



ILO IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

International
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Organization

My Son community-based tourism village launch

The community-based tourism village located near the World Cultural Heritage My Son Sanctuary in the central province of Quang Nam officially opened its service on the 14 March. This is the first of the three project villages ready to receive visitors.



Community-based tourism study-tour in Thailand

A group of senior officials from Quang Nam Province traveled to Thailand's Chiang Mai Province to learn from peer experience in community-based tourism. The two villages of Mae Kampong and Pha Mon have become must-visit community-based tourism destinations in the northern province of Thailand, contributing to the preservation of local culture and the environment as well as creating jobs and income for farmers.

Lessons learnt and good practices, especially in management and sustainable community development from the two villages will be applied to similar community-based tourism

models supported by the project in My Son and Dong Giang District of Quang Nam.

In addition to the exchange of experience with the Institute for community-based tourism in Thailand, during the trip the delegation also met with the Tourism Association in northern Thailand to see the important role local tourism enterprises play in contributing to tourism development. Hopefully Quang Nam Tourism Association will also promote this role in the development of tourism in the province.



Preparation for Quang Nam 2013's tourism trade fair

On the 8 March, representatives from the provincial tourism related departments met at the Golf Hotel in Hoi An to discuss the preparation plan for Quang Nam's annual Tourism Trade Fair to be organised in June. This workshop was an activity within the framework of Quang Nam's Rural tourism development and

promotion strategy supported by the project.

The trade fair is a forum to exchange cooperative opportunities between enterprises, promote tourist attractions and targeted products. The overall aim is to increase the number of tourism businesses and tourists to Quang Nam.

During the workshop, results from a local product certification process research and

recommenations on product management mechanisms were presented by sustainable tourism expert Randy Durband.



Upcoming training

Business operation skills

Thirty villagers of My Son Village of Duy Xuyen District will participate in the training organized by the project in collaboration with the Quang Nam's Cooperative Alliance from 20 to 22 March. This training will provide basic skills and knowledge on the establishment, organization and operation of village business groups. Knowledge gained from the training will help the local community to successfully deliver their community-based tourism service to earn extra incomes.

Second set of brocade prototypes

The project will coordinate with the Department of Economics and Infrastructure of Dong Giang District to organize training on developing the second set of brocade prototypes. The training will focus on introducing simply designed but stylish products such as scarves, belts and tablecloths to ensure it is easy for the women's group to produce. Two training sessions are tentatively scheduled, with the first on the 1 to 2 April and the second on the 12 to 14 April.

Homestay operation training of trainers

The project will coordinate with the Department of Culture, Sport and Tourism to organize a training of trainers (TOT) for homestay operation tentatively from 8 to 12 April. The participants include staff from tourism related provincial and district departments and training schools, and from travel companies with homestay programme. This group of trainers will be able to organize further training to improve the capacity of villagers, who provide homestay services.

Training on collective economy and group work skills

The project will coordinate with Quang Nam's Cooperative Alliance to organize an information session, tentatively on the 28 March, for Droong village women weaving group about collective economics and gaining benefits as a group.

After this training, the project will continue to coordinate with the Cooperative Alliance to organize further training for the women who wish



to participate in cooperative groups. Training in organizational skills will be conducted from 9 to 11 April to help members to establish the structure and terms of reference of the group. From 16 to 19 April, more training on business planning and how to approach and work with local credit institutions will be organized.

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