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Every year the whole industry needs 40 thousand more workers but the enrollment scale is about 15-20 thousand per year.

- Viet Nam was among the 10 countries with the fastest tourism growth in the world (> 18 millions international and 85 millions domestic)
- 2019: rapid growth in number of international arrivals (+16.2%) and domestic travelers (+10%)

- Upskilling
• Impacts of the pandemic:
  – Number of tourists decreased, travel agents and accommodations closed or not yet recovered: graduated students difficult to find jobs in the right field of training
  – Online teaching of practical classes under the Covid-19 restrictions: Practical vocational skills for tourism students almost impossible: difficult to guarantee the quality
Key challenges

• How to retain the current workforce
• How to re-attract those who have quit their jobs and train additional new labour sources
Figure 1. Vietnam national education system

- Doctorate Degree (3-4 years)
- Master’s Degree (1-2 years)
- Bachelor’s Degree (3-5 years)
- College Dipl. (2-3 years)
- Upper-secondary (4 years)
- Lower-secondary (4 years)
- Elementary Certificate (3-12 months)
- Secondary Dipl. (1-2 years)
- Primery (5 years)
- Kindergarten
- Crèche

Vietnam Qualification Framework

Labor market
• **Exemption of tuition fees** (ethnic minority people, pro-poor households, helpless orphans…)

• **Supporting policies**

• **Recruitment and honorable policies** (work for state agencies, socio-political organization, public non-business units, armed force…)

• **Other policies for trainees** (Winners at national, ASEAN and international skill contests, labourers wish to work oversea…) **for institutions** (Tax incentives as regulated by law on taxes…)
Policy and Strategy

• Tourism Recover:
  – Resolution 82/NQ-CP

• Support business to restore operations
  – Decision 27/2021/QD-TTg; Resolution 07/NQ-CP (2023)
  – Resolution 406/NQ-UBTVQH15; 43/2022/QH15
  – Circular 35/2020/TT-BTC; 120/2021/TT-BTC; Decree 94/2021/ND-CP
  – Resolution 55/NQ-CP
  – Resolution 68/NQ-CP
Support education and training:
- Decree 81/2021/ND-CP (Prime Minister)
- Circular 17/2021/TT-BGDDT
- Circular 05/2023/TT-BLDTBXH
- Issued 7 national tourism occupational skill standards
- Project on human resource development to adapt to the impact of the Covid-19 pandemic
Industry Recovery:
- 10 millions of international visitors; 98.7 millions of domestic tourists; Revenue increased by 15.5%
- The service and tourism sectors grew by 6.24% (accommodation and F&B increased by 13.17%).
- 1008 travel agents more than in 2022
- 4037 tour guides more than in 2022
• Workers begin to return and reach to the quantity before the pandemic in some tourist centers
  – Ninh Bình: 21 thousand workers (2023) (equivalent to 2019)

- Hoi An: A lot of people come to look for jobs in a resort (2022)
Lessons and Suggestions

• **Continue** to implement **policies** to **support businesses** and maintain operations such as credit support, tax, and fee reduction to attract workers back.

• Mobilize the participation and the investment of the **whole economy** into the training and retraining the labours.

• Pay attention to **investment** into the system of tourism human resource **training institutions** (facilities and curriculum).

• Enhance the management skill, adapting ability of the HR.
Training provided to the local human resources. Know the locals and understand the locals’ expectations and needs. Training provided to the teachers on technology and digital transformation. Focus on the recruitment of personnel who is already in the company or province.

The provision of a suitable salary and a friendly and civilized working environment are extremely important factors.

The collaboration between government agencies and the linkage between enterprises.

Talk to the students to increase the awareness of the advancement and promotion ability in tourism industry.