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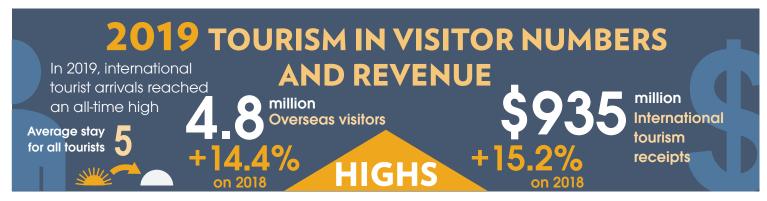


SKILLS FOR TOURISM PROJECT • LAO/029

TOURISM INSIGHTS • 2020

A SNAPSHOT OF EMPLOYMENT AND SKILLS IN THE TOURISM AND HOSPITALITY SECTOR IN LAO PDR

Information for Job Seekers



Think Tourism

Tourism has long been one of the strongest sectors in Lao PDR.

In 2019 it was predicted that by 2025 there will be 5.8 million international tourist arrivals, generating USD\$1.21 billion in revenue.

2025
5.8 million
Overseas
visitors
billion
Revenue

This is good news for young people deciding on jobs and career pathways – more tourists will create more job opportunities. Working in tourism is a great way to learn skills, meet interesting people, try different jobs and have opportunities to travel.

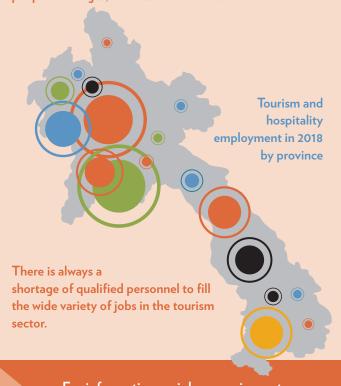
Impact of COVID-19

The downturn in tourism caused by COVID-19 impacted every tourism business in the country. Some have closed temporarily and it is reported that around one-third of jobs in the sector were shed. Once travel restrictions ease, international travellers will return and the tourism sector will recover. When this happens, tourism businesses will need staff with the skills to restore customer confidence that businesses can operate safely.

Ref: World Bank, Monitoring COVID-19 Impacts on Households in Lao PDR, Report No.1, June-July 2020

Tourism Jobs

In 2018 tourism in Lao PDR supported around 54,000 jobs, about 63% of which are done by women. Tourism jobs are concentrated in urban areas but also widely available around the country in a range of businesses. Tourism employs people of all ages, abilities and skill sets.



For information on job vacancies go to www.lmi.molsw.gov.la/

Qualifications - open more doors to your future

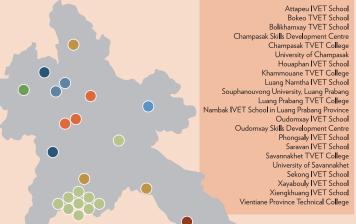
Having the right job-specific skills and qualifications is a great start to a career in tourism. Vocational training programmes covering a variety of career paths are available in 18 public technical vocational institutions in

16 provinces and Vientiane Capital.

More than 2,000 students are currently enrolled on the 2-year diploma in Hotel Operations, Restaurant Operations or in Travel Agency and Tour Operations.



Growth in enrollment on tourism and hospitality diploma programmes



Vientiane Capital:
Lao International College (private)
Lao Vieng College (private)
Lao Women's Union Training Centre
Lao-Korea Skills Development Institute
National University of Laos
Pakpasak Technical College
Suksavath College (private)
Vientiane Professional Development College
Vientiane Skills Development Centre

Tourism and hospitality programmes are on offer in public and private sector education and training institutions

For more information on careers in tourism and hospitality as well as training options visit www.thlaos.com

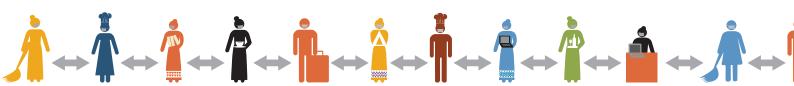
Qualities and skills employers look for

Having skills relating to the pandemic is essential. Make yourself familiar with the World Health Organisation 'Good Practices in social distancing, infection prevention and control as well as health and safety.



In addition to job skills, employers often look for 'soft skills' such as

- Adaptability
- Attitude
- Customer service
 - Flexibility
- Communication
- Team work
- Ability to work under pressure
- Speaking another language



Tourism Superstars

... are passionate about where they work and the destination they live in. They consistently set the bar high for the standard of service in Lao PDRs tourism industry.

Meet two of them ...



