

ILO/SIT PROJECT OFFICE IN QUANG NAM NEWSLETTER



International
Labour
Organization

JULY
2013

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

funded by the Luxembourg Government

Quang Nam Heritage Festival 2013

2013 Tourism Trade Fair

The first Quang Nam Trade Fair of new tourism products was held from the 21 to 22 June in collaboration with Quang Nam's Department of Culture, Sport and Tourism, the Tourism Information and Promotion Center and the Tourism Association. Sixteen local tourism companies took part to exhibit information about the province's new tourism products and services through a variety of printed and visual publications, which attracted many visitors. Hopefully, this is a good start for the stakeholders to organise such fair annually in order to further promote Quang Nam tourism.

The Tourism Trade Fair was also an opportunity to promote the tourism products supported by the project. "We are delighted to attend the fair for the first time ever and to see so many tourists from many countries" said Ms. Diu, who represented the brocade-weaving group from Droong Village taking part in the fair. The group members have realized that tourism trade fair is a good opportunity to promote their brocade products as well as their community-based tourism villages.



Community-based tourism villages ready for tourists

Two community-based tourism villages of Bho Hoong and Dhroong officially opened their services on 23 June offering visitors to experience unique Co To life and culture. According to the Vice Director of the Quang Nam Department of Culture, Sports and Tourism Mr Ho Tan Cuong, these are new tourism products, which can attract tourists to the village, contribute to provincial tourism turnover and enable local people to increase their income and improve their skills.

Hoi An Tourism Information Centre supports the promotion of local products

The opening of the Tourism Information Centre on 10 Nguyen Hue in Hoi An helped to ease Dhroong Brocade Weaving Group members' concern of how to sell their brocade products when the project ends. "Seeing the centre where we can introduce our products to tourists, we are less worried, and hope that our brocade will reach tourists easily." said Treng the group's Team Leader.



Recent Activities

Public-private dialogue to promote inland tourism

The very first public-private dialogue between the local authorities and tourism businesses in Quang Nam province was held in Dong Giang District from the 10 to 12 July to promote the tourism business environment in the province's highland districts. Discussions did not only focus on tourism advantages and opportunities but also short and long term difficulties and challenges. As a result, these discussions contributed to initial solutions for the development of tourist destinations in Dong Giang in particular and other highland districts of the province in general.

A field trip for tour companies was also organized on this occasion. It is clear that the province's western highlands have good

tourism potential. However, according to these travel companies, the potential can only be developed if there is a joint effort of all stakeholders. The role of the project is also considered very important in connecting and creating initial tourism products in these areas.



Knowledge Sharing Workshop on Promoting Inland Tourism



With the aim to share good examples and practices of the project and introduce this model which is relevant and applicable to other provinces in central Viet Nam (from Hue to Khanh Hoa province) and neighboring countries, the ILO in coordination with the Quang Nam People Committee organized a regional knowledge sharing workshop on 5 July on promoting inland tourism in Viet Nam. Various toolkits, materials and practices developed as the result of the project from 2011 up to present were presented and disseminated at the workshop. The workshop has explored the possibility of replicating the Quang Nam approach and the project in some other provinces in the country.



Brocade weaving group gain more business operational skills

The project in collaboration with the Provincial Cooperative Alliance (PCA) organized training on group business planning from 2 to 4 July. Ms Hon, a member of the Droong brocade-weaving group thought the training was really useful for

her group members. “The training helped us to visualize realistically about the group’s business, from the market’s needs to operation and profit sharing. We also feel more confidence to engage in the cooperative group.” said Hon.

Three group members also took part in another training from 10-12 July offered by the project and the PCA focusing on bookkeeping and accounting with forms developed according to current financial regulations.

Training of trainers for drivers in tourism

Eighteen participants from tourism management agencies and vocational schools, transport providers and tour operators took part in training of trainers for drivers in tourism from the 4 to 7 July. Using high impact training methods, the participants role-played as

trainers and received feedback to help enhance needed skills for their future trainer roles. They also actively provided inputs to help finalize the training manual, making this three-module reference document more detailed and practical. After the training, most of the participants felt confident that they would be able to apply the teaching methods and materials to further train other tour drivers.



Upcoming events**Documenting unique Co Tu culture stories and training for local tour guides**

From the 18 to 20 July, the project and Department of Culture and Information of Dong Giang District will start collecting stories about Co Tu traditions, history, legends as well as the meaning of traditional instruments from Co Tu village elders. These stories will be recorded and compiled into a set of reference materials.

This activity helps to preserve and conserve the unique Co Tu cultural values in Dong Giang district and Quang Nam Province as a whole.



Collected materials will be used in a tour-guide-skill training to be organized by the project and the provincial Department of Culture, Sport and Tourism in the second week of August. Eleven local tour guides selected from the project's three community-based villages of My Son, Bho Hoong and Dhroong will take part in this training.

Gender equality makes happy families

The project and the provincial Women's Union plan to deliver three gender-training sessions in the three project villages of My Son, Dhroong and Bho Hoong in late July and early August. The training aims to increase gender equality knowledge, and family member involvement in building prosperous, equal, modern and happy families.

More skills in community-based tourism services

A two-day training dealing with tour booking will be held for members of the community-based tourism service management boards and villagers from Dhroong and Bho Hoong. The training will help the local community-based tourism service providers to get used to different tourism service processes from dealing with reservations from tourists or tour operators, to confirmations, preparation, welcoming, service delivering and dealing with check-out and payment.

Study tour for community-based tourism villagers

Members of My Son's Community-Based Tourism Business Group (CBTBG) will learn from successful agro-tourism and eco-tourism businesses in Hoi An in a two-day visit on the 21-22 July. This visit is organized by the project and Duy Xuyen District's Department of Culture and Information and aims to help CBTBG members to be more confident in delivering tourism services and will help to create a reputation for the village to be a must-visit destination near the world heritage My Son Sanctuary.