



International Labour Organization

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

LED ANNOUNCEMENT

LED phase II lacks funding

The ILO has endeavoured to raise funding for a second phase of the project through the One UN fund, the donor for phase I. However, only little funding was available and the ILO did not get more funding for LED, as per decision by the One UN Secretariat. The project did not meet the criteria, which were that (a) more than 20% secured funding available; and (b) the proposal supports an (immediate) national priority of our constituents within the context of the Decent Work Country Programme.

Therefore the project will have to wind down and complete the handover procedure. It is still hoped that funding may become available at a later stage, possibly only for selected components of the project to continue.

The project team is sad about this development and wants to thank all partners and the provincial government that has strongly supported a continuation of the LED. We are still looking for opportunities.

TOP STORIES

Field Trip to Inland Destinations and Consultative Workshop - Aug 18 to 21

The SIT Project and Quang Nam Tourism Promotion and Information Center (TPC) conducted a field trip to visit potential inland tourist destinations, including districts of Dong Giang, Nam Giang, Phuoc Son, Hiep Duc, Tien Phuoc and Phu Ninh in Quang Nam.



18 participants from Quang Nam and Danang- based travel agencies had a rare opportunity to assess the tourism potential of the region, while it provided local communities and other stakeholders feedback from industry experts on how to transform resources into marketable products. The trip ended with a consultative workshop where participants proposed a 2 day tour from Da Nang or Hoi An to Dong Giang and Nam Giang. They also recommended practical solutions to TPC for a better promotional strategy for tourism in inland destinations of Quang Nam province.

Additionally, the trip facilitated discussion with travel companies about pro-poor, pro-jobs tourism, and community based tourism. From this, they gained a better understanding of the SIT project and showed interest in forming a network to promote inland tourism.

NEWSFEED **Community-based Training for Rural Economic Empowerment (CB-TREE) Sensitization and Facilitator Training Workshop- Aug 1**

With support from ILO's SIT project in Quang Nam and close cooperation with DOCST and Dong Giang DPC, a CB-TREE Sensitization and Facilitator Training Workshop was held in Dong Giang District with 30 participants from relevant agencies of the District and Ta Lu commune, including representatives of Dh Rong and Bo Hoong villages. Mr. Do Tai, Chairman of the district, introduced ILO SIT project's purpose to strengthen capacity for the targeted communities and develop a successful community-based tourism model in inland destinations that can generate better income for economically disadvantaged groups, including minorities. A CB-TREE consultant introduced the principles and approach, especially on formulating up an action plan for community-based training. Consultants also presented tourism models from other provinces that had similar conditions as Dh Rong and Bo Hoong prior to starting tourism activity. Together with the SIT team, the consultants facilitated the workshop using a participatory approach, with input from relevant agencies of the district. The final action plan will be firmed up with the villages and facilitators and later shared with respective districts.

Training Needs Assessment for community-based tourism Models - Aug 7-8

In close cooperation with Dong Giang district and DOCST and with support from Song Con and Ta Lu communes together with Bo Hoong and Dh Rong villages, assessment consultants and the SIT team worked closely with 40 representatives including from women's union and youth union, the village head and deputy, and village eldest "Gia Lang" to identify training needs and subsequently draft an action plan for capacity building. During the discussion the villages were advised to map out tourism destinations and to set up village tourism management groups comprised of key members

from each community. Subgroups in food preparation, lodging, local dance performance, "Catu" textile weaving and rattan & bamboo weaving, and local guides will also be coordinated. The assessment determined the amount and type of training needed to address group management, book-keeping, business planning, English and hospitality skills. A study trip where they can learn about community-based tourism from other provinces was identified as another activity. The final draft of two action plans for Bo Hoong and Dh Rong villages were reviewed and agreed upon by the community. These action plans are being finalized by the consultant team and will be submitted to SIT for review, approval, and implementation later in August.

My Son Village - also assessed, Duy Phu Commune, Duy Xuyen District - Aug9

Together with assessment consultants from ILO Quang Nam and with support from DOCST, My Son Culture Heritage Management Board and Duy Xuyen District, the SIT team, worked with 5 households previously selected for home-stay models, representatives of mass organization of Duy Phu commune, Tra Kieu tourism company to identify training needs and firm up an action plan for building capacity in terms of community-based tourism development in My Son Village. My Son Heritage site attracts a great number of tourists every year (200,000), which presents surrounding communities the opportunity to generate income through value added services such as homestay lodging and other tourism activities. During the discussion, these households and Duy Phu commune were mapping out potential handicraft villages and considering the operational structure for the five households to work effectively with Tra Kieu Tourism Company. As a result, the training needs identified focus on hospitality skills including food preparation, lodging maintenance, and intercultural & language skills, to ensure each household is well prepared for tourists. In addition, it was also concluded that a study trip should be conducted to observe and learn best practices from existing models. The final draft of My Son village's action plan agreed other potential

households will also be trained in these courses. The final version will be delivered by the consultant to the SIT Project for approval of implementation in Aug 2012.



