



# TOURISM INSIGHTS • 2019

## A SNAPSHOT OF EMPLOYMENT AND SKILLS IN THE TOURISM AND HOSPITALITY SECTOR IN LAO PDR Information for Job Seekers

### Choose a life less ordinary - make your career in Tourism

Tourism is a diverse industry. It offers long-term career opportunities for enthusiastic individuals who want to put their education and skills to work in various environments. People in tourism may work indoors or outdoors, standard hours or on a flexible schedule, seasonal jobs or all-year-round. It offers an exciting and diverse career path.

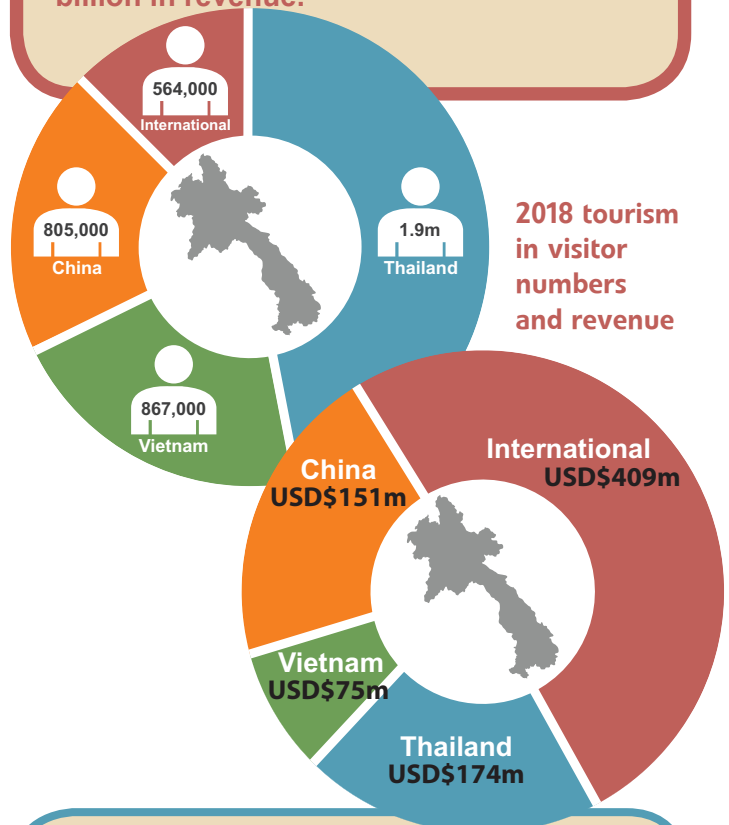
### Creative, flexible, fun careers with opportunities to travel

Jobs in tourism and hospitality can be exciting, challenging and varied. They can provide workers with an enjoyable atmosphere, flexible hours and many opportunities. They also require hard work and dedication. You could be a cook, a guide, an accountant, a driver, a manager, a flight attendant or a cleaner - there are roles to suit everyone. People skilled in all these jobs, and many more, are needed. If you are interested in people, like working in a team, and will put your energy into building a rewarding career, tourism is for you.



### Growing for the future

It is projected that around 4.7 million tourists will visit Lao PDR in 2020, spending USD\$ 905 million, and that by 2025 there will be 5.5 million international tourist arrivals generating USD\$ 1.15 billion in revenue.



Tourism in Lao PDR supports around 55,000 jobs around the country. It employs people of all ages, abilities, and skill sets. It is inclusive and flexible with a low barrier to entry, and operates across a diverse range of businesses.

# Five (good) reasons why you should consider a career in this exciting industry

## You can climb the ladder quickly

Few industries offer the potential to rise up the career ladder as fast as tourism and hospitality. Aim for a promotion by doing your job to the best of your ability, and taking opportunities to learn more and gain more responsibility. Tourism also offers a unique environment for those who wish to start their own business.

## Businesses come in all shapes and sizes

What do a café, a large hotel and an international airline have in common? They're all tourism businesses. They all require qualified staff. From operational positions to management, you'll find opportunities for training, knowledge and skills development along with the potential for unlimited career growth.

## It's a fun industry to work in

Careers in tourism and hospitality are never going to be your typical jobs - no two days are the same. If you're sociable and you like meeting people you will love working front of house. If you prefer to stay out of the limelight, there are lots of jobs behind the scenes, in the kitchen, in the accounts office and more.

