesses and cooperatives in Da Lat, where participants learned new valuable experiences on effectively producing, trading and managing VietGAP and GlobalGAP certification. The lessons learned are expected to assist in the successful development of the VietGAP system in Quang Nam.

### 6 to 9 March 2012 – Monitoring and Evaluation for Community-based training package in the target districts of the project

As a follow up to the Evaluation recommendations, the LED project and national consultant of Community-Based Training for Economic Empowerment (CB-TREE) conducted a monitoring and impact assessment of the community-based training with relevant stakeholders in the four districts of Phuoc Son, Nui Thanh, Duy Xuyen and Thang Binh. The relevant data was collected to give the right assessment on the result of the interventions, which contributes to sharing lessons learnt with the aim of replicating the approach in a wider context. The analysis is under preparation and findings will be shared as soon as it is ready.

### 23 February 2012 – Annual Review and Consultancy Workshop on LED results in Phase 1 and the preparation for Phase 2



The LED project Management Board Meeting was held on 23 February 2012 at Quang Nam Department of Labour, Invalids and Social Affairs (DoLISA). Attendance at the meeting included LED project team with all implementing partners, and representatives from DOLISA, DOIT, as well as DARD and Provincial Cooperative Alliance. The agenda included assessing the project results and lessons learned from the project in 2011, developing the roadmap of the project for the next 6 months till June 2012, as well as presenting and consulting on the proposal for the phase II of the project (2012 till 2015). Overall, the partners were very pleased with the results of the project so far and expressed strong support and interest in continuing with Phase 2 of the project.

#### **14 to 17 May 2012 – Seminar to raise awareness and understanding potential of tourism**

The DoSCT and the SIT project will conduct two seminars lasting one and a half days each in Dong Giang and Nam Giang, respectively. The purpose of the seminars is to raise awareness and understanding of the potential of tourism development in the remoter districts and seek ways of creating good cooperation between the districts, the private sector operators and the government as well as to establish and agree on relevant areas of interventions supported by the project. One key intervention that is already envisaged is the development of the Ho Chi Minh Trail as a tourist destination. In the tentative conceptualisation of this idea, the trail with a number of visiting opportunities will go through both of the districts.

#### **7 to 8 May 2012 – National workshop on ‘Poverty reduction and decent work through tourism’**

On 7-8 May, the ILO is organizing a national level workshop titled ‘Poverty reduction and decent work through tourism’. An ILO expert from Geneva will present to Convention 172 on sustainable tourism, covering labour issues in the hospitality industry. An accompanying toolkit will also be presented and practical approaches to decent work promotion in the tourism sector will be discussed and hopefully bring new approaches to tackling the many workplace issues in the industry.

#### **25 April 2012 – Value Chain Coordination Group Meeting in Tam Ky**

On 25 April, the value chain coordination group meeting will take place in the project office in Tam Ky. The purpose of the meeting is to inform partners about the approval of the work plan and agree with partners on how to proceed with concrete implementation of project activities and assignment of responsibilities. Moreover, the group needs to reach agreement on the working method and who will be chairing the group.

#### **15 April 2012 – MOU to be signed with Quang Nam’s Vocational School of Culture – Art – Tourism**

Quang Nam’s Vocational School of Culture – Art – Tourism will sign an MOU with SIT regarding (1) Providing technical support and partial financial support for the implementation of developing curriculum and carrying out training sessions at the school and at other districts such as Dong Giang or Nam Giang. (2) Conducting Training of Trainers (ToT) for teachers and trainers selected by the vocational school. The objective is to provide mutually support the development of sound Human Resources Development and Skills training within the tourism sector in the province of Quang Nam, with special focus and attention, but not limited to, the training needs of residents of inland areas of the province who are the targeted audience of the SIT project for economic development through tourism development and growth.

#### **12 April 2012 – Training on data gathering and analysis in tourism**

To consolidate the current data system of Quang Nam tourism, as well as to ensure reliability and frequent updating of tourism database, the SIT project together

with Quang Nam Department of Culture, Sports and Tourism will hold a training course for their staff and other governmental officials from relevant agencies on data collecting and analysis. This activity is the next step in the effort of consolidating data system for Quang Nam tourism which has been started by the other organizations such as JICA, UNESCO, and SNV. Following the course, surveys will be carried out to collect tourists’ comments with the support of overseas students majored in tourism.

#### **27 March 2012 – Launching call for interest to travel companies concerning home-stay units in My Son**

SIT has launched a call for interest to local travel companies and tour operators in Quang Nam to cooperate in My Son village home-stay development. The project wishes to capitalize on the strength of 200,000+ of annual visitors to My Son sanctuary in order to support economic development for the communities in the immediate vicinity of the site via tourism development. Currently, virtually all My Son visitors are “day-trip” visitors from Hoi An. The project strives to facilitate the development of services and activities that attract revenue generation from a portion of those visitors, then to increase income for local people.

#### **23 to 25 February 2012 - Field trip to seek collaboration with the other projects on tourism in training and developing human resources and with UN agencies in local products**

In February, SIT explored the potential of collaborating with various projects run by other organizations such as ESRT and HITT funded by EU, Project of Strengthening of Human resources in the Hospitality and Tourism Industry in Vietnam funded by Lux-Dev, focusing on human resource development. Many bilateral meetings were held between SIT team and UN-Habitat, FAO, UNESCO for potential collaboration in developing local products for tourism.

#### **16 to 18 February 2012 - Field trip for marketable tourism routes of Ho Chi Minh Trail and My Son Areas**

A field trip was organized in late February with the participation of different relevant stakeholders from both public and private sectors. Representatives of related governmental agencies and mass organisations such as Department of Industry and Trade, Department of Culture, Sports and Tourism, Department of Ethnic Minority, and Women Union. The trip began at My Son and proceeded to Nong Son, then travelled along the Ho Chi Minh Trail to Nam Giang and Dong Giang districts. Along the trip, questionnaires were distributed to collect information and record observations from participants. Some of the common observations shared among participants included: the need to develop a series of visible signs or plaques in Vietnamese and English marking and describing the history of the Ho Chi Minh Trail. Selected sites should be large enough to possibly contain a Visitors’ Center in the future, should one become desirable.