

NEWSLETTER

ILO PROJECT IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

Funded by the Luxembourg Government



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Increased brocade product quality

The third brocade sewing training was held on 14-20 August with the support of the Dong Giang District Economics and Infrastructure Department. The training particularly focused on product finishing for sewing group members, additionally they were showed how the check final products before passing on to the sales group. “As we get to

carefully check the final products we realize there are mistakes, which we need to fix to ensure the products meet the requirements of the customers. This is unlike previously when we just sew the product together and try to sell it without caring about the quality of the sewing”, said Ms. Dua, Head of the sewing team.



Dhroong brocade on show in Vietnam – Japan festival

Members of the Dhroong Brocade Weaving Business group took part in the Vietnam - Japan Culture Exchange Festival held from the 23 to 25 August in Hoi An. “We are delighted to show our weaving skills and introduce our products to the festival’s visitors. We hope through this festival, more and more people know about our Co Tu Ya Ya brocade products and will visit our Dhroong village”, said Ms Treng, the Team leader of the group, to journalists.





Branding management exposure tour

Creating a well-known local brand is very important to protect the interest of and support local handicraft producers against mass-produced products. ILO and UNESCO have looked into the problem in order to assist the provincial authorities to develop a suitable brand management mechanism.

In the framework of this support, in coordination with the Project Steering Committee, the Department of Culture, Sport and Tourism (DoCST) organized a study tour for the project partners to learn from the Angkor Handicraft Association in Cambodia.

According to Mr Ho Tan Cuong, DoCST Deputy Director, they have learnt a lot from the trip and it helped them to outline the concept for Quang Nam's local brand management and promotion. After the visit, the project partners submitted a specific proposal for the Crafted in Quang Nam brand. A workshop dedicated to this local brand management is to be held in October.

Angkor local product's brand management features

Managed by non-profit network of producers

Local product requirements:

- At least 50 per cent of the product materials sourced locally
- 50 per cent of the product made by hand

Quality acts as an indicator rather than a requirement, therefore making it easier to manage.



Visit to other ethnic group handicraft villages in Lam Dong



This exposure tour from 27 to 31 August for a group of Dhroong brocade weavers in August was organized by the project and Quang Nam Province's Department of Industry and Trade. During the trip, the group visited the Cil, K'ho and Cham ethnic brocade weaving models to learn from their techniques as well as their sales skills. "I'm very impressed with the loom they use in K'Long Village. It is very similar to the one we have but helps to save a lot more work for weavers" said Ms Hon, a group member who joined the trip. Hon and others are eager to try to use this loom back in their village so they can also save time.

My Son to offer new service

Nine members from the My Son Community-Based Tourism Business Group took part in foot and head massage service training on 16 and 17 September from two Hoi An based professional masseurs. The training was organized by the project in collaboration with the My Son Sanctuary Management Board in response to new service ideas from the group members while helping them to enhance new skills. The group plans to offer massage services to home-stay tourists, helping them to relax and recover from touring activities in the areas.



Upcoming events

Business group skills trainings

The project in collaboration with Quang Nam's Cooperative Alliance will organize two trainings to enhance the overall operational capability for members of Dhroong brocade-weaving business group.

18-20 September, Customer conversational skill training will enable the group members to communicate to different target customers.

2-4 October, Effective business group operation training will be introduced through scenario analysis methodology.



Reception skills training for small hotels and guesthouses

On 24-26 September, Quang Nam Department of Culture, Sport and Tourism with the support from of the project will organize reception skills training in the city of Tam Ky. The training will use materials developed specifically by the project, titled Good practice guides for small hotels and guesthouses, which includes practical tools for managers as well as receptionists.

Evaluating experience for better future operation

On 25 September, key members of My Son Community-Based Tourism Business Group will host a meeting to review the group's recent achievements, their plans and proposals for better group operation for the upcoming period. The meeting participants will include Tra Kieu Travel Co. Ltd., My Son Sanctuary Management Board, Quang Nam Department of Culture, Sport and Tourism, Duy Xuyen District Department of Culture and Information, Duy Phu Commune representatives and project staff.

Awareness on providing services for tourists with disabilities

Amongst activities on the occasion of International Tourism Day 27 September, the project in collaboration with the provincial Department of Culture, Sport and Tourism will organize a talk for tourism businesses and operators about service provision for tourists with disabilities. The event will help to raise the awareness and understanding of those who provide services to tourists with disabilities, who require different types of support and have special needs physically and psychologically. This meaningful event is the first to be organized for Quang Nam tourism, hopefully it is the beginning that will lead to practical action in the tourism business, particularly those provide accommodation facilities.

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