## You can earn while you learn

Salary ranges in tourism jobs depend on the type of job you're doing, the amount of education and training required, and your experience level. Most entry-level jobs

come with a salary starting at 1,100,000 Kip per month. As you gain more skills and move up the career ladder your pay will rise. Additional benefits are a common feature of working in tourism and hospitality including staff accommodation, meals on duty, uniforms and service charge.

## The world is your oyster

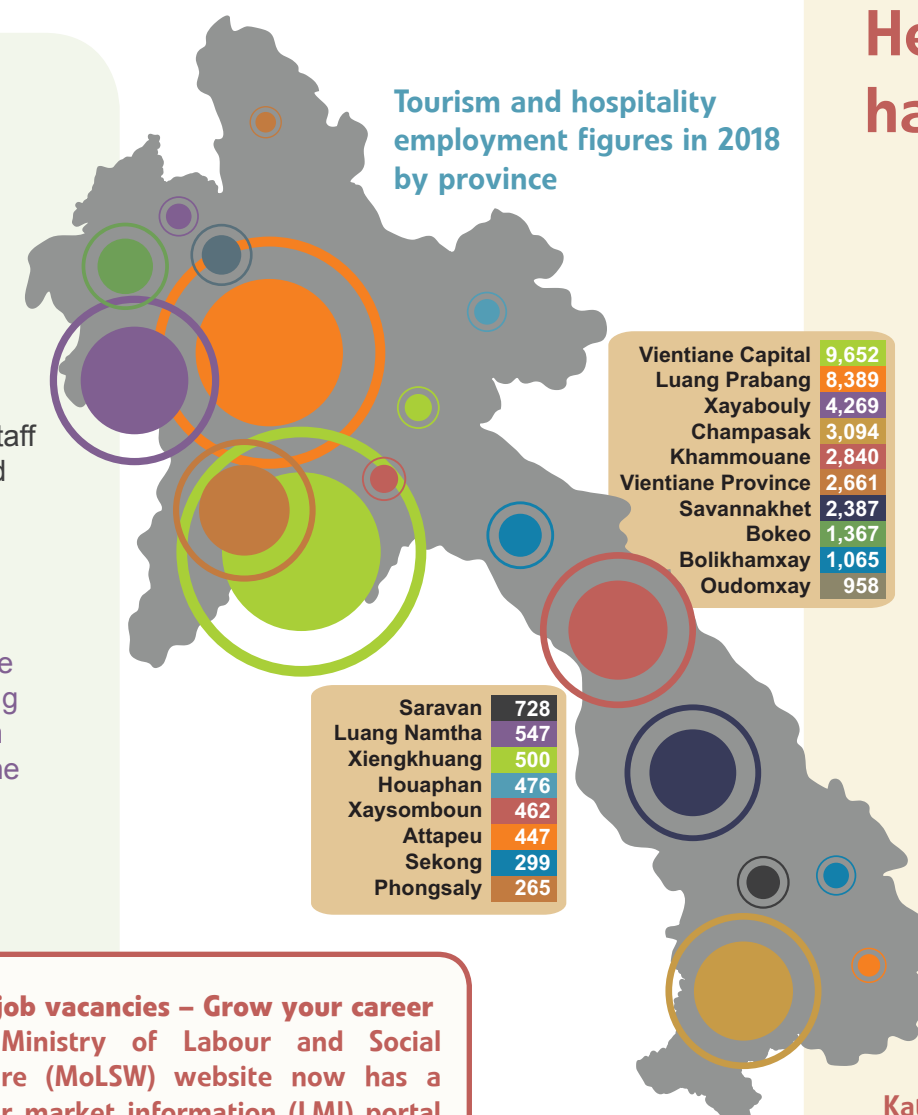
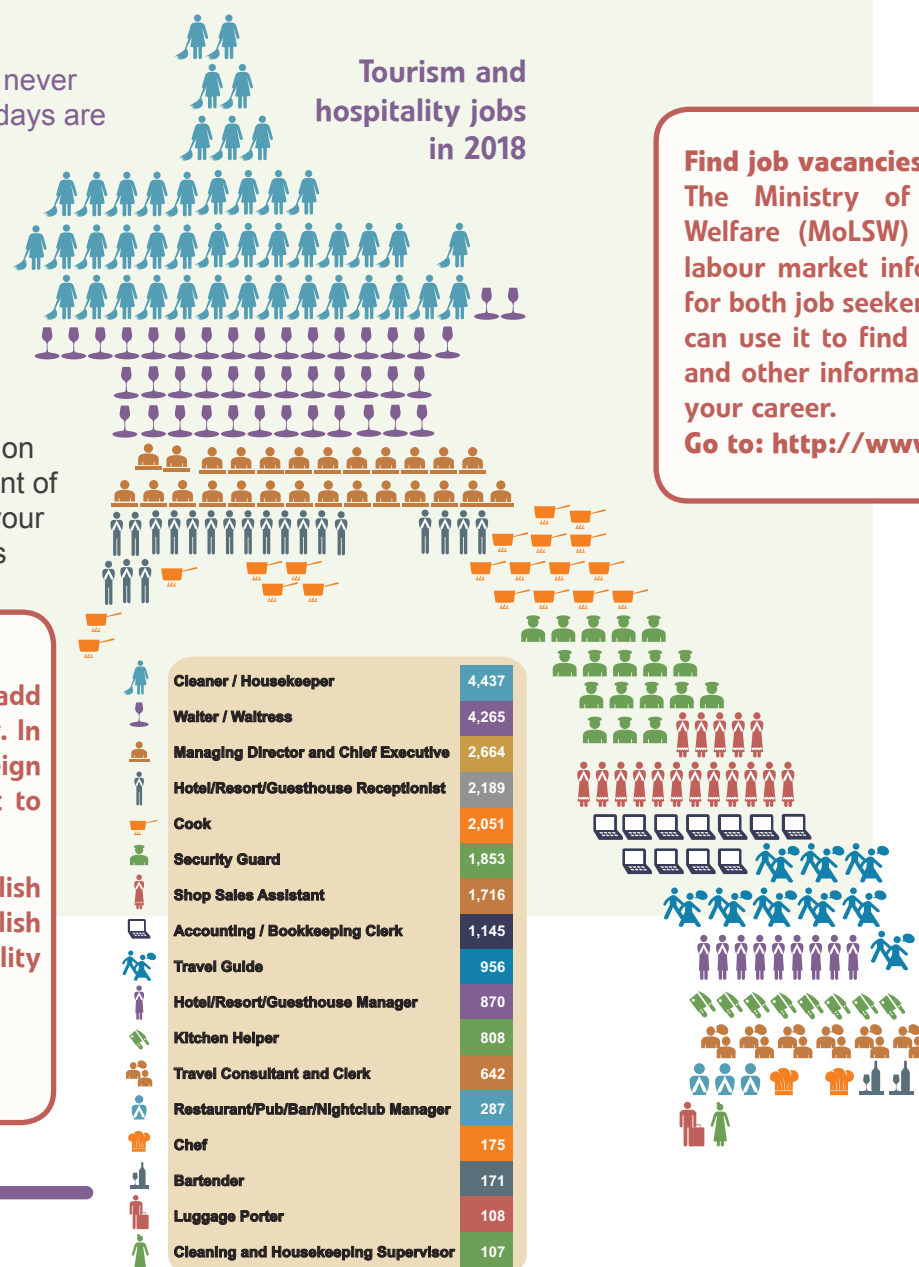
Your experience in tourism could be your passport to the world. If you can tend a bar, make a cocktail, cook delicious food, organise a tour or run a hotel, you will never spend long looking for work. Tourism professionals are in high demand here in Lao PDR and all over the world.

