Human Capital Development in Tourism

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Phonemaly Inthaphome
Deputy Director General of Tourism Development Department
Ministry of Information, Culture and Tourism of Lao PDR
Strengths

- A number of Educational Institutes offer tourism and hospitality courses.
- Since 2000, produce more than 1,800 trainers for public and private sector.
- LANITH – a national education institution offers Advanced Diploma and Certificate.
- ASEAN tourism training curriculums are available.
- 16 ASEAN Master Trainers and Master Assessors.

Weaknesses

- Many staff working in the hotels, restaurants and other related tourism sector are unskilled labours and do not obtain proper training.
- Teachers at training schools do not have sufficient practical skills.
- Not enough training materials.
- Major hotels and restaurants don’t provide training.

Opportunities

- Some newly established tourism related businesses require a number of local employees and invest in training local people.
- Increase in demanding local skilled employees.

Threats

- English is the main barrier of many local employees.
- Many tourism operators do not train their employees.
- Many trained staff often move to other places which provide a better income.
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<tr>
<th>Name of Stakeholder</th>
<th>Roles and Responsibilities</th>
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<tr>
<td>Government</td>
<td>Provide financial support, facilities and HRD planning for short term and long term.</td>
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<tr>
<td>Education and Training</td>
<td>Produce curriculums and provide training courses for industry.</td>
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<tr>
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<td>Represent private sector stakeholder interests. However, many members in the associations are less enthusiastic to participate and involve in the association activities.</td>
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<td>Industry Associations</td>
<td>Develop hospitality skills for their employees and raise awareness to staff and visitors about DO and DON’T.</td>
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<td>The Private Sector</td>
<td>Provide technical support and financial assistance.</td>
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<td>Civil Society</td>
<td>Involve local people in the planning and development processes, ensure the rights and benefits of local people are in place.</td>
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Lessons learned

- Skills and service quality of local people require to be improved by strengthen human resource development.
- Enhance cooperation among public, private, people and non-governmental organizations.
- Continue development of trainers at a high quality level.
- Raise public awareness and community engagement through working groups and events.
- Continue to focus on service quality.
Thank you!

ASEAN Ecotourism Forum

22-25 June 2016, Pakse, Lao PDR

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