

NEWSLETTER

ILO PROJECT IN QUANG NAM

STRENGTHENING OF INLAND TOURISM IN QUANG NAM

Funded by the Luxembourg Government



International
Labour
Organization

Sustainable tourism forum

The project, in collaboration with the Quang Nam Tourism Association, successfully organized a Sustainable Tourism forum in Hoi An on the 14 November. In addition to raising awareness about sustainability in tourism for more than 40 participants from tour operators and hotels in the province, the workshop also focused on the importance of developing suitable policies and strategies. Discussions during the workshop helped to identify practical initiatives and solutions to ensure tourism is operated sustainably. This is also one of the priorities of Hoi An's Ecological sustainability project as introduced by Hoi An's Director of Natural Resource and Environment Department Nguyen Van Hien.



Revised Labour Law and Law on trade unions updates

A meeting to review the provincial employment situation and update participants on changes in the revised labour and union laws of 2013 was held by the project and the provincial Federation of Labour on the 13 November for district labour unions and businesses, especially those in the tourism sector. The provincial labour authorities also used the event to collect feedback on how best to bring the two laws into practice from the participating employers and labour force representatives.

Honoring Quang Nam's innovative women



On the 24 October, the project in collaboration with Quang Nam Women's Union

held an event to praise innovative women's groups and individuals in the province who are successful in management, and have actively made outstanding contributions to socio-economic development locally and the promotion of gender equality. The event was also an opportunity to share information, experience as well as promoting the ability and potential of Quang Nam's women.

Upcoming events

- ❖ **18-21 November:** Guidance on community-based infrastructure management, operation and preparation in two districts of Duy Xuyen and Dong Giang training
- ❖ **19-23 November:** Roadshow to promote community tourism products in Quang Nam province to Hanoi and Ho Chi Minh City tourism markets
- ❖ **26 November:** Workshop to share experience in working with ethnic minority communities
- ❖ **27 November:** Post-training workshop
- ❖ **30 November:** Forum of people with disabilities and Quang Nam tourism on providing tourism services to people with disabilities as well as employment for people with disabilities, and a talk-show between tourism enterprises, the management and people with disabilities for a new image of Quang Nam tourism
- ❖ **10 December:** Final workshop to end the first phase of the SIT project as the foundation for the second phase with the close collaboration between UNESCO and ILO in Quang Nam and Hue

Business group operation review

On the 19 October, the management board of My Son Community-Based Tourism Business Group held another meeting to review the group's recent activities and lessons learnt. The meeting participants included representatives from the relevant provincial, district and commune departments, Tra Kieu Travel Co. Ltd., My Son Sanctuary Management Board, the group's members and the project staff. In the meeting, the group leader Mr Vo Van Xoa reported on the business group's recent achievements and called for further support for better operation. Comments and inputs from participants will help the group to operate more efficiently and develop more sustainably in the future.



Training for community-based tourism facilitators

The project is finalizing a toolkit for community-based tourism development planning in order to help local communities to be more proactive in developing their community-based tourism models. The project organized a training workshop on the 4 to 7 November in Tam Ky and My Son to introduce this toolkit and its application in reality as well as collecting feedback to finalize it. 20 participants from the workshop understood planning methods and steps to develop community-based tourism villages.



Bho Hoong Business Group in operation



The Community-Based Tourism Business Group in Bho Hoong was officially established on the 22 October with the participation of 26 village households. The business group has full function and organization from management, team leaders, vice leaders, offering a number of services such as homestay, food, Co Tu traditional musical performances, tour guides, and weaving. With the knowledge and skills equipped through the project training and support, Bho Hoong business group is ready to operate and provide tourism services professionally.

Dhroong opens its visitor-greeting house

A multi-purpose showroom was officially opened in Dhroong Village on the 22 October. Newly built by the Dong Giang District Department of Economics and Infrastructure with the support of the project, the showroom will serve as a greeting centre, with a village handicraft display as well as a workspace for the Dhroong women's brocade weaving business group.

This new space enables the women in the weaving group to expand their business. "We are very happy to have a place where we can work together, not worrying about borrowing community houses to work again." said Hen, a group member. They all hope that more and more visitors will come and buy their products, increasing incomes to reduce hardships and providing their children with better education.



Additionally, with the support of the project, the Dhroong Community-Based Tourism Management Board also managed to identify a general sales agent to sell the village's tourism products to tour operators and organisers in Vietnam and internationally. Dhroong now promisingly has market potential, ensuring tourism product outputs.

Dhroong weaving group gain more skills

Improving sales and conversation skills



To improve sales skills for members of the women's weaving group in Dhroong, the project coordinated with the district's Department of Economics and Infrastructure to invite handicraft business experts to provide training on product display and conversation skills. This training took place from the 28 to 31 October. The women practiced directly with tourists visiting the village, three members were also taken to meet potential customers in Hoi An. During this trip, the group managed to gain cooperation agreements with two stores of the Life Start Foundation in Hoi An.

Finishing touch

The women's weaving group still faces problem delivering top-notch products to retail stores. To address this challenge, the project invited professional designer Aldegonde Van Alsenoy, who is a regular customer of the group, to train the members on the 7 and 8 November about product quality control, familiarizing them with professional production processes.

"Being guided to check quality at each stage of production, we realise the importance of product quality" said Ken, a group member. "We then learnt how to fix the mistakes we made, and so understand that we need to check the quality of the product each of us made carefully before moving to another stage."



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