



Vietnam Presentation

Contents



- 1 Current Tourism Information**
- 2 Tourism Policy Issue - HRD**
- 3 Recommendations**

1. Current Tourism Information



■ State Management on Tourism

- State Committee on Tourism
- Ministry of Culture, Sports and Tourism
- Vietnam National Administration of Tourism
- Departments of Culture, Sports and Tourism at provincial level

1. Current Tourism Information



■ Legal Framework

- Tourism Law and under law legal documents
- Strategy and Master Plan for Tourism Development 2011-2020 Vision to 2030
- Commitments under multilateral and bilateral cooperation frameworks on tourism such as in ASEAN, WTO ...

1. Current Tourism Information



■ 2010 Key Figures

- **5,0** Million International Arrivals
- **28** Million Domestic Tourists
- **5** Billion US Dollars Tourism Revenue
- **388** Hotels classified from 3* – 5*
- **800** TOs and TAs dealing with int'l travel

2. Tourism Policy Issue - HRD



- **Employment in Tourism (approximately)**
 - **1.400.000** Workers
 - **440.000** Direct Workers
 - » 60% Non-H&T Educated
 - » 75% Work at Entry Level
 - 960.000 Indirect Workers
- **Tourism Education and Training**
 - **284** Tourism Training Institutions
 - » 62 Universities
 - » 80 Colleges (8 Vocational Colleges)
 - » 117 Vocational Training Schools, Companies, Centres.

2. Tourism Policy Issue - HRD



■ Key Roles of HRD in Tourism

- Improve the Tourism Sector as the whole by the enrichment of employment
- Standardize Management and Service Skills in Tourism Sector
- Contribute to Sustainable Development
- Contribute to Poverty Alleviation

2. Tourism Policy Issue - HRD



■ Challenges

- The Educational System
 - Lack of In-School Practical Training
 - Lack of Training Material / Equipment
 - Over-utilized School Facilities
- The Industry
 - No Universal Standards
 - Lack of Skills Competencies
 - Low Proficiencies in Languages

2. Tourism Policy Issue - HRD



■ Objectives

- Improve Skills Standard & Quality of HR
- Sustain the Quality and Quantity of HR