Training Needs Assessment of Tour Guides and Tour Drivers – July to Aug

Tour Guides and Drivers are considered important factors that contribute to the quality of tourism services, but currently a weakness for development of the sector, as concluded during the value chain assessment. Hence, the Project seeks to improve knowledge and skills of tour guides and drivers to enhance Quang Nam’s attraction to tourists and to increase human resources in tour guide services and transportation. To identify the training necessary for tour guides and drivers, DOCST conducted an assessment in July 2012 with technical and financial support from the Project. Data was collected and analyzed and a final report will be presented that identifies gaps in skills of tour guides and drivers and recommends practical solutions for relevant stakeholders’ reference and follow-up. The main findings and will then be disseminated to schools and governmental agencies so they may subsequently modify or build up training programs and address the shortage in tour guide and driver certification processes.

Addressing gaps in Accessibility to Credit for Small Business and Rural Communities - Aug 14-22

The Provincial Cooperatives Alliance (PCA) and the Project has with the assistance of external experts carried out an analysis of the availability of credit schemes in Quang Nam in general, and in

the tourism sector in particular. It assessed the accessibility to capital for small businesses and rural communities. Preliminary recommendations were presented at the well-attended workshop on the 22 August and will lead to an action plan to improve the effectiveness of using credit and to diversify financial services, especially for the poor. The assessment will also lead to a detailed guide to maximize the accessibility of those sources of small businesses and households or potential communities who engage in community-based tourism in rural areas. The final report is due early September.



Local Products Development – Aug 18

A group of women weavers in Dh Rong completed a product development training with two international textile/fashion designers to reinterpret their traditional woven textile for a new market. During two 4-day sessions, the women learned practical skills such as measuring with a metric tape and keeping stock of materials, in addition to design-related skills such as using new materials, and reading and interpreting written design plans. Through an exchange of ideas, the designers will create prototypes to be tested in the market. The goal is to market test these through displays in Hoi An with the support of local businesses, ILO, and government partners. The Strengthening Inland Tourism (SIT) project in Quang Nam aims to increase income potential in this region through new destinations. By adding a local products component, visitors to this region engage further with the communities they visit and learn how they can contribute to the local economy and preserve traditions that make this region unique and worth the visit.

U **Market Research – Mid Aug to Sept**

P Market research is one of the strategic imperatives for tourism planning and development of Quang Nam Province in general, and a critical activity of the project to support the sustainable development and marketing of the targeted inland destinations in particular. With technical and financial assistance from the project, the Department of Culture, Sports, and Tourism (DOCST) is undertaking the survey. Data collection focusses on visitor preferences and will be gathered in 3 methods: on- the- street, on-line, and mailing. The mailing and on-line surveys will be conducted at the end of August, and the on-the-street survey September 4-7, 2012. The goal is to collect 150 questionnaires which will be compiled and analyzed for a final report. The survey is expected to lead to findings and recommendations for the planning and development of Quang Nam tourism in general.

Project Steering Committee Meeting (PSC) – Aug 28

Every six months, under the PPC’s chairman, the SIT Steering Committee meets. The upcoming meeting will review progress thus far, including the project’s semi-annual report and share information and recommendations for next steps and for ensuring smooth implementation.

Promotional Strategy Training Workshop – Sept 5 to 6

The lack of a clear strategy and plan to promote tourism for Quang Nam, especially for inland destinations, was identified as a major bottleneck of Quang Nam tourism development during the initial value chain assessment of the Project. Existing promotional activities focus predominantly on Hoi An and My Son. Furthermore, lack of cooperation and collaboration among stakeholders in promoting tourism has limited the realization of the sector

potential. To address this bottleneck, a training workshop will be conducted for 25 participants from Quang Nam Tourism Promotion Center (TPC), the Department of Culture, Sports, and Tourism (DOCST), and businesses involved in tourism promotion on how to formulate a promotional strategy with technical and financial assistance from ILO - SIT project. There is a drafting team will be formed and start the process of formulating a tourism promotional strategy for Quang Nam Province, highlighting the targeted inland destinations. A consultation workshop and a launch workshop will be organized later in the year.

Study Tour to Quang Binh – Sept 8-11

A study tour to Quang Binh will be organized for local people in three targeted villages, together with local authorities and provincial partners. The purpose of this study tour is to visit and draw experiences from two different community-based models: Chay Lap home stay run by the community and Phong Nha Farm run by a private company. Moreover, the study tour will contribute to inspire a home stay strategy, which is to be formulated soon. The study tour is scheduled to last for 4 days.

SBA training – Sept 14 to 15

In cooperation with SIT project, Quang Nam Tourism Association (QTA) will organize a 2 day training workshop on Managing Small Business Association for its members of the Management Board and other associations of Quang Nam province. The training aims to provide knowledge about skills to develop membership and provide services for its members as well as how to advocate and mobilize resources in running the Associations. Moreover, the members of the QTA will share the experiences and lessons learnt about SBA and facilitate the formulation of an action plan for QTA in coming years for it to become an effective partner for the industry.