The Role of Donors in Human Capital Development

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Official Development Assistance and Human Capital Development in Tourism
The **REALITY** of Donors in Human Capital Development

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*Official Development Assistance and Human Capital Development in Tourism*
Lack of communication and consensus on priorities, direction and strategies. Issues with accountability.
Different Agenda

• Donors (GIZ, Lux-Dev, SDC, JICA, AusAid etc..)
• Counterpart Government (different government ministries)
• Private Sector (SME, Brands...)
• Corporate (Google, FaceBook...)
• Civil society (local organisations for local wellbeing)
• Other stakeholders (Related service providers)
Donor Agenda

- Tax Payers
- Objectives
- Politics
Private Sector

Private Sector Agenda

- Profit
- Growth
- Shareholders
Same human capital development goals?
Or...even...
Same language?
Money!

Basic skills for poor people!

Professionals!

Counterpart Government

Donor

Private Sector
Paralysis
Lanith
Lao National Institute of Tourism and Hospitality

PATA
Pacific Asia Travel Association
GRAND AWARD WINNER 2012

WORLD TRAVEL & TOURISM COUNCIL
Tourism for Tomorrow
WINNER 2014
The Lanith Model (2008 – 2016)

- Autonomous institute – neutral ground
- Teachers trained to international standards (remuneration/professional development
- Lanith managed by professional teachers – see the school as a business (increased awareness of sustainability issues)
- Lao relevant accredited curricula development (6 Products)
- Lanith Symposium designed for all public/private dialogue
- Focus for many donors and government departments
- Public/Private partnerships
- Private sector voice is heard – graduates hired
- Meaningful poverty alleviation programs
- Corporate interest e.g. Google
- Continuous research
- Internal marketing – careers not skills!