## Learn a language – Grow your career

Proficiency in a foreign language can add significant value to your employability. In jobs where you deal directly with foreign visitors, language skills are important to improve the visitor experience.

For a fun way to improve your English language skills, download the free English language App for Tourism and Hospitality "Sabaidee English"

Visit the App or Play Store and type: Sabaidee English



## Find job vacancies – Grow your career

The Ministry of Labour and Social Welfare (MoLSW) website now has a labour market information (LMI) portal for both job seekers and employers. You can use it to find current job vacancies and other information to help you with your career.

Go to: <http://www.lmi.molsw.gov.la/>

## Growth in Chinese tourism

The number of visitors from China to Lao PDR is growing. In 2018, the 805,000 visitors from China (+26% from 2017) accounted for 19% of all tourists as well as 19% of expenditure. This compares to 6.5% of visitors and 4% of expenditure six years ago. The amount spent each day by Chinese tourists increased greatly in 2018 compared to previous years. Their USD\$80 daily spend was close to the international tourists daily spend of USD\$90. It is projected that visitor numbers from China will continue to grow making this a valuable tourist market.

## Become China Ready – Grow your career

With further projected increase in visitors from China it is important that businesses and employees are China Ready.

Training programmes have been developed for vocational training institutes and tourism businesses to improve awareness and understanding of the trends in this growing market. You can help your career grow by being aware of these trends and choosing to study and work in areas that will help you to make Chinese tourists' visits even more enjoyable.



