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
30-31 May 2017
## The Important of Tourism for Vietnam Economy

### 1. Viet Nam tourism development (2011-2016)

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>International tourist arrivals</strong> (Million visitors)</td>
<td>6.01</td>
<td>7.94</td>
<td>10.01</td>
</tr>
<tr>
<td><strong>Domestic tourists</strong> (Million visitors)</td>
<td>30</td>
<td>57</td>
<td>62</td>
</tr>
<tr>
<td><strong>Total revenue</strong> (billion USD)</td>
<td>~6.6</td>
<td>~15</td>
<td>10.6</td>
</tr>
<tr>
<td><strong>Total tourism labors</strong></td>
<td>1.39 million (435,000 direct)</td>
<td>1.78 million (550,000 direct)</td>
<td>2.2 million (750,000 direct)</td>
</tr>
</tbody>
</table>
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)
### Environmentally and Socially Responsible Tourism capacity development Programme

<table>
<thead>
<tr>
<th>Source of funding</th>
<th>European Union</th>
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<tbody>
<tr>
<td>Value of contract</td>
<td>€12.1m – EU contribution 11m Government of Vietnam €1.1m</td>
</tr>
<tr>
<td>Duration</td>
<td>10 November 2010 - 10 November 2016</td>
</tr>
<tr>
<td>Overall objective</td>
<td>“To mainstream responsible tourism principles into Vietnam’s tourism sector to enhance competitiveness and contributing to achieving the Socio-Economic Development Plan.”</td>
</tr>
<tr>
<td>Programme purpose</td>
<td>“To promote the delivery of environmentally and socially responsible tourism services as part of Vietnam’s tourism sector strategy.”</td>
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</tbody>
</table>
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**

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

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

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

**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

- Through policy support and institutional strengthening
- Facilitating competitiveness & public-private partnership
- Vocational education and training

Environmentally & Socially Responsible Tourism Programme for Capacity Building

Responsible tourism is everyone’s responsibility
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

- 10 Occupations
- 5 Levels
- Unit Structure
- Training Oriented
- 241 Competency Units
- Knowledge
- Skills
- Attitude
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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