



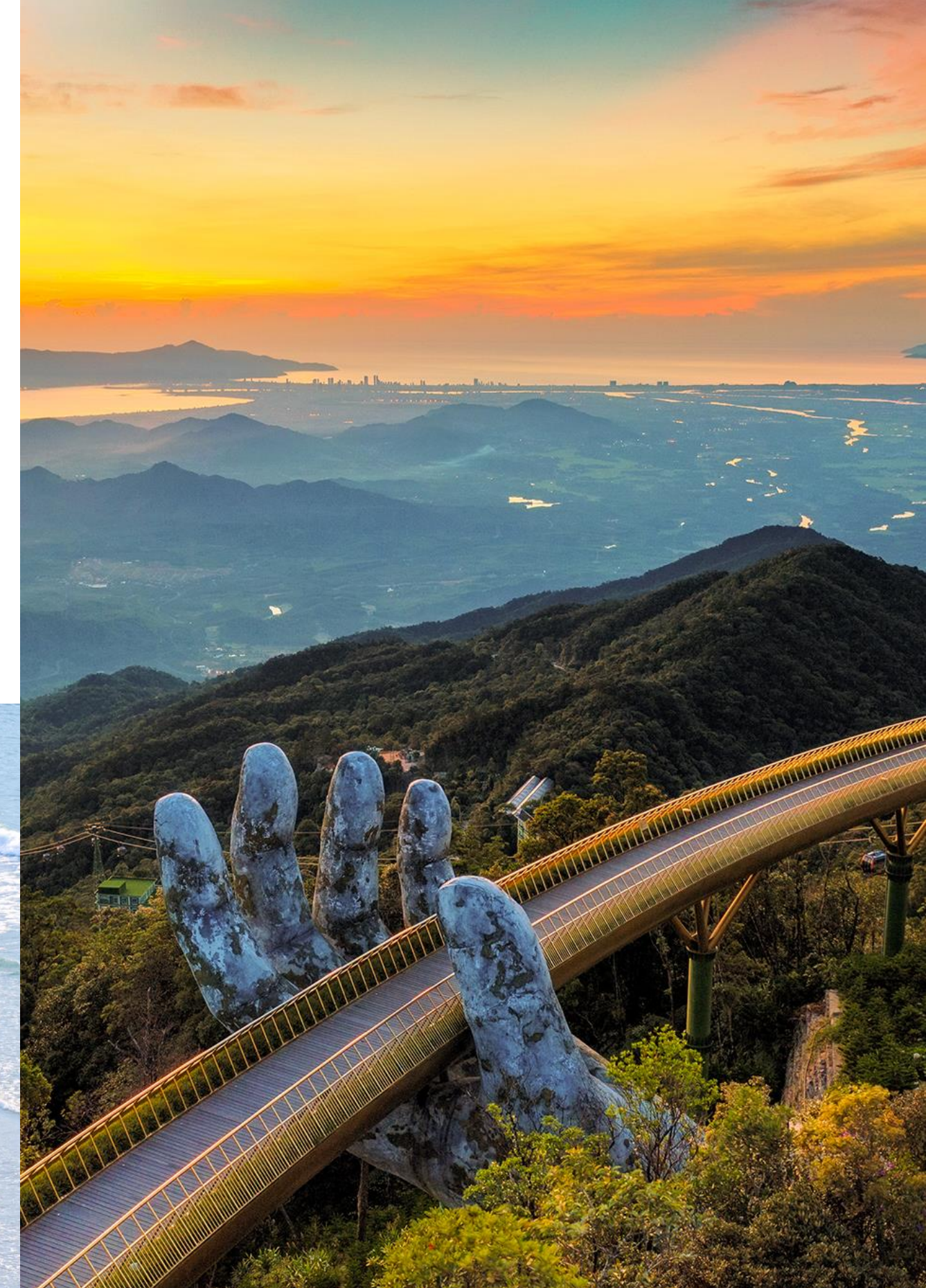
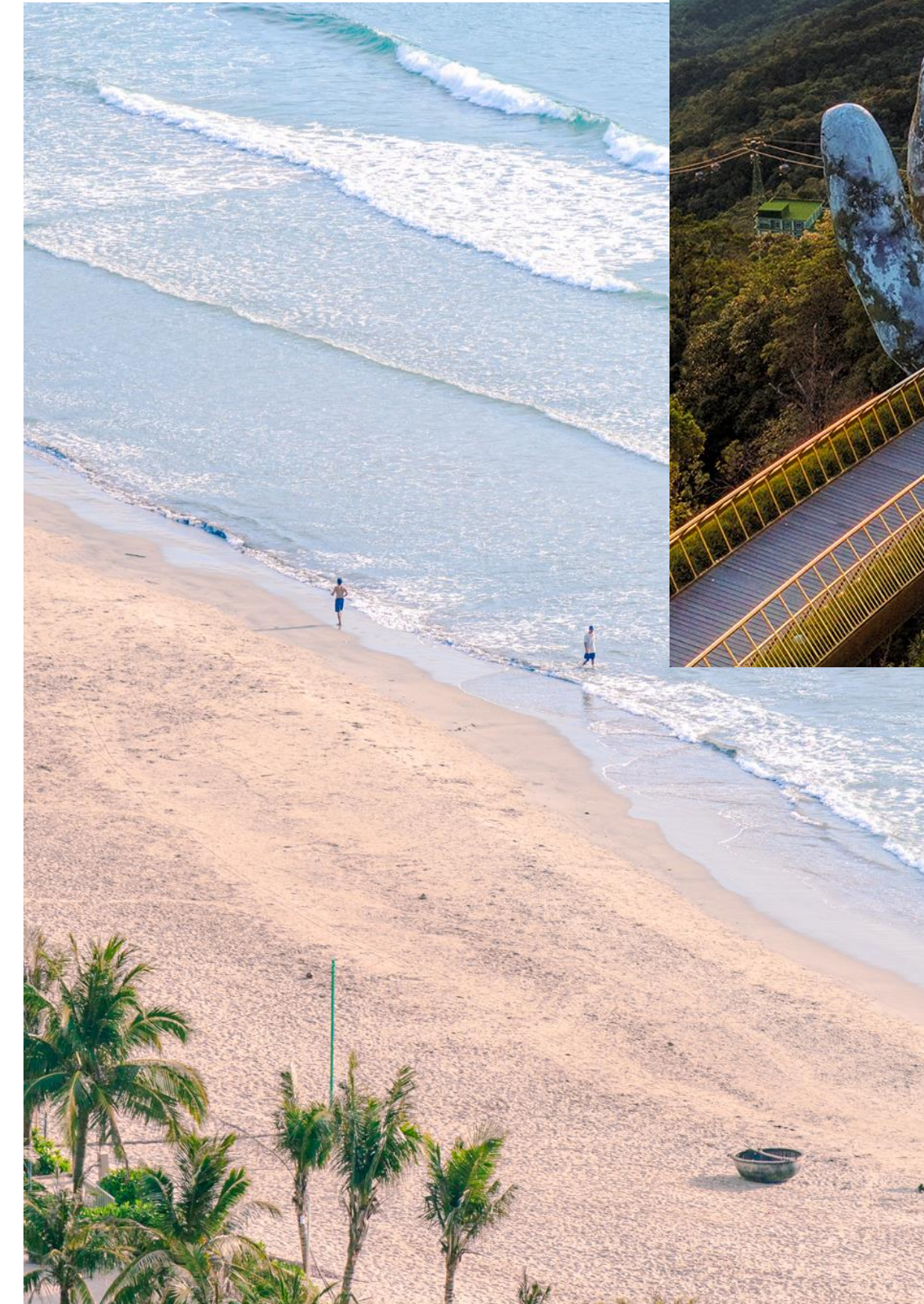
Tourism human resources in Da Nang, Vietnam

