



International
Labour
Organization



ILO PROJECT IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

Value-chain coordination group meeting

The coordination group met on the 26 April to review the project's progress and achievements for the period of March and April 2013. Direction and planning for upcoming activities including solutions to overcome difficulties were also discussed during the meeting.

Tourism vocational skill survey report available

Report of the recent survey on vocational skills in tourism industry carried out by Vietnam Chamber of Commerce and Industry (VCCI) and Department of Labour, Invalids and Social Affairs of Quang Nam Province has been completed. Findings and recommendations are expected to contribute to the improvement of the business environment, and labor condition in the tourism industry, especially for women workers and the tourism labour force in general.

Social marketing campaign to promote corporate social responsibility (CSR) and gender equality

Launched on May Day, the campaign will run until the end of June 2013 under the coordination of Quang Nam Tourism Association in collaboration with the Labour Union, related departments and the media. The main activity of the campaign is a competition for employees, who are currently working in any tourism business in the province to nominate companies with good/reasonable CSR practices. The award ceremony will be held in combination with a CSR workshop, and the communication activities will honor the good businesses, raise awareness and encourage the implementation of CSR models, and promote gender equality.

Dong Giang news

Enhancing group skills

Training on business working group and enhancement of team-working skills for Dhroong brocade weaving groups took place on the 15-17 April in collaboration with the Quang Nam's Cooperative Alliance. "After the three days training, we felt closer to one another. Some misunderstandings previously have been addressed and we are more willing to help each other." said Ms Hon, who took part in the training.

Hon also told an example of how her group helped other members, a new kind of support within the group. When Ken and Tiep were voted to represent the group in a handicraft fair in Hue from the 26 April to 1 May, the whole group helped Ken with the rice harvest and completed the brocade weaving that Ken and Tiep were working on so they could go to the fair at ease.

Couples gain gender equality knowledge in tourism development

After the first gender training in My Son with positive feedback from participants, two more training sessions on gender issues in tourism development were held on the 20-21 April and the 4-5 May. Twenty couples who are

involved in tourism development activities in each of the project villages of Bho Hoong and Dhroong took part in the training. The purpose of the training was to provide villagers with gender equality knowledge, change attitudes and behavior, and the role of women and men in developing community-based tourism.



More skills to create new products

A second set of brocade weaving prototype training was organized on the 18-19 April in collaboration with the Department of Economics and Infrastructure of Dong Giang District. During the training, the women's weaving group members were able to follow to the sample designs more skillfully and to use tape measures regularly to check that they met the design requirements. This showed their ability to change from their spontaneous weaving habit that is quite important when they wish to produce new brocade products for customers besides the traditional ones.

Costing and pricing training

The training took place on the 8-9 May with support from the Department of Economics and Infrastructure of Dong Giang District. Limited ability to do calculation of Catu women has been one of the project challenges, however the initial result is encouraging. "Based on the chart detailing the amount of yarns for each product size and estimation of the lining based on the main fabric, it is not too difficult for us to follow." said Hen, one of the two weavers who took part in the training. At the end of the course, the women were able to confidently present to the group the cost-calculation of all of the samples.

Micro-credit access information session

On the 14 May, the project in coordination with the provincial Cooperative Alliance held an information session for My Son Village residents with five banks and credit funds currently providing micro-credit locally. The villagers had the opportunities to receive advice and information about loan conditions, procedures, and necessary forms and requirements, and contact details for further support. This was a follow-up activity of the credit-access assessment for households, both individually and as a group, and carried out in September 2012.



Community-based tourism business group ready to launch

After a series of trainings in community-based tourism business and business group skills for 32 households in the village of My Son, eight basic service groups have been formed (of which one group will operate at a later date). The villagers are equipped with the skills and knowledge to be able to run community-based tourism business group (CBTBG) themselves. The launch of My Son's CBTBG is to be held on the 17 May. This will be the first ever CBTBG in this area owned and managed by the local people, a requirement for sustainable success.

Visualize hospitality-training materials



Video production to illustrate the hospitality training including reception skills, housekeeping, bed and breakfast services in small hotels and guesthouses was carried out from the 9-14 May in Tam Ky. The training materials are designed to improve hospitality skills for people who are working in small hotels and guesthouses.

Sale and customer service skills training

As part of the cooperation agreement with UNESCO, after the training on market-driven product design, the project sent some local producers to another training on the 6-7 May to improve their sale skills.

"I've learned a lot of useful things from customer services to product presentation. Through many practical examples, I realised the mistakes we are making." said Ms Tran Thi Minh Nguyet, a rattan enterprise owner from Duy Xuyen District who took part in the training. "What I find most useful is that after this session I know how to take care of customers, sell products and how to keep them interested in buying more products in the future."

Tourism trade fair

On the occasion of the Quang Nam Heritage Festival 2013, from the 21-26 June, the project in collaboration with Quang Nam's Department of Culture, Sport and Tourism, Quang Nam Tourism Association will jointly organize a tourism trade fair in An Hoi sculpture garden in the ancient town of Hoi An. The fair aims to promote new tourism products and services to domestic and foreign tourists. This will also be an opportunity for the local tourism businesses to learn and share experience as well as promote tourism services with other tourism companies.



Bho Hoong and Dhroong to officially offer community-based tourism services

The two villages of Bho Hoong and Dhroong will officially launch their community-based tourism service on 23 June paralleled to Quang Nam Heritage Festival 2013. Both villages will offer a new destination for tourists to explore ethnic minority culture in the western mountainous area of Quang Nam Province. Tourism activities will help villagers have new sources of income,

and reduce poverty.

Preparation for the launch and operational plan in the two villages was discussed on 17 April with different stakeholders including the project, Quang Nam's Department of Culture, Sport, and Tourism, Active Adventures Travel Vietnam (an investor in restoring Moong - Catu's traditional house on stilts in Bho Hoong village), other districts and commune partners, and representatives of Bho Hoong and Dhroong villages.

Training of trainers for drivers in tourism

Currently, the project in collaboration with HITT/SNV project and Viet Nam Academy of Responsible Tourism (ART) are developing training materials to improve skills for drivers who provide service for tourists. A group of drivers will take part in a training tentatively to be organized in the early of June to become trainers to further train other tour drivers.

Upcoming events

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