■ A Partial Solution

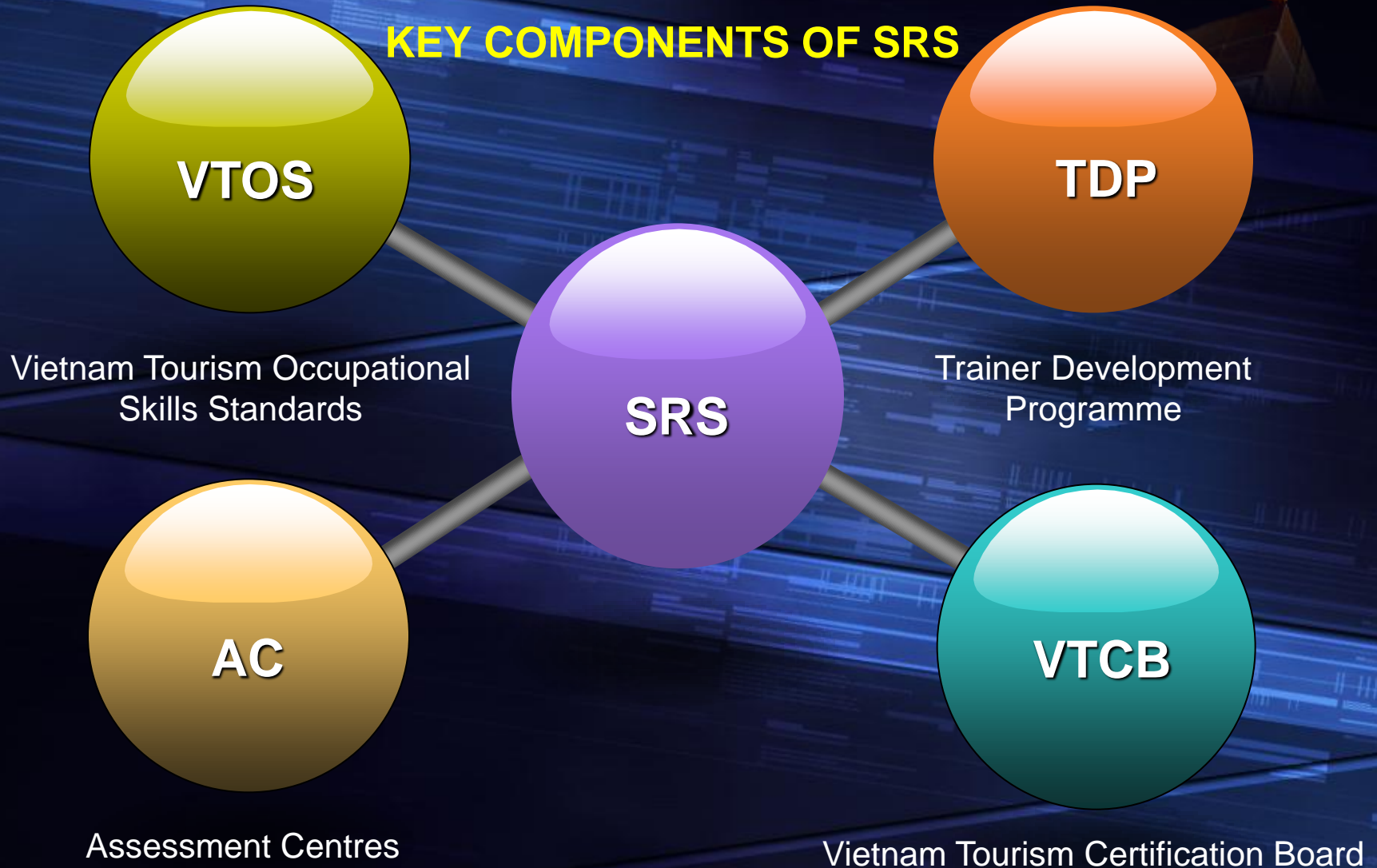
SRS = A National Skills Recognition System
for Vietnam Tourism Industry

- Complementary System – Enterprise Driven
- Initially School-based throughout the Country
- Supporting Institutional Structure

2. Tourism Policy Issue - HRD



KEY COMPONENTS OF SRS



2. Tourism Policy Issue - HRD



■ Component 1 - VTOS

- Entry-level Skills Standards for 13 Disciplines
- Illustrated Manuals Supported with DVDs.
- English Benchmarks for 6 Disciplines



2. Tourism Policy Issue - HRD



■ Component 2 – TDP

- Targeted for Industry Supervisors
- Attend 9-day VTOS and Train-the-Trainer Programme
- Return to Workplace and Train Workers in their Departments – On Job Training



2. Tourism Policy Issue - HRD



■ Component 3 – AC

- 12 School-based Assessment Centres fully Equipped
- 51 Industry-based Appraisal Centres



