The 17th UNWTO Asia/Pacific Executive Training Programme on Tourism Policy and Strategy (ETP)

Topics: A shift in Customer Expectation and its Impact on HRD

Phenpapha PHONGSA, Deputy Director
Institute of Mass Media, Culture and Tourism
Ministry of Information, Culture and Tourism
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- Preparations for tourism workers for new tourism products
- Tourism Training Curriculum Development plan for the next 5 year
Tourism Resilience Strategy Plan after The Pandemic of Lao PDR 2021

- The plan specified the capacity building dealing with the pandemic for public and private sector.
- 11 related activities included to the plan.
- Some activities have been implemented in 2021-2023 and some are in the process.
Implementation of Training Program Related to safety

- Food safety service training for hotels and restaurants
- The Lao Safe Program - prepared with the objective of raising hygiene standards. The Tourism and Hospitality sub-sectors covered under the LaoSafe programme include: Accommodation, F&B, Tour Guides, Drivers, Tourist Sites and Airlines
- Training development by added the content of safe and clean into 4 main topics – F&B, Housekeeping, Front Office, and Tour Guide in 2022.
“The certification is essential for any operator because they can use this accreditation to promote their properties and build confidence in the local market and the international market as arrivals return.”

Crowne Plaza Vientiane
Preparations for tourism workers for new tourism products.

- Attracting a talented and diverse workforce
- Selecting talented and diverse employees
- Increasing the knowledge, skills, and abilities of employees
- Managing and enhancing employee performance
Preparations for our tourism workers for new tourism products.

- Raise awareness about new trend of tourist expectations and its causes for all tourism sectors to prepare their employees.

- Improve Skills and service quality of tourism SME and local people by the Skill for Tourism Project 2023-2027.

- Develop new training program to Meet Customer Needs and Expectations

- Enhance cooperation among public, private, community and non-governmental organizations.
Tourism Training Curriculum Development plan for the next 5 year

- Tourism curriculum development - addressing on health, wellness tourism, food safety and other related.

- Invest in improving the short and long training to Vocational and University teachers with related skills.

- Updating information sharing about tourist behavior to keep up with the situation among tourism sectors.
Thank you