



International Labor
Organization

NEWSLETTER

ILO IN QUANG NAM

November 2012

STRENGTHENING OF INLAND TOURISM (SIT) IN QUANG NAM

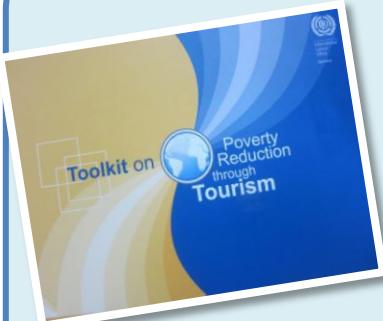
Annual Conference on Responsible Tourism



The SIT team joined the Annual Conference on Responsible Tourism in Hanoi on Nov 11th with the theme of "Enhancing

Responsibility in Tourism Development: Chances and challenges for Responsible Tourism Development in Vietnam", organized by the EU-funded ESRT Project. Participants of the conference discussed approaches to enhance potential positive impacts of tourism and mitigate negative ones. The discussions were grouped in three spheres covering environment, cultural and socio-economic aspects. The ILO joined the latter group and presented experiences from the SIT project and the implications of promoting local participation and Community-Based Tourism (CBT) models, which attracted much attention. At the same occasion, the Vietnamese translation of the ILO 'Toolkit on Poverty Reduction through Tourism" was shared. The conference is expected to be followed up with activities supporting the formulation of a policy on responsible tourism in Vietnam.

ILO Toolkit on Poverty Reduction through Tourism



The ILO Toolkit on Poverty Reduction through Tourism has been translated into Vietnamese, thanks to the support from the EU funded-ESRT Project. The Toolkit was first presented and discussed at the Poverty Reduction through Tourism conference, held in Hoi An in May 2012. The SIT Project will soon find an occasion to disseminate it to partners in the province. It will also be

presented at the next Value Chain Coordination Group Meeting. Kindly contact the SIT Project if you would like to receive a copy.

FAO and ILO Collaboration to link Agro-Products to Tourism Markets



In SIT Project's Local Products component, ILO aims to improve livelihoods of artisans and craftsmen through facilitation of market linkages and limited product development. A separate project by FAO with smallholder farmers in the same region presented an opportunity for the two UN agencies to engage and bring to market unique items representative of Quang Nam. Spice baskets combining woven packaging and agricultural products such as cinnamon, pepper and turmeric will be displayed at an upcoming workshop with key stakeholders to discuss plans for brand development covering these and other local products. This workshop is part of a joint effort among ILO, UNESCO and FAO to reach the tourism market with a unified communication strategy.

Formulation of Rural Tourism Development and Promotion Strategy (RTDPS) started

ILO and DoCST agreed on the process for drafting the strategy, leading to its completion. Quang Nam TPC is coordinating the process with involvement of the private sectors and support from tourism experts. The final strategy is expected to be submitted for Quang Nam PC's approval in Mar. 2013.

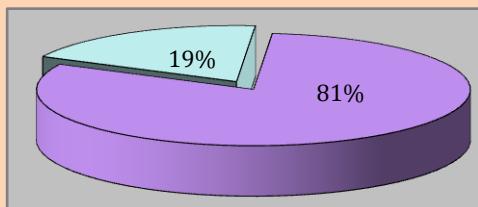
ILO in Quang Nam

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Forms of travel



- Independent Travelers
- Pre-formed package Travelers

In the period from Aug. to Oct., specialists of the SIT project worked with DoCST

KEY FINDINGS

- 81% of interviewed tourists are independent travelers
- Only 19% are pre-formed package travelers
- 66% to 77% showed interest in visiting Ho Chi Minh Trails, Ethnic Minority Villages and participating in out-door activities
- 79% will buy portable handicraft items
- Only 17% are willing to send purchased items home

to carry out the Quang Nam tourism market study. The research aimed to study trends in tourism, market segments and identify potential opportunities for further tourism development in the province, while at the same time strengthening the capacity of DoCST for undertaking such studies. The findings were appreciated when presented to the Value Chain Coordination Group – as an example, the fact that the vast majority of travelers to Quang Nam are independent travelers is very important for deciding the best approach to promote inland tourism. The publication will soon be made available. Recognizing the importance of the research, Mr. Dinh Hai, Director of Quang Nam DoCST expressed his commitment by promising that DoCST will allocate budget for annual market research in 2013.

17 Oct in My Son and 23 -24 Oct in Bho Hoong and Dho Roong

The SIT Project held a one day workshop in each selected CBT sites to discuss and develop an appropriate CBT management model, a transparent benefit-distribution mechanism as well as firming up of the Code of Conduct. A CBT Management Board was established in each of the three villages and is now leading local initiatives.

7 Nov: Meeting between Active Adventures Company (AAC) and Bho Hoong CBT Management Board



Another meeting discussing the contract between AAC and Bho Hoong was organized with facilitation from the district authorities. Mr. Do Tai, chairman of Dong Giang

District, participated and expressed high commitment to the process of tourism development in the district. The partners are getting closer to an agreement and it is hoped that the contract between the CBT Board and the company can be signed by mid-November.

9 Nov: Training Service Provider Workshop held in Hoi An

DoCST and the Project invited all institutions and companies involved in training in the tourism sector for a meeting to discuss shortcomings on current training provision. Many constraints were identified and all participants agreed that it is a big challenge to address the mismatch in supply and demand of the labour force in the tourism industry. Hence, the Project has agreed to support a new partnership and dialogue between institutions and the private sector to reduce the gap. The Department of Labour is about to launch a survey to analyse the problem further. The Project also introduced and received feedback on the toolkit on "Good Practices Guide for Guesthouses and Small Hotels", which will be available early 2013.

UPCOMING EVENTS

- 18-20 Nov in Dong Giang and 28-30 Nov in My Son: Communication Training
- 22-23 Nov: Local Product Development Conference in Hoi An
- Early December:
 - ✓ Mid-term review of the Project
 - ✓ Workshop in registering a business group and how to establish a Cooperative
 - ✓ Training in cooking skills and home stay/village stay in Dong Giang

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