



SKILLS FOR TOURISM PROJECT • LAO/029

Experience of the *Pheun Than Heng A Sip* (PTHAS) Training Programme in Lao PDR

Session 3B: Private Sector Participation In TVET In Rural Areas

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22 November 2018



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PTHAS is implemented under the LAO/029 Skills for Tourism Project

Piloted in 2014-2016 in Champasak Province

EUR 1.5 Mio for scale-up 2017-2021



Key partners are LANITH, Provincial TVET Schools, and Industry Associations



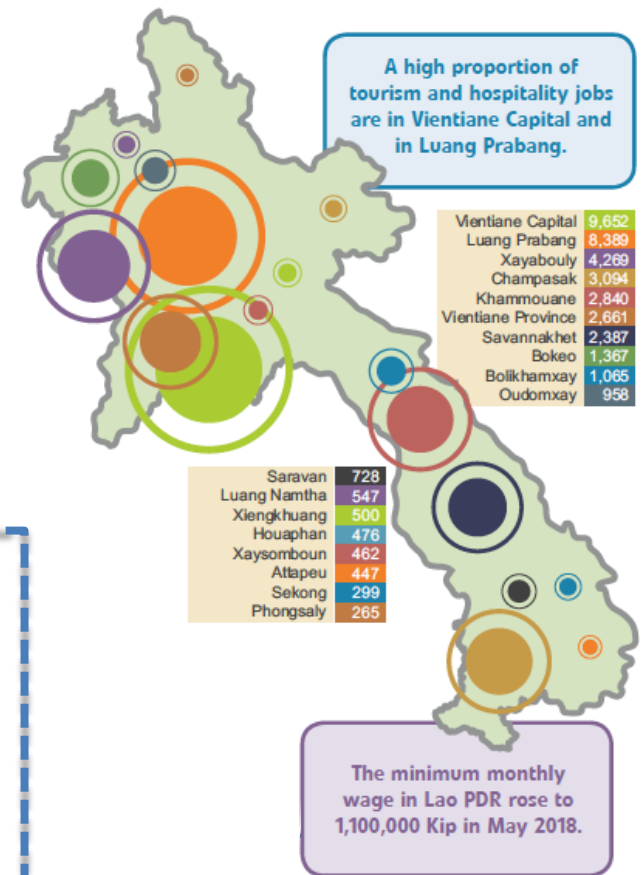
Expand model to 8 more provinces of southern and central Laos to support MSME staff capacity



Develop 'enhanced' programme to support new entrants from a disadvantaged background to access employment opportunities

In Lao PDR small enterprises in the Tourism and Hospitality sector provide employment in rural areas

- The average tourism / hospitality business size in Lao PDR is 15 employees or less
- Micro and Small Enterprises account for 40% of employment in the sector



4/5 Most Popular Occupations

are suited to people from rural areas or a disadvantaged background



Cleaner / Housekeeper



Waiter / Waitress



Hotel/Resort/Guesthouse Reception



Cook

However there are challenges for small enterprises in the Hospitality Sector in Lao PDR

Limited Service Quality



Limited Access to Training



Reluctance to Invest



Lack of suitable Training Programmes



If small enterprises perform better then rural people will have more opportunity to enter the tourism and hospitality sector...

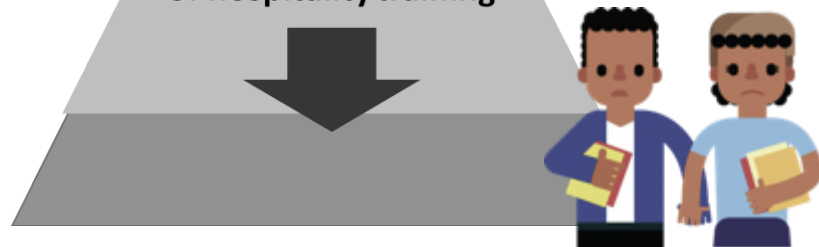
What is the PTHAS Training Programme?

