

LAO PDR

SKILLS FOR TOURISM (PROJECT LAO/029)



The Governments of Lao PDR, Luxembourg, and Switzerland have joined hands to provide opportunities for Lao youth to acquire the professional skills needed to work in hotels and restaurants. Through partnerships with the private sector, the Skills for Tourism project will provide work place orientation of skills, and facilitate the transition of trainees into gainful employment, with salaries that will move their families above the international poverty line.

BACKGROUND

Tourism is the sector with the highest potential to create additional income for the poor in Lao PDR. No other sector has an equally positive combination of high GDP contribution, high employment generation, and high growth rate.

From 1990 onwards, the total number of visitors grew on average by 20% annually, to over 4.6 million in 2015 (generating revenue of US\$725.4 million) contributing 4.6% directly to the GDP. Tourism directly and indirectly provides for half a million jobs, accounting for 16% of the total employment in the country.

The main pro-poor income from tourism is generated in hotels and restaurants (salaries of employees and sale of agricultural products for meals); sale of handicrafts; and community based services (tour guiding, home-stays). However, people coming from poor families currently profit marginally from tourism. The main potential to increase poor peoples' share in tourism-related income is increased participation in the tourism labor force.

OUTCOME SOUGHT

Skills for Tourism promotes the sustainable and inclusive growth of the tourism and hospitality sector in Lao PDR through enhancing the quality, financing and governance of tourism and hospitality vocational education and skills development. It is expected that graduates of improved and expanded tourism and hospitality skills development, in particular disadvantaged young people, will find gainful employment in the tourism and hospitality sector, thereby contributing to poverty alleviation. The project is supporting thousands of beneficiaries per year to be trained and find employment in tourism and hospitality.

APPROACH

The project's intervention strategy is to work, in the first instance, mostly on system change and capacity building (improved quality of service provision, permeability so as to ensure access to training for disadvantaged groups, training of trainers (ToT), development of occupational standards and curricula, establishment of a sector-based assessment and certification system for tourism and hospitality) and, subsequently, scale up to reach higher numbers of beneficiaries.

The logic of this approach – investment in training quality before scaling up – is necessary to ensure that advisory services and different forms of training meet the requirements of the labor market, thereby facilitating employment and income generation.

PROJECT AT A GLANCE:

Title

Skills for Tourism
(Project LAO/029)

Budget

(08/2016-08/2021)
EUR 15,000,000

Executing Agencies

The Ministry of Education and
Sports

and

Luxembourg Development
Cooperation Agency (LuxDev)

Project Locations

Vientiane Capital and 15
provinces in Lao PDR.

STRATEGIC FOCUS

Skills for Tourism builds on the results of a successful project funded by the Government of Luxembourg over the past seven years. The project supported the creation and building up of LANITH (Lao National Institute of Tourism and Hospitality) as an autonomous center of excellence in hospitality skills training. The project will support LANITH and other service providers of tourism and hospitality training from both the public and private sectors to reach the scale needed to have an impact on the entire tourism and hospitality sector, thereby increasing participation of poor families.

The Skills for Tourism project focuses on four key areas:

1. The quality of skills development programs in tourism and hospitality is improved;
2. The scale and variety of good quality skills development programs in tourism and hospitality is expanded;
3. Disadvantaged groups are included in training programs through transparent and effective support measures;
4. An enabling governance, institutional and regulatory framework is in place.

The project operates at various governance levels. At the macro level, it supports policy dialogue, capacity development and coordination support to national institutions.

At meso level, it supports alignment and enhancement of the quality and volume of skills development and vocational training in relation to regulatory frameworks such as the National Qualifications Framework (NQF), skills delivery modalities and pro-poor financing mechanisms for skills training.

At micro level, affirmative action support is provided to disadvantaged young people by providing foundation skills training, improving awareness of tourism and hospitality education, training and employment opportunities, defining career paths, eliminating access barriers, and supporting the acquisition of gainful employment.

EXPECTATIONS

By achieving its specific objective – that graduates of improved and expanded tourism and hospitality skills development, including disadvantaged groups, find gainful employment – the project should result in:

- 75% of the 5,000 participants (50% female and 50% from poor backgrounds) of training programs supported by the project being employed in the tourism and hospitality sector;
- 80% of participants of training programs supported by the project earning net additional cash and/or in-kind income of at least 50%;
- The tourism and hospitality labor force increasing by 10%.

It is expected that, by 2021:

- Improvements in the quality of skills development programs in tourism and hospitality will lead to 65% of tourism and hospitality training providers applying newly developed curricula and resource materials, a 75% pass rate of students in competency-based assessments, and a 65% graduate satisfaction rating from employers.
- Expansion of the scale and variety of good quality skills development programs in tourism and hospitality will result in 5 000 new workers (50% female and 50% poor) being trained, 20 new private training providers being established, and 50 companies offering apprenticeship programs.
- Transparent and effective support measures will see the inclusion of 2 500 disadvantaged people (50% of them female) in tourism and hospitality training, with at least 75% of graduates getting access to (decent) employment/income generation.
- An enabling governance, institutional and regulatory framework will see greater involvement of the private sector in skills development governance, and the Lao Government contributing substantial funding to tourism and hospitality vocational education and skills development.



CONTACT



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