



International Labour Organization

ILO PROJECT IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM



Finalizing the provincial rural tourism strategy

On the 15 May, a workshop was organized by the project and Quang Nam's Tourism Information and Promotion Centre to further generate inputs to the development and finalization of the province's rural tourism development and promotion strategy. More than 40 participants from related departments and agencies in 18 districts and cities of the province took part, contributing valuable inputs for the drafting committee to finalize the strategy

for submission to the provincial people's committee (PPC).

As part of this rural tourism strategy, the Tourism development support policy for mountainous and ethnic minority areas is a crucial factor to promote investment in tourism to mountainous districts. Therefore, another workshop to help finalize the policy was also organized with more than 35 participants from provincial departments and agencies as well as seven tourism companies.

The Department of Culture, Sport and Tourism of Quang Nam will continue to refine the policy and submit it to the PPC for approval soon.



Hospitality guide completed

A DVD set of guidelines on hospitality skills for small hotels and guesthouses has been completed, visually illustrating and simply explaining reception skills, housekeeping, and bed and breakfast services. This visual manual is now ready to be introduced and shared with local businesses, tourism vocational schools, and other stakeholders to improve the hospitality skills for tourism workers and the quality of tourism services generally.



Perfecting brocade products

With the support of Dong Giang District's Department of Economics and Infrastructure (DoEI), the second sewing skills training was organized from the 13 to 17 May for members of the brocade-weaving group. "In the first training, we only got used to sewing so it was hard for us to make it nice. This time, the trainer showed us in more detail all the tricks and how to divide work within the group to save time, so we could do it quicker and more effectively" said Dua, a brocade group member. According to Dua, the women in the group are very happy because their finishing products look much nicer thanks to seven industrial sewing machines jointly supported by DoEI and the project.

Information centre in Hoi An



Renovation of the information center for visitors at 10 Nguyen Hue Street in Hoi An has been completed and was handed over to the Hoi An Culture and Sport Centre on the 11 June. This work was supported under the partnership agreement between UNESCO and the project. The information centre will not only provide information for tourists and sell tour tickets but will also

display locally made products, and will soon become an outlet to sell *Crafted in Quang Nam* branded ones.

The official opening ceremony of the information centre will be held on the 22 June as part of the Quang Nam Heritage Festival 2013 organised by the Hoi An City People's Committee, UNESCO and ILO.

My Son's Community-based Tourism Business Group up and running

On the 17 May the Community-based Tourism Business Group of My Son was officially established through the support of the Cooperative Alliance and Duy Phu Commune of Duy Xuyen District. The group has 32 participating village households ready to provide eight services for tourists. With the knowledge and skills equipped through the project training and support, hopefully the group members will be able to successfully run this business themselves to gain additional incomes to reduce poverty while contributing to conservation and the promotion of local culture.



Getting ready for the launch of community-based tourism villages in Dong Giang

Many Dhroong villagers have been busy rehearsing for the opening of their community-based tourism village on the 23 June during where they will be in charge of introducing traditional crafts to visitors. In the village's Guoil – Co Tu traditional stilt house,

two elderly men were busy weaving a basket. Four women from the weaving group were practicing giving instruction to different brocade weaving processes.

Bho Hoong village was also kept busy with the preparation including the re-painting of the village gate and final infrastructure arrangements. The People's Committee of Dong Giang District has been providing support to the villages throughout the launch preparation.

Upcoming events

Public Private Dialogue to promote the tourism business environment in Dong Giang

To promote the Dong Giang District business environment and attract investment in inland tourism in Quang Nam Province, the project in collaboration with the Vietnam Chamber of Commerce and Industry (VCCI) and the Dong Giang District People's Committee will host a field trip and a conference – dialogue on tourism business environment. The purpose of the activity is to provide an opportunity for local authorities and tourism businesses in the province to discuss the advantages, disadvantages and commitment to address the challenges to promote the business environment, search for business and investment opportunities in the tourism industry in upland districts. Activities will take place from 10 to 12 July. This will be combined with other cultural activities on the occasion of the Dong Giang District's 10th anniversary.



Quang Nam's rural and mountainous tourism promotion publications

This series of tourism publications will be disseminated by the project and Quang Nam's Tourism Information and Promotion Centre during the launch of the two community-based tourism villages of Dhroong and Bho Hoong of Dong Giang District on the 23 June and the tourism trade fair held during the Quang Nam Heritage festival in Hoi An from the 21 to 26 June. With the aim of helping tourists to easily explore the countryside and mountainous in western region of Quang Nam, the series includes Travel guides to rural and mountainous areas of Quang Nam, a Quang Nam tourism map, and pamphlets about the Ho Chi Minh trail and the community-based tourism villages of Dhroong and Bho Hoong.

Social marketing campaign ends

The social marketing campaign has come to its final stages after launching in early May, with a workshop on corporate social responsibility (CSR) for tourism enterprises to be held on the 24 June in Hoi An. With the proactive involvement of Quang Nam's Tourism Association, travel management agencies and the media, the competition to nominate companies with good/reasonable CSR practices received more than 400 entries from tourism workers. Many articles on CSR in tourism have also been published both in print and online newspapers. The workshop is also an opportunity to introduce, honor and award provincial tourism businesses that fulfill corporate responsibility socially and within the community.

Training of trainers for drivers in tourism

Training will be held from 4 to 7 July at the Northern Quang Nam vocational training school. The practical three-module training manual was developed by the project in collaboration with HITT/SNV project and the Viet Nam Academy of Responsible Tourism (ART) to improve skills for drivers who provide services for tourists. The training will build a team of trainers, who will further provide training tourism driving skills and behavior and raise the awareness of drivers about safety, friendliness to customers and knowledge, to contribute to the positive image of driving in Quang Nam.

Tourism Trade Fair

From the 21 to 22 June in the ancient town of Hoi An, the project in collaboration with Quang Nam's Department of Culture, Sport and Tourism, Tourism Information and Promote Center and the Quang Nam Tourism Association will host the Tourism Trade Fair in the Hoi An sculpture garden. The fair aims to promote new tourism products and services to domestic and foreign tourists during the Quang Nam Heritage Festival 2013. This will also be an opportunity for local tourism businesses to learn and share experience as well as promote tourism services with other tourism companies.

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