Key Features:

✓ 150+ 'bitesize' modules (60-90 mins each) focusing on:



Core target population
of hospitality training



Target groups: *MSMEs and people from a disadvantaged background*

Cleaning of Bathroom		No.	Min.	Pages
Chapter: Housekeeping			Training Duration	60 min
Topic: Bathroom, Bathroom			Version	1.1-2014
Objectives At the end of the training session, participants are able to independently clean a bathroom (standard guesthouse version) following the steps outlined in the training.				
Resources - Training sheet 3 bathrooms with hand washing basin, toilet, shower or bath tub - Toilet brush - Amortities as per guesthouse's standard (minimum: soap) - Glass - Bathmat - Delightants - Mop, rug, brush - Rubber gloves (if available)				
Sl. No.	Action	Duration		
1	Prepare room: - Check bathrooms are not in cleaned condition - All resources in place	5 min		
2	Prepare trainers: - Explain the importance of bathroom cleanliness (aesthetics, avoidance of health risks, maintenance of the assets of the guesthouse owner) - Read the steps from the training sheet	10 min		
3	Demonstrate: Clean the bathroom once (following the reference material)	15 min		
4	Let participants practice: Each participant or a group of two participants cleaning one bathroom following the demonstration	20 min		
5	Feedback and summary: - Conduct 5 assessments - Remove participants of the following: - Empty bathroom without hair (train focus: shower/bathmat, basin) - Toilet paper (train) - Toilet paper (replaced)	5 min		
6	Tidy up room: Remove all cleaning material	5 min		



Training Programme builds upon national skills programmes under LANITH

✓ Quality assurance provided by LANITH (national skills institute)



✓ Builds on existing national skills programmes

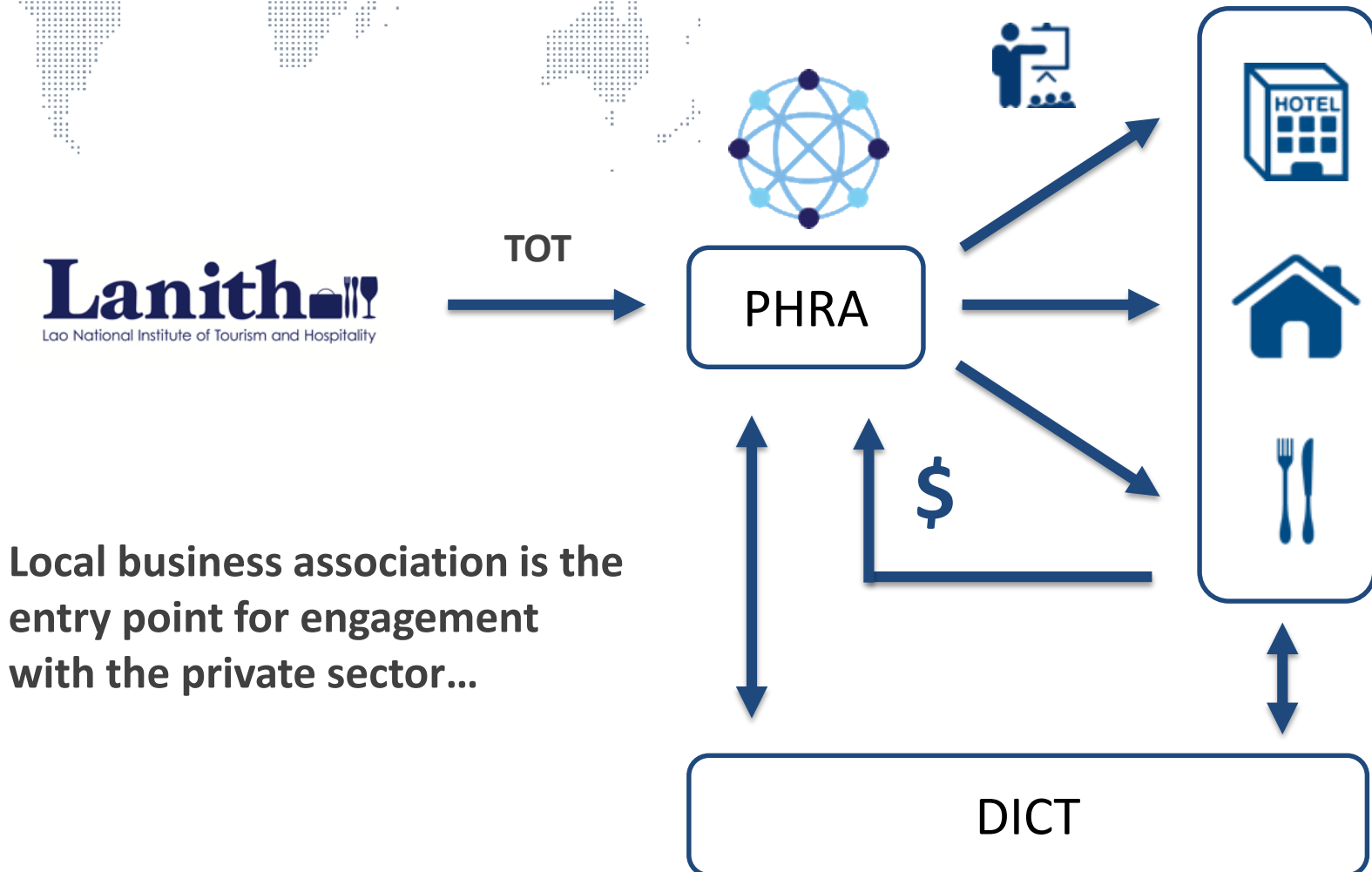


Model draws upon local industry as trainers of MSMEs and internship hosts for new entrants



- ✓ Training delivered to MSMEs by **local industry trainers**
- ✓ **Mobile training delivery** – training conducted in industry settings or rural TVET schools

PTHAS Private Sector Partnership model



Local business association is the entry point for engagement with the private sector...



