



## SKILLS FOR TOURISM (PROJECT LAO/029)

### PROJECT AT A GLANCE

#### Title

Skills for Tourism  
 (Project LAO/029)

#### Budget

Switzerland (50%):  
 EUR 7,500,000

Luxembourg (50%):  
 EUR 7,500,000

Total: EUR 15,000,000

#### Duration

(08/2016-08/2021)

#### Implementing Agencies

Ministry of Education and  
 Sports (MoES)

Luxembourg  
 Development Cooperation  
 Agency (LuxDev)



The Governments of Luxembourg and Switzerland have joined hands with Lao PDR to provide opportunities for people from disadvantaged backgrounds to benefit from a growing tourism economy. Working with both public and private sector stakeholders, 'Skills for Tourism' is strengthening the tourism/hospitality vocational education and skills development system to ensure that graduates have the skills needed to secure gainful employment in hotels, restaurants and the wider tourism sector.

### PROJECT LOCATIONS

Nationwide



### BACKGROUND

With one of the youngest populations in the ASEAN region, Lao PDR is expected to benefit from a 'demographic dividend' to the economy in the medium-term, particularly if young women and men are equipped with the appropriate skills and knowledge for the work place.

The economy of the country is changing, with a reduced reliance on agriculture and an increase in the industry and service sectors. Tourism is one of the key growth areas of the service economy and is recognised in the National Socio-Economic Development Plan as having significant potential to create employment and income.

From a total of 14,400 international visitor arrivals and revenue of 2.25 million USD in 1990, international tourist arrivals reached over 4.6 million and generated more than 725 million USD in revenue in 2015. A study carried out that year estimated direct employment in the industry at 42,000 people. By 2020, tourism is expected to become a top export earner for Lao PDR.

The Lao PDR Tourism Strategy recognises the importance of human resource development to the sector's future success. It emphasises the need for development of high quality teachers, revision of hospitality and tourism curricula, and further development of well-equipped education and training centres.

## OVERALL OBJECTIVE

**Promotion of sustainable and inclusive growth of the Lao PDR tourism/hospitality sector thereby contributing to poverty reduction.**

## OUTCOME SOUGHT

‘Skills for Tourism’ promotes sustainable and inclusive growth of the Lao PDR tourism/hospitality sector by expanding provision and enhancing the quality, financing and governance of tourism/hospitality vocational education and skills development. It is expected that graduates of improved and expanded education and training programmes, in particular people from disadvantaged backgrounds, will find gainful employment or pursue further studies in tourism/hospitality.

An average of 1,000 beneficiaries per year will be supported to participate in education and training initiatives that equip them with the knowledge, skills and attitude for employment, further studies or promotion in the sector.

## APPROACH

The intervention strategy is to work, first, on system change and capacity building before scaling up to reach higher numbers of beneficiaries. This includes improving the quality of education and training provision, increasing private sector involvement, ensuring access to education and training for people from disadvantaged backgrounds, training of teachers/trainers, development of occupational standards and curricula, and advancement of a National (Vocational) Qualifications Framework.

Investment in system improvements before scaling up is necessary to ensure that tourism/hospitality vocational education and skills development meet the requirements of the labour market thereby facilitating the transition to employment (including self-employment) for participants.

## STRATEGIC FOCUS

The project focuses on achieving four key results:

- The quality of technical and vocational education and training and skills development programmes in tourism/hospitality is improved;
- The scale and variety of technical and vocational education and training and skills development programmes in tourism/hospitality is expanded and enhanced;
- People from disadvantaged backgrounds are included in tourism/hospitality technical and vocational education and training and skills development programmes;
- An enabling governance, institutional and regulatory framework for technical and vocational education and training and skills development, particularly in tourism/hospitality, is in place.

## EXPECTATIONS

It is expected that, by 2021:

- 5,000 people have participated in tourism/hospitality vocational education and skills development programmes supported by ‘Skills for Tourism’;
- At least 75% of graduates are gainfully employed or pursuing further studies within three months of completing their training programme;
- At least 80% of those employed are earning an income at or above the minimum wage;
- At least 65% of employers are satisfied with the knowledge and skills of graduates.

## CONTACT



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