



▶ Skills for Prosperity qualitative assessment summary

▶ Community skills development for sustainable coastal tourism entrepreneurship in North Sulawesi: A qualitative assessment summary



Introduction to community skills development: Skills for Prosperity Programme

The International Labour Organization under the Skills for Prosperity Programme funded by the UK government aims to improve the country's skills development policies and systems and enhance employability and future-readiness of young women and men including those from disadvantaged groups aspiring to pursue and advance careers in the coastal economy.

Between September 2020 and December 2022, the project worked with four villages in North Sulawesi to help provide training and ongoing support in communities where there is potential to develop sustainable tourism microbusinesses. The training and mode of delivery was designed to accommodate and encourage female participation but did not exclude men. The project worked to build capacity in local institutions, especially UNKLAB and Polimanado, with content and technical support provided by ILO and University of Gloucestershire. 128 Local trainers were trained and 431 beneficiaries from four coastal villages (Budo, Marinsow, Pulisan and Tiwoho) participated in specially designed modules including:

- ▶ Financial Education
- ▶ Start Your Green Business
- ▶ Village Enterprise Management (BUMDES)
- ▶ Homestay Management
- ▶ Product Development & Tour Package

The ILO developed and delivered the training in collaboration with Higher Education, Industry and local NGOs:

- ▶ Politeknik Negeri Manado
- ▶ University of Gloucestershire
- ▶ Universitas Klabat
- ▶ INCREASE
- ▶ INDECON
- ▶ ASITA (Association of Indonesia Tour Agency)
- ▶ ASTINDO
- ▶ Wale Gonofu
- ▶ Grand Luley Hotel
- ▶ Peninsula Hotel



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Having completed the training beneficiaries received additional support to help incubate and develop sustainable tourism micro-enterprises. This consisted of a 12-month structured program of touchpoints and interventions, including industry based follow-on activities.

Project impact:

- 431 individuals trained (77% women and 23% men)
- 128 trainers were trained (47% women and 53% men) mostly coming from higher education
- 102 days of training delivered in the beneficiary village
- 60 days of after training support
- 97% Retention / Course Completion Rate
- Collaborations fostered between industry, education and community partners
- Over 95% of respondents satisfied/highly satisfied

Qualitative assessment finding:

Klabat University and University of Gloucestershire collaborated to conduct a qualitative assessment analysis of the training programmes. Findings from the sample of 109 beneficiaries (82% women and 18% men) from the four villages show that:

- 100% beneficiaries from Budo report that their monthly income has increased,
- 75% beneficiaries from Tiwoho report that their monthly income has increased,
- 64% beneficiaries from Pulisan report that their monthly income has increased,
- 72% beneficiaries from Marinsow report that their monthly income has increased,
- 40% of beneficiaries started their own business; 37% have expanded or diversified existing businesses; 6% became employed with the support from the programme.

The ILO Skills for Prosperity team thanks Klabat University and University of Gloucestershire for their support in conducting this qualitative assessment; as well as the beneficiaries who participated in the data collection.