Champasak Hotel and Restaurant Association (CHRA)

Established in 19 May 2006

Key Services

- Capacity development of members
- Support members with market access and information
- Internal and external conflict resolution



45 members



How do we understand skills needs?



- Training Needs Analysis to identify **skills needs** by occupation
- **Identify businesses** to host industry placements

How do we develop an industry trainer pool?



Industry Trainers and DICT Deputy Director, Champasak Province

How do we promote the training opportunities to local businesses?



**ການຝຶກອົບຮົມ
ຫລັກສູດພື້ນຖານແຫ່ງອາຊີບ**

**ການບໍລິການ
ອາຫານ ແລະ ເຄື່ອງດື່ມ**

ວັນທີ: 24 – 25 ກໍລະກົດ 2018
ສະຖານທີ່: ໂຮງແຮມປາກເຊ
ຄ່າລົງທະບຽນ: 120,000 ກີບ / ຄົນ
ຮັບພຽງແຕ່ 10 ຄົນເທົ່ານັ້ນ

ສະມາຄົມໂຮງແຮມ ແລະ ອຳນາດການແຂວງຈຳປາສັກ
030 593 4366, 020 91 528 433
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ປະໂຫຍດຈາກການຝຶກອົບຮົມ

- ✓ ປັບປຸງທັກສະດ້ານການບໍລິການ
- ✓ ເນັ້ນການປະຕິບັດຕົວຈິງ ຈາກຄູດູກສາກທຸລະກິດຂອງສະມາຄົມໂຮງແຮມ ແລະ ອຳນາດການແຂວງຈຳປາສັກ
- ✓ ການປະເມີນຜົນຢັ້ງຢືນຄວາມສາມາດຕົວຈິງ
- ✓ ຫລັກສູດພື້ນຖານໂດຍ ສະຖາບັນການທ່ອງທ່ຽວ ແລະ ການໂຮງແຮມແຫ່ງຊາດ

Lanith

ຫລັກສູດພື້ນຖານແຫ່ງອາຊີບ ແມ່ນໄດ້ຮັບການສົດທະນາໂດຍສະຖາບັນລາວີດ, ແບ່ນໃສ່ສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍ ແລະ ການ ເຊິ່ງຢັ້ງຢືນຫລັກສູດ Passport to Success ຫຼັກສູດຖານພິມລາວີດ, ອີກການສະວິດດາວເນີ້ນ ແມ່ນຢັ້ງຢືນຈາກລາວີດເຊີນສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍ ໂດຍການຮ່ວມມືກັນໂດຍການສົດທະນາຈາກສະຖາບັນການທ່ອງທ່ຽວ (ໂຄງການລາວ/020). ໂຄງການລາວ/020 ແມ່ນສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍສະຫວີຍ ສົດທະນາແຫ່ງ 20 ປີ ລາວ, ປະເທດສະວິດເຈີນແລ້ວ ແລະ ປະເທດລາວຊາຍຊາຍ.

- Communicate through **social media** and also in collaboration with **DICT**
- Local businesses **pay training fees** to the association

How to we coordinate the training for MSMEs?



- Identify **suitable venues** for the training
- **Provide stipend** to local industry trainers

How do we select the right people to work in industry ?

- **Screening** of new entrants to assess employability
- **Bring industry requirements** into selection process



How are we coordinating industry days and internships?



- **Identify host MSMEs** for industry day and internship
- **Coordinate with TVET** for demand oriented internships
- **Coordinate with members** on job vacancies

Why does CHRA do this?

- ✓ Service to members
 - Affordable training
 - Increase membership
- ✓ Improve service quality
- ✓ Income stream that can be reinvested
 - Registration fee to cover cost
 - Increase revenue from membership fee





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PTHAS Training Programme Results in 2018

Model scaled-up to include **8** new industry associations

189 training graduates (62% female)

from **124** MSMEs supported

150 new entrants (85% female) currently enrolled in training under enhanced PTHAS

