

Inter-regional Technical Forum on Skills for Trade, Employability and Inclusive Growth

Skills & Environmental Sustainability

Vietnam Tourism Case study: The ILO-STED Projects
and The Environmentally & Socially Responsible Tourism
capacity development Programme funded by The EU



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Siem Reap, Cambodia

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The Important of Tourism for Vietnam Economy



1. Viet Nam tourism development (2011-2016)

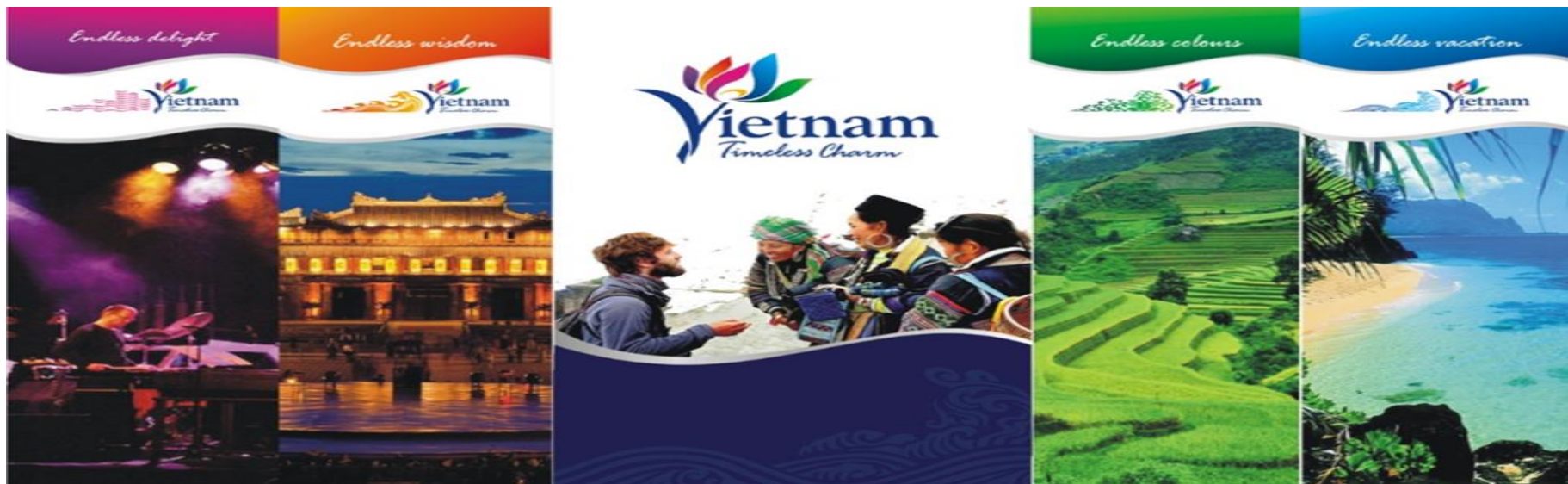
	2011	2015	2016
International tourist arrivals (Million visitors)	6.01	7.94	10.01
Domestic tourists (Million visitors)	30	57	62
Total revenue (billion USD)	~6.6	~15	10.6
Total tourism labors	1.39 million (435,000 direct)	1.78 million (550,000 direct)	2.2 million (750,000 direct)

The Important of Tourism for Vietnam Economy



2. Tourism development targets by 2020

- International arrivals: 17-20 million
- Domestic tourists: 82 million
- Total revenue: USD 35 billion, 6,5-7% GDP
- Tourism employment: 4 million jobs (1.6 million direct)



