

NEWSLETTER

ILO PROJECT IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

Funded by the Grand Duchy of Luxembourg



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Project's final workshop

On the 10 December, the Strengthening of inland tourism in Quang Nam Province project organized its final workshop ending nearly three years of implementation. The project has supported the province in the development of its tourism human resources, enhancement of corporate social responsibility to create a better business environment, and the development of the rural economy through tourism activities with three new destinations offering new tourism services and products. The workshop marked the commitment of local government at all levels in



taking over the technical transference from the project and the businesses involved. On this occasion, the provincial People's Committee also praised individuals and groups who have made outstanding contributions during the project implementation.

Three new ILO projects in Thua Thien – Hue and Quang Nam

In a workshop on Tourism Development and Employment for Rural Youth held on the 10 December, the ILO in Viet Nam announced three new projects in the central provinces of Quang Nam and Thua Thien – Hue. In this event, the ILO, provincial authorities and other stakeholders explored effective cooperation mechanisms for the implementation of the three new projects as well as considering initiatives for tourism development and rural youth employment programs in the two provinces. The three up-coming projects include:

Rural Youth Employment project focusing on career guidance, an ICT-based communication

platform and decent work-based modules in entrepreneurship development for rural young men and women.

Skills for Trade project focusing on improving the competitiveness of the tourism sector in the two provinces by enhancing the quality of vocational training activities.

Sustainable Tourism Development project, a joint initiative between ILO and UNESCO aiming at bridging rural communities with the tourism industry by creating market linkages, improving hospitality services and producing and selling locally made products.

Promoting disability inclusion in tourism

Corporate Social Responsibility – Promote Disability Inclusion, Expand Businesses event was organised on 30 November in Hoi An with support from the ILO. Awareness and Partnership were the two main event topics, aiming to promote businesses for new perspectives and to change attitudes, build infrastructure, use products made by people with disabilities as well as promoting employment for persons with disabilities. Participating in this dynamic event were a number of companies in the hospitality industry including major hotels, restaurants, and groups of people with disabilities in Quang Nam and Danang city. Participants also took part in a forum and a talk show

with panelists who are activists and businesses hiring employees with disabilities.

Hoi An, in addition to its strategy to gain a reputation of *Hoi An - a friendly and safe tour destination*, has also made efforts to encourage businesses to promote disability inclusion so that people with disabilities can work and participate equally in society. Speaking at the workshop, Mr Truong Van Bay, Vice Chairman of Hoi An City People's Committee said: "Persons with disabilities working in tourism not only contribute to society's development but they can also promote accessible and friendly tourism, especially in our heritage and cultural city."

Tourist drivers enhance customer service skills

Another training was held by the project in collaboration with the Northern Quang Nam Vocational School to improve tourist driving service skills. The training included practical sessions with scenarios that involved the participation of foreign tourists. Participants from tour companies, hotels, taxi firms in the provinces of Quang Nam and Da Nang, found the course useful for their work. "The training is really applicable to us", said Tran Anh Son from the Pacific Hotel, Hoi An. "After the course, we know how to deal better with everyday situations and know how to make customers satisfied."

Tourism villagers learnt booking skills

More than 30 residents from the two community-based tourism villages of Bho Hoong and Dhroong took part in a tour booking service training on 28 November - 1 December. The training was designed to be practical and easy to use for local villagers to understand, providing basic and needed skills such as receiving phone bookings, bookkeeping, staffing, tour program preparation, departure and payment. As a result of the four-day training, the villagers are now able to handle different steps of service booking as employees of a tour operation company.

Community-based tourism product roadshows in Ha Noi and Ho Chi Minh City

The roadshows were held on the 19-23 November, giving a lively and visual presentation of the people and products of Quang Nam's community-based tourism. The events were jointly organized by the project and the provincial Center for Tourism Information and Promotion and Quang Nam's Department of Culture, Sport and Tourism. Aimed at the two largest tourism markets of Vietnam, Ha Noi and Ho Chi Minh City, the promotion activities attracted more than 150 travel agents, tour operators, travel professionals and the media. As a result, it helped Quang Nam tourism in general and partner companies in particular to have more opportunities to collaborate and connect with the other domestic and international travel agencies based in the two cities.

Empowering community's role in construction use effectiveness

In collaboration with the Quang Nam Province Department of Trade and Industry, the project organized training on management of community-based work operation and maintenance for 55 villagers from the two districts of Duy Xuyen and Dong Giang on the 18-21 November. The training also helped the project to finalize and publish a handbook *Guidelines on the management of community-based infrastructure operation and maintenance*. The purpose of these activities was to enhance the role of the community in increasing the construction use effectiveness, empower local people and their authorities in decision-making in investment planning, resource mobilization for the implementation, checking and taking over of construction.



Co Tu YaYa brocade expands its market



The Dhroong brocade-weaving group joined the annual Craft Link Handicraft Bazaar in Ha Noi on 16 November for the first time. This activity was part of the product promotion plan supported by the project and the Dong Giang District Department of Economics and Infrastructure. The group members selected their best brocade collection and booth decorations for the fair. They got to practice keeping sales records, and while they did not sell much, participating in the fair brought them other benefits. "Although we only sold about 8 million worth of products, I see this as an opportunity to promote Co Tu YaYa branded brocade products to customers." said Hen, a group member who took part in the fair. Hon, another member said they got the opportunity to interact with many customers, which helped them feel more confident.

Sharing experience of working with ethnic minority communities

Experience of working with ethnic minority communities gained during the project implementation was shared by the project and the Quang Nam Committee of Ethnic Minorities in a workshop organized on the 26 November. In the workshop, the draft handbook *Sharing experience of working with ethnic minorities in Quang Nam* was presented to gain input from participants who

are knowledgeable about ethnic minorities and those who are from ethnic minorities. The workshop and this handbook will enable government agencies, individuals and development organizations to gain increased understanding of ethnic minorities' culture, customs, as well as their way of thinking in order to best approach and work with ethnic minorities.



Thank you notes

After three years of implementation (2011-2013), the Strengthening of Inland Tourism in Quang Nam province project, funded by the Grand Duchy of Luxembourg has achieved many positive results. These included building strong networks between vocational training schools and tourism businesses, designing and piloting tourism training programs (home-stay operations, local guides and drivers), setting up three community-based tourism models, and supporting the production and promotion of local products.

The initial results have created the basis to identify issues that the provincial tourism industry can further tackle, especially the role of tourism in poverty reduction in areas with tourism potential.

The project could only have achieved such success through close partnerships, the enthusiasm and active participation of relevant agencies – local authorities at all levels, businesses, training facilities and its development partners. And for that, on behalf of the SIT/ILO project, I would like to take this opportunity to extend our sincere thanks to you, and wish you good health and success.

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