Mr. Nguyen Xuan Binh
Deputy Director – Da Nang Department of Tourism



Agenda

1. Da Nang Tourism
2. Current Human Resources
3. Tourism Training Courses
4. Public Sector Provision
5. Forecast
6. Orientation



Da Nang tourism

	9 months of 2023	Compared to 2022	Compared to 2019
Total visitors (staying overnight)	5.8 million	Increase 2.1 times	Equal to 109%
International	1.6 million	Increase 5.8 times	Equal to 67%
Domestic	4.2 million	Increase 1.7 times	Equal to 142%
Tourism Revenue	21,000 billion VND	Increase 49%	Equal to 108%

- Flights: 26 international routes and 08 domestic routes (International flights have recovered 82% compared to 2019 while domestic flights have increased 4%)
- International markets: South Korea, Thailand, Taiwan, US, India, Malaysia, Japan, China & Singapore



Tourism system

- Accommodation sector: 1.285 units with 46.966 rooms
(4-5 star units (hotel, resort, apartments): 106 with 20.696 rooms)
- Travel agency: 507
- Tourist attractions: 16
- Tourist transport vehicles: 2000
- Tourist boats: 24
- F&B service: over 4000 outlets with over 200 restaurants
(not including restaurants within hotels and resorts)



Current situation of tourism workforce

As of September 2023, there are 50,700 people working in the tourism sector, an increase of 43.60% (15,394 people) compared to 2022, an increase of 16.2% (7,086 people) compared to 2019.

Sector	2023 (people)	Compared to 2022 (%)	Compared to 2019 (%)
Accommodation	25,200	2.86%	13.9%
Travel Agency	3,023	145.8%	88.3%
Restaurants	8,630	1338%	15.3%
Tourist Attractions	2,889	44.5%	17.9%
Tourist shopping outlets	1,960	390%	30.7%
Tour guides	5,576	64%	27.2%
Tourist boats and drivers	2,610	11.5%	Decrease 16.5%
Public sector	262	Decrease 8.4%	Decrease 5.7%
Tourism training facility	550	0	Decrease 17.9%



Tourism workforce quality

- Basically meet the requirements of tourism businesses operation
- Qualified staffs with tourism-related certificates: 65% (decrease 14% compared to 2019)
- Employees with a foreign language: 40% (decrease 13% compared to 2019)

Cause:

- Recover of business activities but unstable volume of customers especially foreign tourists
- More casual and untrained staffs are hired
- Scarcity of high-quality human resources, especially in leadership, management, and foreign language communication

Current strategy:

- Hotels managed by international groups: Recruiting foreign workers for general manager, senior management positions
- Domestic hotel chains: flexibility to internally rotate personnel from other provinces and cities
- On-site training and Cross-training between departments



Tourism Training Courses

Da Nang city has:

- Approximately 35 schools currently delivering training courses in tourism including universities, colleges, vocational and private
- Providing around 2.500-3.000 new employees each year as well as provide continuous training for existing staffs
- Some tourism co have their own training institutes like Vitours, Sun Group, Muong Thanh Group, IBH Academy by Furama Resort Danang



Public Sector Provision

- Raise awareness about the tourism profession
- Survey to examine the city's tourism human resources
- Develop and implement travel etiquettes to Da Nang city
- Participate in evaluating annual training and internship programs of tourism schools
- Strengthen links and cooperation between training establishments and tourism businesses
- Promote international cooperation in tourism human resources development (through international seminars, conferences, exchange & joint training program in universities)
- Training programs to foster tourism human resources
- Develop and implement 10 sets of professional standards for tourism businesses



Forecast quality demand of human resource

- Professional qualifications
- Foreign languages
- Expertise skills: customer care, leadership, risk management, financial management, and business strategy management.
- Multitask
- Continuous training
- E-tourism & Digital transformation
- Skills and knowledge to serve typical tourism products and services (high-end and ultra-luxury resort segments, urban tourism, MICE, entertainment, cultural history)



Objectives by 2030

- Expected visitors growth rate between 2021-2030 is about 17.63%/year
- Total visitors: 13-14 million (with international visitors: 5.8-6.3 million)
- Human resources: about 87,400 direct workers (accounting for about 35% of the total number of workers in the city)
- Tourism products: Nature-based, Historical & Cultural, Green (forest, sea, agricultural, rural eco-tourism), MICE, golf, luxury and high-class beach resort



Quality Orientation

- Improve both quantity and quality
- Increase the proportion of trained staffs by all forms
- Increase the proportion of tourism human resources who are proficient, diverse and professional in using foreign languages.
- Effectively implement the ASEAN Mutual Recognition Agreement on Tourism Practices (MRA TP).
- For tourism training establishments: update trends & need for the quality workforce to create and deliver quality human resources for tourism development.
- For the local community: Raise awareness, hospitable behavior, protect the environmental, preserve traditional and national cultural identity





THANK YOU FOR LISTENING!

