



## ILO IN QUANG NAM

### STRENGTHENING OF INLAND TOURISM IN QUANG NAM

International  
Labour  
Organization

#### Trading Exposure in Hoi An and Da Nang for Catu Women

A group of Catu ethnic women from Bhoong and Droong villages was taken to visit Hoi An and Da Nang on the 21-22 January to see how brocade weaving products are sold in shops and where to purchase the best materials for their weaving and sewing. The visited sites are only about 80km from their homes, but the women had never been before. Supported by Department of Economics and Infrastructure of Dong Giang District, the trip was also an exposure opportunity for the Catu women to see the retail market in these cities.



The group first went around Hoi An to visit shops for tourists to see how and which kinds of brocade weaving products were being displayed and sold to tourists. In Da Nang, they were guided in the purchase of materials by Hoi An based international textile expert Aldegonde Van Alsenoy. They learnt how to select matching materials, plan how much to buy as well as checking the quality of stock and payment. The feedback from the participants was positive, and they have since started to show their pro-activeness after this exposure to the big cities.

#### Weaving Tradition with Modern Blend and Cost Accounting Trainings



A two-day brocade weaving training on nine specific designs was organised on the 18 and 19 January in Droong village for both Droong and Bhoong women with the support of Department of Economics and Infrastructure of Dong Giang District. During this training, the women learnt to weave contemporary design fabrics combining traditional weaving techniques with blending different colors and adding bead decoration. In parallel, a group of selected women received further instruction on how to calculate the price of final products. This was the third costing/pricing training using the Community-Based Enterprise Development approach, an innovative tool that relies on self-facilitation and social learning techniques, which were suitable to ethnic minority women participants.

#### Sew It Together



As well as learning new weaving techniques, Bhoong and Droong women groups are also trained to make their fabrics into nice souvenir products. Several sewing trainings were organised and financed by the district last year. Based on the results of these trainings, some of the women were selected to take part in another seven-day training, which took place from the 28 January to 3 February. This group learnt from simple to more complicated sewing techniques and was able to practice making fabrics into nine different bag and wallet designs.

Despite all of these training, the women still found it difficult to make nice sewn products. As a result, the project team is thinking of new strategies, such as more simple designs requiring little or no sewing, to ensure the sustainability of the local product development.

#### Dong Giang District to Invest in Reception Outlets

Dong Giang District showed their strong commitment to the project by financing two reception outlets in Bhoong and Droong villages. Mobilizing local resources is one of the project's approaches and this commitment enhances our belief about the

sustainability of the project activities. The project will help to furnish the outlets with tables, chairs and promotional materials such as panels and flyers about villages and local products.

## Assessment of Tourism Service Quality and Demand/Supply of Skilled Workers

A field assessment was conducted by Quang Nam DoLISA. This was the result of brainstorming between Quang Nam DOLISA and VCCI in developing questionnaires and compiling the resulting data. A workshop to present the results of the assessment is to be organized in March.

## Upcoming Events

### First Aid Trainings

Two-day training events will be held on the 23-24 February in Dong Giang and the 27-28 February in My Son, which aim to provide basic knowledge and skills for community-based tourism villagers to deal with high potential risks that could happen to tourists in their communes. Quang Nam's Red Cross will facilitate the training with the participation of the village Health Care Center and relevant villagers.

### Launch of the My Son CBT and Project Steering Committee Meeting

Preparation work is being undertaken for the launch of the My Son community-based tourism (CBT) model on the 14 March together with the Project Steering Committee regular bi-annual meeting. This CBT model is the first in Quang Nam province. Hopefully, different level authorities will have appropriate support policies for rural tourism development and promotion of Quang Nam in the coming time.

### CBT Study Tour in Thailand for Provincial Senior Officials

To help Quang Nam Provincial officials gain a broader vision of pro-poor tourism development and implementing the Provincial promotional strategy, the project with the support of Quang Nam Department of Foreign Affairs will organize a five-day study tour starting on the 26 February. Provincial senior officials taking part are expected to learn from successful community-based tourism models in Thailand.

## Market-Need Based Production Awareness

A two-day training was organized by UNESCO with contribution from the project on the 14-15 January to improve the knowledge of local businesses about the importance of producing products to meet tourists' needs.

"I learnt a lot of useful information for my business, from product design to the development of proper business plans for production or order requests" said Ms. Tran Thi Minh Nguyet a training participant and rattan enterprise owner from Duy Xuyen District.

"Before joining this training, I used to design the products myself then tried to sell them, though I often could not sell them all," said Nguyet. "Now I know that is not a good way to do business. I should first think of the market and what its customers want, then start product design to match their requirements."



### Mid-Term Evaluation

From the 5 February to the 10 March, the mid-term evaluation is being conducted to review the project's progress and performance to date, and to check whether the project is on track to meet its goals and objectives.

## Environmental Hygiene Trainings

Three two-day environmental sanitation and hygiene trainings were organized at three project villages of Droong, Bhoong and My Son from the 22 to 31 January. After the training course, villagers gained awareness about the importance of keeping their living environment clean and more appealing to tourists. The villagers can also organize themselves to collect and dispose of garbage following basic environmental hygiene protection requirements. A code of conduct in environmental hygiene management in the three villages was also developed by the local community with the facilitation of the project.

Some initial interest was received to replicate this practice beyond the three project villages. "My Son can be the pilot model, and if it works out well, it can be replicated in other villages in the whole commune to help keep the environment nice and clean." said Mr Thang, Duy Phu Commune police deputy chief who also participated in the My Son training.



## Rattan Product Design Replication

Through the rattan production training, villagers' ability to imitate rattan product designs was identified as one of their strengths in producing rattan products for the tourist market. Asking the men in the rattan weaving group to weave products from a picture was difficult, but giving them a product sample weaved by the trainers that they could see and touch was more successful and they could copy the design. These products will be on sale in the village's outlet for visiting tourists.

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