

# ASEAN Small Business Competitiveness Programme (SBC) - Tourism



## AT A GLANCE

- ➔ **Partners**  
Ministry of Cooperative and Small Medium Enterprises (SME), ASEAN Secretariat, ASEAN SME Working Group
- ➔ **Donors**  
Japan-ASEAN Integration Fund (JAIF)
- ➔ **Duration**  
September 2013 – June 2015
- ➔ **Target beneficiaries**  
The direct beneficiaries are national and local government agencies, business development services and development projects who provide services and support to micro, small and medium-sized enterprises (MSMEs). The ultimate beneficiaries are the entrepreneurs in each priority sector and the communities where the businesses are located.
- ➔ **Geographical focus**  
ASEAN countries



## PROJECT OBJECTIVES

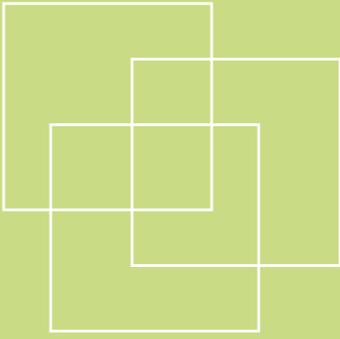
MSMEs account for more than 90 per cent of all domestic firms and 75-90 per cent of the non-agriculture workforce in ASEAN. MSMEs provide the supplier basis that supports the productivity of large international corporations.

However, MSMEs in ASEAN face significant structural, fiscal and non-fiscal challenges, such as limited access to finance, technology and markets, inadequate entrepreneurial and management skills, poor compliance with standards and certification, lack of a conducive business environment, and insufficient outsourcing and networking strategies.

This project targets self-employed operators of microenterprises in the informal sector, especially those in marginalized communities. This is also the area where the vast majority of employment is created in ASEAN. By providing MSMEs with Small Business Competitiveness training (SBC), this project aims to help them address the challenges they face and improve their competitiveness.

SBC is based on the ILO Community-Based Enterprise Development (C-BED) approach and is a sectoral diversification of this trainer-less training methodology. Eight priority sectors have been initially selected and training modules have been developed for the tourism sector. Each training module has two components; a good practice guide and a training guide.

The immediate objective of the training is to improve the trainees' capacity to assist the MSMEs in their development. Ultimately, the training modules will be disseminated so that countries across ASEAN can develop and upgrade small businesses, guide entrepreneurs and those who work with them on how to establish, run and improve the business, boosting competitiveness and improving services.



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## PROJECT STRATEGY

The project is being implemented in two stages:

### 1. Preliminary study and development of training tools:

- Identify suitable, common sectors.
- Develop tools and conduct pilot exercises to progressively improve the quality of the tools developed.
- Establish innovative partnerships with a variety of actors, e.g. government officials, NGOs and community leaders, to gain insights into a range of institutional best practices in rolling out the training modules and assuring programme sustainability.

### 2. Dissemination of the tools:

- Identify key local partners across ASEAN through workshops and the establishment of a multi-media platform.
- Provide tools to ASEAN countries and broaden the scope of potential beneficiaries and intermediaries.
- Support partners in incorporating SBC tools into their existing programmes.

### Dissemination Channels:

- Through national or provincial-level ministerial SME capacity building plans, and rural tourism development strategic plans (e.g. Ministry of Cooperative and SMEs Indonesia, Ministry of Tourism Indonesia, Tourism Office of West Sumatra province, Vietnam National Authority of Tourism).
- Using a three phase implementation model, to “pass on the baton” from NGO-led to community-led implementation (e.g. in Vang Vieng, Laos, Ranong, Thailand).
- Embedded in current or planned entrepreneurship education programmes run by several international NGOs (i.e. CARE, Swisscontact, PLAN-International, etc).
- Organizing NGO/Business Development Services (BDS)/ Tourism Associations C-BED fairs, with the help of prominent national BDS/Tourism Associations, to broaden C-BED and SBC tools outreach.

## PRIORITY SECTORS

Tourism was selected as a cross-ASEAN priority sector, due to its potential to create employment across the region. The ILO has considerable sectoral expertise, which has supported the sharing of good practices common to all ASEAN countries. This work is in line with ASEAN development priorities, pro-poor policies, and support of vulnerable groups such as women, youth, refugees and people with disabilities.

### Tourism tools developed cover the following sub-sectors:

1. Homestay operation
2. Guesthouse management
3. Market Vendors
4. Handicraft makers
5. Restaurants
6. Smallholder farmers supplying tourism

In addition, the ILO developed two generic tourism modules:

7. Aspiring Entrepreneurs in Tourism
8. Destination Management

The proposed set of tools for each sector includes:

- Overview of each sector or business area and key issues to consider
- Start-up information for each area
- Best practices for enterprises in each area
- Key forms e.g. checklists, budgets

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