



ILO PROJECT IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

Bi-annual project steering committee meeting

This periodic meeting to evaluate the project's progress between August 2012 to February 2013 and the mid-term review was held on the 26 March with the participation of the project's steering committee, staff and the Director of ILO office in Hanoi. The project's results and achievements in the past six months, despite the limited time and human resources, were well noted and applauded. Forthcoming strategic directions for the project to help the province further develop its pro-poor tourism strategy and seek funding for phase II was also discussed.



Community-based tourism cooperative (CBTC) establishment preparation

The project and the provincial Cooperative alliance organized a meeting for 48 families of My Son Village on the 26 March to prepare for the CBTC establishment. During the meeting, relevant information about CBTC was provided to ensure the villagers gain enough understanding, and help them to make decisions whether to join. The project has received interest to join the CTC from 33 families since the meeting.

Droong women ready to join the cooperative

An information session about collective economics and benefits gained through working as a group was held on the 28 March for the women-weaving group in Droong village. After active discussion during the meeting, most of the women understood the benefits when joining the cooperative such as cost-saving, increased profits and trademark awareness for their traditional villages, easier access to loan/credit etc. As a result, only one week after the session, the project has received applications to join the cooperative from all the 18 women who attended the information session.

Homestay operation training of trainers

A five-day training of trainers (TOT) was organized from the 8 to 12 April for 17 staff from tourism related provincial and district departments and training schools, and from travel companies with homestay programmes. The training was part of the cooperation between the project, the Netherlands development organization - SNV's High impact tourism training (HITT) project and the Department of culture, sport and tourism of Quang Nam Province. Participants were equipped with in-depth knowledge on the management of homestay operations and training methods for adults, which will help them to further train local homestay villagers.

Second set of brocade prototypes

On the 29 March the project coordinated with the Department of economics and infrastructure of Dong Giang District to organize training to develop a second set of brocade prototypes. The women's weaving group learned to measure and calculate product samples designed by Hoi An based fashion designer Aldegonde Van Alsenoy from Belgium. The group's team leader helped her team members to record the sizes, and showed them how to arrange the weaving frame ready for further instruction and practice on the new prototypes.



Villagers learn from Thailand CBT's experience

Lessons learnt from the Chiang Mai community-based tourism (CBT) study tour were shared with 40 families in My Son Village on the 12 April. The deputy director of the Department of culture, sports and tourism of Quang Nam Province Mr Ho Tan Cuong and deputy director of My Son Sanctuary Mr Huynh Tan Lap shared what they've learnt from the trip. Their talk inspired the villagers and helped them to believe in the success of CBT activities in their village.

Gaining group-business skills

More than 30 people from My Son Village joined the three-day training to learn about the roles and responsibilities in the group. They also learnt about other skills such as group facilitation, experience sharing, and problem solving in the group so they can apply this in their local community-based tourism models.



Gender knowledge in tourism development



The project in collaboration with the provincial Women's Union organized a series of trainings on Gender in tourism development. The purpose of the training was to provide villagers, who are providing tourism services with gender equality knowledge, awareness, change attitudes and behavior, and the role of women and men in developing community-based tourism.

The first training was organized on the 13-14 April for 39 women and men in My Son community-based tourism village. Positive feedback about the training was received showing the practicality and replicability in the development of community tourism. The second and third training are expected to be held on the 20-23 April in the other two projects villages of Droong and Bhoong.

Upcoming events

Preparation for Quang Nam heritage festival 2013

A preparation meeting will be held on the 17 April between the provincial Department of culture, sport and tourism, the Adventurous tourism company and the relevant partners. The partners will discuss the plan to develop tourism products for the upcoming Quang Nam heritage festival in the project villages of Droong and Bhoong.

Social marketing campaign to promote CSR for tourism businesses with their employees and gender equality

The project is planning to launch the campaign in partnership with different provincial departments tentatively from the end of April to the end of July. The campaign will include a contest for employees to nominate the best employee-responsibility tourism businesses. The launching and award ceremonies will also be integrated with a workshop on social responsibility of businesses. The campaign's media and communication activities will honor businesses, raise awareness and encourage implementation models of social responsibility and promote gender equality.

Support the development of the provincial tourism strategies

A consultative workshop will be held to generate inputs for the 'Tourism development support policy for mountainous and ethnic minority areas' in late April by the project in collaboration with the provincial Department of culture, sport and tourism.

A workshop to collect feedback on the 'Development and promotion of rural tourism strategy in Quang Nam Province' is scheduled to take place on the 25 April by the project in collaboration with the provincial Tourism promotion centre. More than 40 participants representing the departments and agencies in 18 districts and cities in the province will participate in this workshop.

Upcoming training

Cooperative knowledge and skills

In preparation for the establishment of CBTC in My Son community-based tourism village, the project in cooperation with the provincial Cooperative alliance will organize a series of trainings:

- ◆ 16-18 April: Business planning training
- ◆ 22-23 April: Account recording training
- ◆ 24 April: Collaboration contract development consultation
- ◆ 8 May: Collaboration contract discussion
- ◆ 9-10 May: Completion of contract, scenario development and consultation, cooperative establishment meeting



Micro-credit access information session

The project in coordination with the provincial Cooperative Alliance will tentatively hold a meeting on the 7 May with My Son villagers and with local banks and credit funds currently providing micro-credit for rural residents. The information session will be a forum for these banks to exchange information and provide guidance for villagers about credit conditions, procedures, loan procedures, the necessary forms and other assistance.



Costing and pricing training

The project and Dong Giang District's Economic and Infrastructure Department will organize another training on costing and training for Droong women weaving group. The training will help the group members to calculate different prices for all of their products.

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