Challenges of Vietnam Tourism Industry

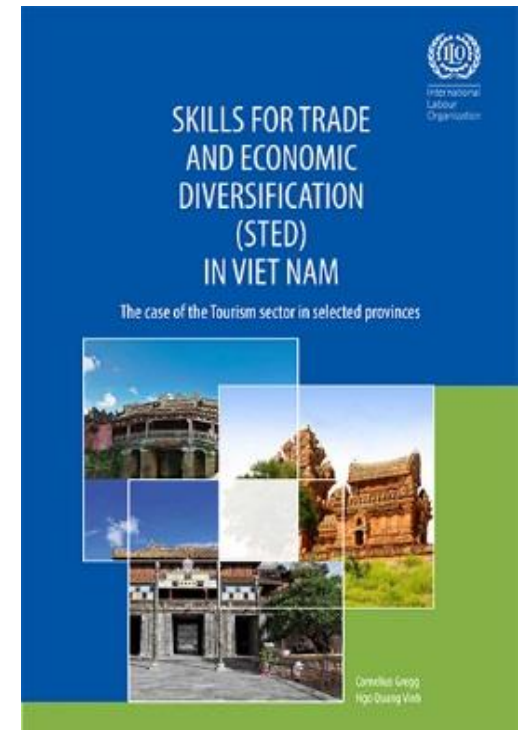


- Tourism is an economic driver and employment generator for Vietnam in the last 20 years
- The tourism industry in Vietnam is facing unprecedented challenges
 - Rapid changes
 - Globalization
 - **Skill shortage**
 - Workforce diversity
 - Increased competition
 - **Deteriorated natural environment**

STED in Viet Nam



- Phase 1 (2014-2016): Two collaborating ILO projects: “Skills for Trade” and “Sustainable and Responsible Tourism in Central Viet Nam” at *provincial level* (Quang Nam and Thua Thien-Hue; Khanh Hoa)
- STED analytical report
- Interventions at multiple levels (employers, workers, training institutions and local government agencies)
- Phase 2: 2017 – 2019 under discussion (both national, provincial interventions)





SUMMARY;

Environmentally and Socially Responsible Tourism capacity development Programme

Source of funding

European Union

Value of contract

€12.1m – EU contribution 11m
Government of Vietnam €1.1m

Duration

10 November 2010 - 10 November 2016

Overall objective

“To mainstream responsible tourism principles into Vietnam’s tourism sector to enhance competitiveness and contributing to achieving the Socio-Economic Development Plan.”

Programme purpose

“To promote the delivery of environmentally and socially responsible tourism services as part of Vietnam’s tourism sector strategy.”

What is responsible tourism?

- An **approach** to the managing and doing of tourism that minimises negative impacts and enhances positive impacts
- A **continual** process
- **Outcome** is better places for people to live in, and for people to visit
- **Measure of success** is **higher incomes, more satisfying jobs,** and improved social, cultural and natural facilities.



The core of responsible tourism: **sustainable tourism development**

- Make optimal use of environmental resources - a key element in tourism development
- Maintain essential ecological processes and help conserve natural heritage and biodiversity

Environmental



- Respect and conserve socio-cultural authenticity and heritage
- Respect traditional values
- Contribute to inter-cultural understanding and tolerance

Social



- Ensure viable, long term economic benefits to all
- Ensure fair distribution of economic benefits including social services
- Contribute to poverty alleviation

Economic



Progress in tourism that meets the needs of the present without compromising the ability of future generations to meet their needs

Background to the EU-funded ESRT Programme



ESRT works to bring about a better understanding of responsible tourism

Environmentally & Socially Responsible Tourism Programme for Capacity Building

- Through policy support and institutional strengthening



Bộ Công cụ
về Du lịch
có trách nhiệm
của Việt Nam

- Facilitating competitiveness & public-private partnership



- Vocational education and training



Responsible tourism is everyone's responsibility

TOURISM VOCATIONAL EDUCATION AND TRAINING



Activities

- ☐ VTOS standards updated and extended with RT issues , VTOS approved by a relative authority and published
- ☐ Development of VTOS standards in line with ASEAN MRA
- ☐ Preparation of VTCB business plan for uniform management of vocational education skills in tourism
- ☐ Elaboration of TNA with proposals for upgrade of HRD strategy
- ☐ VTOS and RT training material tested with train the trainer & used in new schools for pilot training

VTOS – Occupational Standards



Results:

