

NEWSLETTER

ILO PROJECT IN QUANG NAM



International
Labour
Organization

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

Funded by the Luxembourg Government

Enhancing quality of
tourism labour force
in Quang Nam events

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Awareness on providing services for tourists with disabilities

Reception skills training

In order to improve the quality of hospitality services in small hotels and guesthouses, the Department of Culture, Sports and Tourism (DoCST) of Quang Nam Province with the support of the project organized a training on reception skills from the 24 to 26 September. Twenty-two participants from small hotels and guesthouses in Tam Ky, Duy Xuyen and Dong Giang took part in the training. The training programme was designed based on a highly practical manual *Good practice guides for small hotels and guesthouses* developed by the project.

On the occasion of International Tourism Day 27 September, the project in collaboration with the provincial DoCST organized a workshop to share experience on providing services for tourists with disabilities. Key messages delivered to tourism businesses and operators taking part included tourists with disabilities can be more sensitive to the attitudes and behaviors of hospitality service providers and those around them; a good or bad impression of a destination can be judged simply by the way they are spoken to or treated; understanding how to serve tourists with disabilities can be rewarding/bring benefits to tourism service providers. The workshop received good feedback from tourism businesses and operators in the province.

Shoot and tell

A group of ten villagers from the two project villages of Dhroong and Bho Hoong took part in a basic photo voice training from the 23 to 25 September. The aim of the initiative was to encourage villagers to take photos and share stories about their Co Tu ethnic's unique cultural life. This photo and story collection can help villagers to self-promote their community-based tourism villages and invite tourists to experience Co Tu daily life



Enhancing quality of tourism labour force in Quang Nam events

The lack of skilled labor in the tourism industry seems to be a never-ending story. As a result, businesses have to invest mass resources to re-train tourism vocational graduates while tourism vocational training schools struggle to find solutions to improve the quality of training. How to increase the bond between the state management agency for vocational training schools, those that they manage and tourism businesses, remains a major issue in the sector. SIT/ILO Project had initiated a series of events aiming to tackle this challenge.

Public - private dialogue on tourism labor force

The public – private dialogue about the provincial labour force was held on the 4 October in Hoi An by the provincial Department of Labour, Invalids and Social Affairs (DoLISA) in collaboration with the Department of Culture, Sport, and Tourism (DoCST) and the project. Through the dialogue, provincial government agencies listened to the difficulties and obstacles in labour and employment that tourism businesses and vocational schools face in order to find suitable policy solutions to support them. At the provincial level, DoLISA and DoCST made specific commitments within their responsibilities and powers. After the dialogue, there has been positive feedback from the business employers and vocational institutions.



Boosting collaboration in tourism training

A workshop on Training cooperation between business vocational schools and tourism businesses was organized on the 20 September in Hoi An.

The workshop focused on solutions to increase collaboration and improve training quality and employment between those tourism entities based on their needs and capacities to enhance collaboration.

Training curriculum was identified an area for improvement to ensure the practicability and practicality, while trainers need to partake in the tourism market through collaboration with relevant businesses. In addition, tourism businesses also need to work with vocational training schools to proactively retrain their staff to save costs more effectively.

A collaboration plan between schools and businesses, and also between schools themselves was agreed and will be followed-up after the workshop.

Tourism career orientation day for Quang Nam & Da Nang students



Photos: T.T.Thu/Labour Newspaper

The first ever tourism job fair ‘Quang Nam – Da Nang students and tourism’ was organized on the 21 September in Hoi An. Nearly 1,000 tourism and foreign language students from the two provinces took part in the event organized by Quang Nam’s Tourism Association in collaboration with the project and Labour Newspaper. Ten tourism-training institutes and 22 speakers from tourism businesses, universities and related government departments also participated in the event.

Speakers shared their experience, passion as well as challenges to the students in four hospitality service forums including reception, bar, house keeping, and tour guide and operation. The most popular talk, which attracted the participation of all students present, was about the development of human resource potential, opportunities and challenges in tourism in Quang Nam - Da Nang.

The Fair not only helped to provide career direction for the students from the two provinces but also contributed to increased awareness of tourism businesses and training institutions in the two provinces. The collaboration and active involvement of the media helped to communicate a key message as mentioned in the speech of the Director of Quang Nam’s Department of Culture, Sport, and Tourism, Mr Dinh Hai.

“*Quang Nam and Da Nang have a huge potential to develop tourism that lies in the hands of young people - have good direction and seize it with passion.*”

Gender equality makes happy families



In early October, the provincial Women's Union organized three gender-training sessions in the three project villages of My Son, Dhroong and Bho Hoong. A total of 121 villagers who are couples took part, learning general knowledge about family life and gender equality, and responsibilities of each family member in building prosperous, equal, modern and happy families. The training also introduced some regulations and laws related to family and gender.

Using appropriate methods, the training generated active involvement from the participating couples, helping them to understand and encourage them to change their behavior in a positive way. The training also offered opportunities for villagers to share their experience and role-play, which the group prepared for and performed considerably. It helped to reflect the realities of daily life in their community; additionally the trainer’s analysis helped them to realize how best to act in their family.

Business group skills trainings

The project in collaboration with Quang Nam's Cooperative Alliance organized two trainings to help the women from Dhroong brocade-weaving business group to enhance their skills.

Conversational skill training

This training was held from the 18 to 20 September. "The sales practices in the training were really useful. I understand more now about how to communicate with customers and make them happy and ensure they keep buying our products." said Hon, a weaving group member after the training. She also said the role-play exercise helped the group members to practice and adjust their face-to-face and over-the-phone conversation with suppliers and retailers to ensure they communicate the right information.

Effective business group operation

Organised from the 2 to 4 October, this training helped the weaving group members to understand the importance of developing and maintaining the group's collectivity to thrive. According to Hen, she and other group members managed to understand how to better work together through simple practical exercises such as festival dance. Dua, another group member also saw the training's results, "Now we are all aware that everyone



needs to work together, know how to share and support each other in order to gain success." said Dua.

Upcoming workshops

Honoring outstanding women and their income-generation models

On the occasion of national women's day, 20 October, the project in collaboration with the Spanish development agency – PyD, and the provincial Women's Union will organize an event to honor active and innovative women in the province. This activity aims to raise awareness about the role of women in socio-economic development locally, especially in the tourism sector. The Dhroong brocade business group will be amongst the six income-generating models for women to be honored during the event. The event will not only be an opportunity to share experience about these models but also a chance to promote "Crafted in Quang Nam" brands and the handicraft products of the province.

Establishing local brand management mechanisms



As the result of the branding exposure tour to Cambodia, a workshop on "Crafted in Quang Nam" brand management mechanisms will be organized on the 23 October in Hoi An. The workshop aims to discuss and make decisions about a mechanism to manage branding for local products in the province as well as the next steps to promote "Crafted in Quang Nam" into a well-known brand.

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