

AUGUST 2013

NEWSLETTER

ILO PROJECT IN QUANG NAM



International
Labour
Organization

**STRENGTHENING OF INLAND TOURISM IN
QUANG NAM**

Funded by the Luxembourg Government



Seeing is believing

My Son's Community-Based Tourism Business Group (CBTBG) members were inspired and believe they can further develop their services after seeing successful agro-tourism and eco-tourism business models in Hoi An. Fourteen group members took part in a two-day visit to learn from successful community-based services from companies such as Hoi An Eco-Tour and Water Wheel Hoi An. The visit was organised by the project and Duy Xuyen District's Department of Culture and Information on July 21 and 22.

"We will be able to apply what we've learnt to further develop eco-tourism and agro-tourism in our village" said the Team Leader of the group Vo Van Xoa to other members after the visit. Xoa also believes that his group will also be able choose other services for tourists based on what My Son village can offer.

One of the new service ideas that the group came up with after the trip is offering massage services to visitors. After a day of sightseeing and community tourism activities, visitors will appreciate the availability of foot massage and head massage services. In response to this proposal, the project will coordinate with the My Son Sanctuary Management Board to hold a two-day training on massage skills for nine group members in the first week of September.

Dhroong Business Group – first in Ta Lu Commune

The Brocade Weaving Business Group in Dhroong Village was officially established on the 8 August with the support of the Quang Nam Cooperative Alliance. Representatives from different levels of local authorities took part in the launch meeting, assuring their support. "This is the first business group to start in the commune of Ta Lu thus the local authorities will pay attention, ensuring it will benefit from the district's public resources to support the group's operation and growth" said Mr Nguyen Tan Tuan, Head of the Dong Giang District Economic and Infrastructure Department, during the launch.



New skills reduce production time



Members of the brocade weaving groups familiarized themselves with the operation of thread-winding machine made from old water pump in the third prototyping training. The training was organized with the support of Dong Giang District's Department of Economics and Infrastructure on the 30 and 31 July.

The use of this simple machine can significantly cut down the production time. "It usually takes us all day to prepare the loom, now we know how to use the machine it only takes one hour." said Ms Tot, the group's Team Leader.

Tourism Information Centre staff enhance retail skills

Thirty staff of the Hoi An Tourism Information Centre took part in retail skills training organized by the Project and Hoi An's Department of Culture, Sport, Tourism on the 6 and 8 August. The training offered relevant skills so the Centre can also be a place to promote and sell local products besides its main function of selling tour tickets and the provision of general tourist information.

"The training is useful as the retail techniques help us to better understand how to communicate with tourists and the importance of offering information to visitors in tourist sites." said Ms. Phuong one of the training participants.



Eleven villagers from the three project community-based tourism sites of My Son, Dhroong and Bho Hoong took part in a local tour guide training from the 10 to the 16 August hosted by the project and the Quang Nam Department of Culture, Sport and Tourism. The training aimed to provide essential knowledge and skills so the trained villagers feel confident in representing their village to show visitors their unique culture and practices, and places of interests.

Villagers turn local tour guides

Earlier, the project recorded a number of stories representing Co Tu's unique culture such as Sim goes – a custom that helps ready-for-marriage youngsters to find their future partner, engagement parties, buffalo sacrifice rituals, rice harvesting festivals, and traditional musical instruments. The stories were told by Co Tu elders, Y Kông and Arâl Típ, who used to be the original administrative - Hien district's leaders, the stories were edited and used in the local guide training.

Upcoming Events

Enhancing the quality of the tourism labour force

The lack of skilled labor in the tourism industry seems to be a never-ending story. As a result, tourism businesses have to invest considerable resources to re-train tourism vocational training graduates, while tourism vocational training schools struggle to find solutions to improve the quality of their training. How to increase the bond between the state management agency for vocational training schools, and those that they manage and tourism businesses remains a considerable problem. The SIT Project/ILO however will attempt to address this through a series of up-coming events:

10 September 2013 - Public – private dialogue event focusing on the Quang Nam Province labour force, organised by the provincial Department of Labour, Invalids and Social Affairs with support from the project. Through the dialogue, relevant provincial government agencies will learn about the difficulties and obstacles in labour and employment that tourism businesses and vocational training facilities are faced with, and will work to find suitable policy solutions to support them.

20 September 2013 - Workshop to enhance collaboration and quality of tourism employment The workshop on training cooperation between business vocational schools and tourism enterprises focuses on developing solutions to increase collaboration and improve training quality and employment opportunities.

As a result of the workshop, training institutions will have the opportunity to increase the applicability of their training and integrate more practice into the training curriculum to enhance the quality of training, while trainers also have more opportunities to participate in the tourism market through collaboration with businesses. In turn tourism businesses will be able



The project's intention is to bring various stakeholders together to increase future social impacts.

to reduce their retraining costs and make overall training more effective.

21 September 2013 - Quang - Da Students and Tourism Job Fair. Up to 1,000 tourism and foreign language students in Quang Nam and Da Nang provinces will take part in the first ever tourism job fair. Titled *Quang - Da Students and Tourism*, the fair is supported by the Quang Nam Provincial Department of Culture, Sport and Tourism, Hoi An People's Committee, and is directly organised by the Quang Nam Tourism Association with the support of the SIT project/ ILO and Labour Newspaper.

The Fair will not only help to provide career direction for the students of the two provinces but will also contribute to increasing awareness of tourism businesses and training institutions. More than 30 businesses and 17 experts have registered to provide consultation to the students on different relevant topics.

This is an opportunity to promote corporate social responsibility of businesses to increase employment opportunities for students.

Upcoming events

Handicraft branding management mechanism study tour



To enhance the knowledge and understanding of relevant government agencies about the *Crafted in Quang Nam* brand building and management process, the project in collaboration with the provincial Department of Culture, Sport and Tourism will organize a study tour to learn from the experiences of the Angkor Handicraft Association. The trip is planned from the 5 to 7 September. Knowledge learnt from the visit will help relevant authorities to develop the brand management mechanism based on the Quang Nam context and gain commitment from relevant agencies.



Dhroong brocade to join Vietnam – Japan festival

Representatives of the Dhroong Brocade Weaving Business Group will take part in the Vietnam - Japan Culture Exchange Festival to be held from the 23 to 25 August in Hoi An. This is an opportunity for the group's members to showcase their Co Tu weaving tradition with other provincial craft villages and the handicraft businesses from Vietnam and Japan. The festival is also a good opportunity to promote Co Tu Ya Ya's brocade weaving label to tourists and festival visitors.

Bho Hoong to boost business group skills



Bho Hoong is officially launching its business group in September after the establishment of business groups in the two other project locations of My Son and Dhroong. The project will collaborate with the provincial Cooperative Alliance to organize a number of business operation skills training events such as business group setting-up and planning for Bho Hoong I villagers, so they will be able to manage and run community-based tourism services themselves.

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