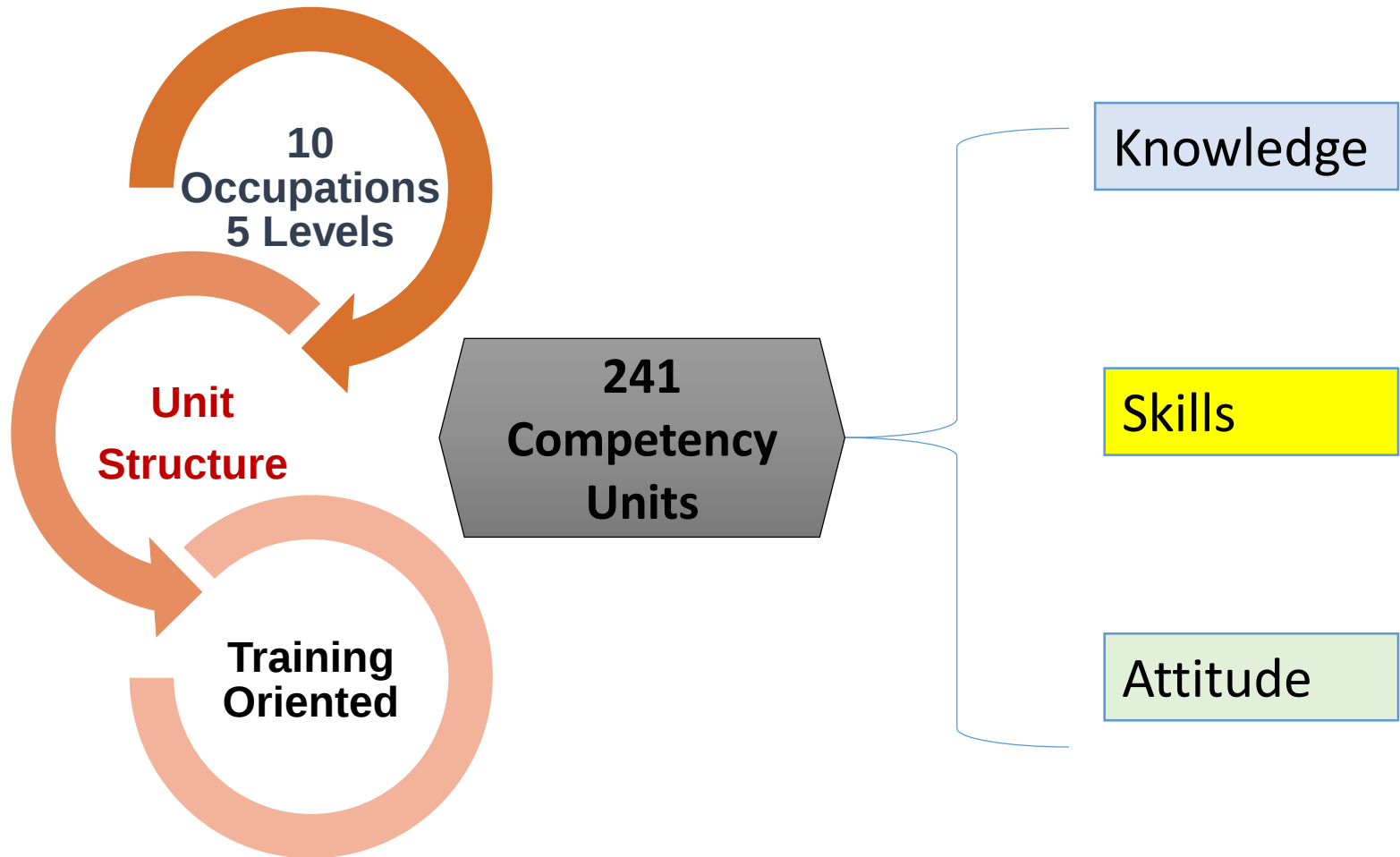
- VTOS updated with RT and aligned with ASEAN/ MCST standards; for hospitality sector as well as Travel/Tour Operation and Tour Guiding
- 10 VTOS approved by VNAT and available vtos.esrt.vn
- Handbook for MCST / MOLISA on VTOS standards development & Methodology
- VTOS FO & HK forwarded to MOLISA for endorsement as National standards



Impact

Staff in colleges, universities and schools as well as business aware of updated VTOS standards

Structure by Competency Units



Why VTOS

- ✓ Provide standards for service quality & skills enhancement for the Vietnam tourism industry
- ✓ Respond to the needs of industry for internationally-relevant/recognized tourism occupational standards and qualifications
- ✓ Suitable for training in tourism businesses and tourism training institutions in Viet Nam
- ✓ Ensure Vietnam is ready to implement MRA-TP by having tourism occupational standards that meets the requirements of ASEAN



2336 Participants

Competency-based trainings

Master Training 76

Training of Trainers 334

Hotel Management Trainer 11

On Site Tour Guide Trainer 15

Hotel Management 546

On Site Tour Guide 757

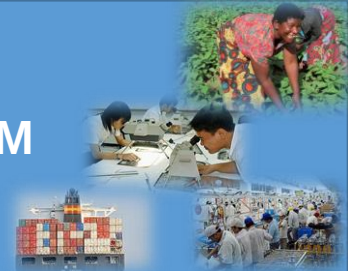
Small Hotel Management 300

Tourist Boat Service 58

Skill Training (FO, HK, FB, TG) 99

Refreshment Training 239





Thank you very much!
cảm ơn!

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