Vietnam Presentation
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**
  - 5,000 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**

- **VTOS**
  - Vietnam Tourism Occupational Skills Standards

- **AC**
  - Assessment Centres

- **TDP**
  - Trainer Development Programme

- **VTCB**
  - Vietnam Tourism Certification Board
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?

- VTOS Competent
- VTCB Assessment
- On Job Training
- TDP
- VTOS Workers
- VTOS Trainers
- Experienced Supervisors
- Tourism Workforce

VTOS Standards
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!