2. Tourism Policy Issue - HRD



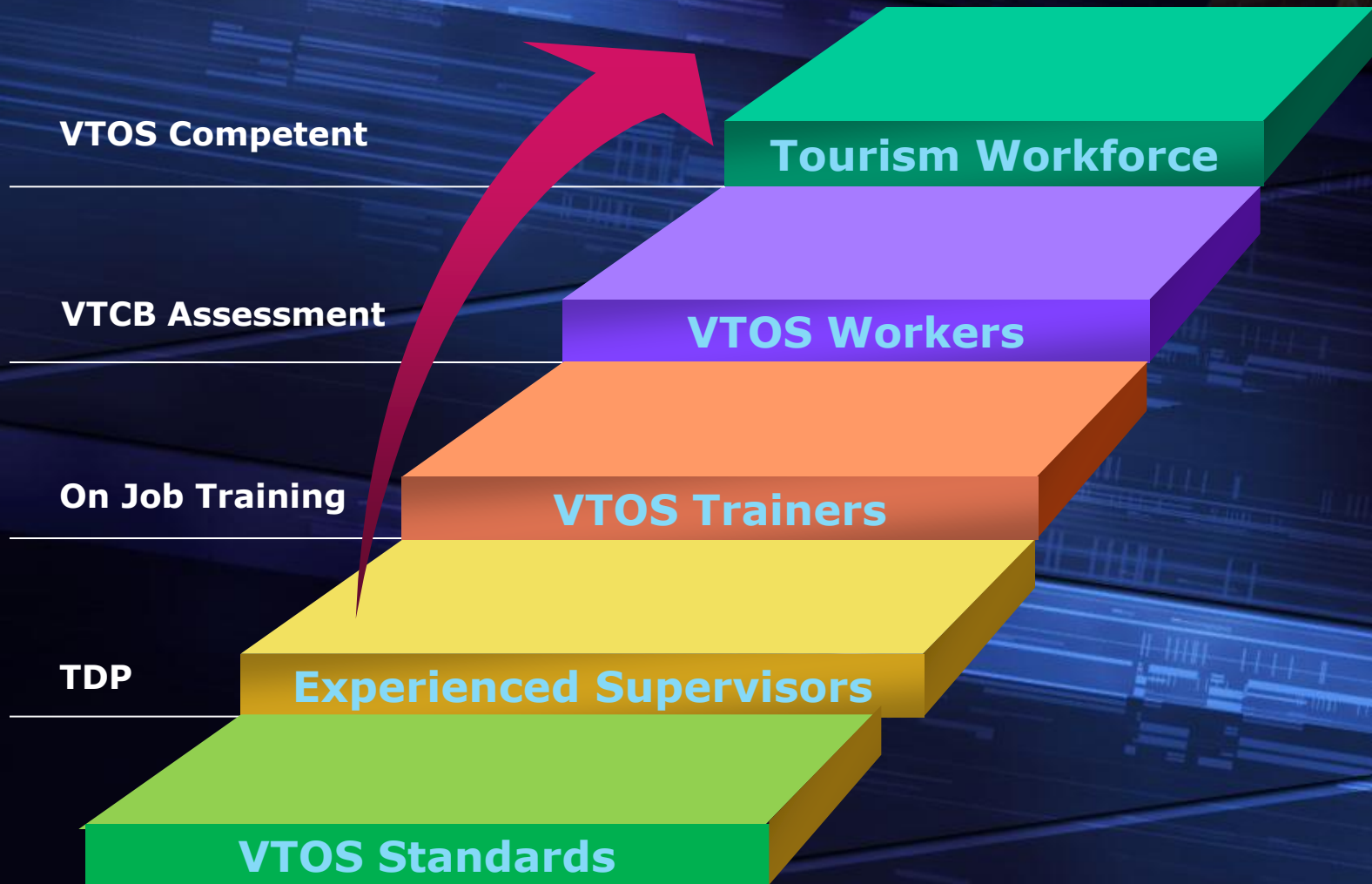
- **Component 4 – VTCB**
 - Register, Assess and Certify VTOS Workers
 - Recognition of Worker's Competency



2. Tourism Policy Issue - HRD



How Does SRS Work?



2. Tourism Policy Issue - HRD



■ Benefits of SRS

- Workers Receive Training On-The-Job
- Experienced Workers can be Nationally Certified
- Recruiters can source Trained and Qualified Personnel
- Industry Standards remain Consistent
- Industry have a Professional Training Framework
- Schools have Benchmark for Curriculum Design
- Promote Labour Mobility

3. Recommendations



- All stakeholders in tourism, including the government should pay much attention to HRD, which is vital for sustainable and high quality tourism development.
- Developing countries should make use of international cooperation in tourism to support their HRD programs/activities.
- Member countries should share knowledge and expertise in HRD.



Thank You !