Porvang, at just 21 years old, was promoted to the front office department in Angsana Maison Souvannaphoum Hotel, Luang Prabang. Recruited after he

completed a three-month course at the LANITH Luang Prabang Training Centre, he started working as a waiter, where he later got the opportunity to transfer to front office. Asked about the course, he says "This training changed my life, it's where I found my signature, my path".

Distance and online learning technologies provide useful resources for professional development. Visit www.typsy.com as an example of online training material for the hospitality sector.

Top Tips

- Keep up to date with entry requirements and qualifications needed for different jobs.
- Get experience working with people by volunteering, finding work experience or weekend and holiday work.
- Network tourism and hospitality involves daily contact with the public, so employers look for people who are approachable and good communicators.
- Call into a local hotel or restaurant to introduce yourself and leave your CV.

Soukpachan graduated from the enhanced Pheun Than Heng A Sip (PTHAS) training programme at Champasak TVET College. "I have a passion for cooking, and I thought it would be a good way to turn that passion into a career" she explains. She soon got a job as assistant chef



at MP Café, where she worked closely with the chef - who is also the café owner - to learn more about the job. After some time the chef trusted her to take over many of the responsibilities of running the kitchen. She is beaming as she says "I started as the chef's assistant but now I've been promoted to chef!"

Porvang and Soukpachan completed their vocational training with the skills needed to get their first job in the tourism and hospitality sector. If they can do it, so can you. A wide range of tourism and hospitality vocational education and training programmes are available - in a number of public technical vocational institutions as well as from other training providers - that can help you take your first step to a career in tourism.

By June 2020, the Skills for Tourism Project (LAO/029) had supported 1,195 young people to take part in a certificate level vocational training programme

Of participants traced three months after graduation, 88% had gone on to get jobs or pursue further studies.

Learn a language

You can improve your English language skills with "Sabaidee English" the English language App for Tourism and Hospitality. Visit the App or Play Store and type: Sabaidee English



Build a life in tourism

Tourism is the one industry where a 'can-do' attitude matters as much as skills. With the right combination of both, you can move up quickly through the ranks.

The tourism industry is unique among industries - it is relatively easy to break into and offers many long-term benefits.

Getting hired

Often the sector struggles to fill positions. As the post-COVID recovery happens, tourism will steadily increase, job vacancies will increase. Housekeepers, waitstaff and receptionists are the most in demand positions.

Plenty of entry-level jobs

The wide variety of entry-level jobs is a great career opportunity for anyone looking to get their foot in the door. Whether you're looking to just get a job or eventually work your way up to manager, a job in tourism is a great place to start. If you enrol in a relevant training programme you'll already have the knowledge to get ahead.

Jobs with perks

Most entry-level jobs have a salary starting at 1,100,000 Kip per month. The salary will increase as your skills and experience increase. You'll likely receive additional job benefits. These can include service charge, meals and uniforms, staff accommodation and medical insurance.



Getting ahead

Many businesses promote from within. Experience and a friendly, positive personality are extremely valuable and will not go unnoticed. It's not unusual to find that most managers began their careers in entry-level jobs.

Keep working when you move

Tourism jobs exist in all regions of the country. Obtaining the job you want in a new location will not only bring you career growth, but also lots of exciting opportunities to develop new skills and show your adaptability.

There are so many opportunities

Working in the tourism sector is never dull or boring. Many different roles, various opportunities, and a lot of exciting times are on offer. No matter where your strengths lie, or what your passions are, you should be able to find a position that suits your own unique talents.

For Frequently Asked Questions go to Tourism Insights 2018/2019 available on https://vientiane.luxdev.lu/en/activities/project/LAO/029

The dynamic labour market conditions and lack of available data caused by COVID-19 means some of the information presented here may have changed since publication. Users are encouraged to also refer to other sources for additional information on the local economy and labour market.

This labour market information bulletin is informed by multiple sources: The 2018 Tourism and Hospitality Enterprise Survey of Employment and Skills in Lao PDR which was supported by the Skills for Tourism Project (LAO/029); The Statistical Report on Tourism in Laos 2019, published by Ministry of Information, Culture and Tourism of Lao PDR; World Bank, Monitoring COVID-19 Impacts on Households in Lao PDR, Report No.1, June-July 2020; ADB Brief NO. 141 - The Impact of COVID-19 on Tourism Enterprises in the Lao People's Democratic Republic: Initial Assessment, June 2020. The ADB survey modelled the methodology of the 2018 Tourism and Hospitality Enterprise Survey of Employment and Skills in Lao PDR.

*Skills for Tourism supports improvements in tourism and hospitality technical and vocational education and training and skills development in Lao PDR.

A particular emphasis of the project is to support people from disadvantaged backgrounds to acquire the skills needed to work in hotels, restaurants and the greater tourism economy. A number of the initiatives referred to in this bulletin are supported by the project.

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