# Hear from young people who have taken their first steps



## Katay

"It's the only training I've ever done" she says. "I didn't go to high school, so this was a unique chance for me".

Katay enrolled on the 10-week Job Bridge

Programme\* designed to help trainees get their first job in the tourism and hospitality industry. Katay got a job first as the Assistant Chef at Earth Bar, a popular bar in Vientiane. She has recently been promoted to Head Chef.



## Athor

Athor is working as a waiter at Amantaka Resort, a luxurious hotel in Luang Prabang. "If people ask me how I got this job, I just say I chose the right training".

After completing his secondary studies Athor took a three-month Certificate 1 course at LANITH Luang Prabang Training Centre\*.

Katay and Athor 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 that can help you take your first step to a career in tourism.

# Frequently Asked Questions

## How do I find a job in tourism?

Tourism includes a range of businesses and services, with different routes into employment depending on your talents and experience. Many jobs are advertised online; on web-based and social media platforms, hotel and employment agency websites as well as the new MoLSW LMI portal. Speak to employers directly - for example ask a café manager about vacancies. Go to job fairs - be well prepared, to make a great first impression.

## What is an 'entry-level position'?

Entry-level jobs usually have fewer educational or training requirements. They will suit someone starting out in their first tourism or hospitality job. Positions may be as a kitchen hand, a server or customer service representative in a hotel, restaurant or tourist attraction. The experience may be valuable for your next step on the career ladder.

## Do I need qualifications?

Although duties and tasks vary, tourism and hospitality jobs generally require good customer service skills and the ability to communicate and work well with others. This is a great starting point. Having the right qualification can help you get your first job as well as to develop in your career.

## Which course should I take?

The right course for you depends on your education, interests and the time you can spend studying. Doing a part time course you could study and work. You might take a short three-month vocational course to

go straight into a job. Or you might want to study full-time at a public technical and vocational education and training (TVET) school/college. There are plenty of training options to choose from.

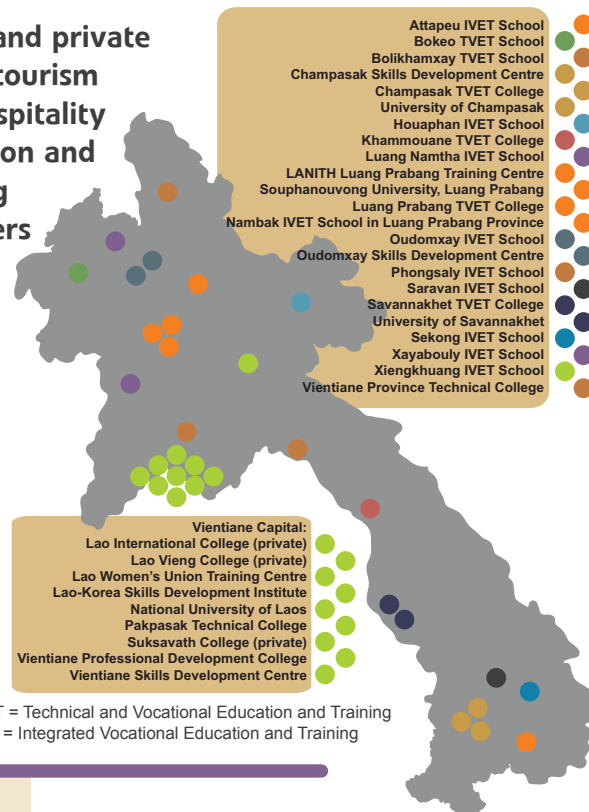
## Where can I study?

You can take a course in most areas of Lao PDR. The widest range are at public technical and vocational education and training (TVET) schools and colleges. Courses are also offered at private TVET colleges and training providers, skills development centres (SDCs), the Lao Women's Union, and non-governmental organisations (NGOs).

## What can I learn?

The wide range of salaries depends on the level of skills and qualifications a job requires. You might earn the minimum monthly wage 1,100,000 Kip in some entry-level jobs. With more skills and experience you can get promoted. At high levels of responsibility, you can earn a very good salary.

## Public and private sector tourism and hospitality education and training providers



TVET = Technical and Vocational Education and Training  
IVET = Integrated Vocational Education and Training

## Study for a qualification – Grow your career

Are you thinking of going to college? There are plenty of courses available to help you get started. For more information about TVET tourism and hospitality programmes,

visit [www.tvet-laos.org](http://www.tvet-laos.org) and download the TVET App

Visit App Store and type: TVET

Visit Play Store and type: TVET LAO

This labour market information bulletin is informed by the findings of a 2018 *Tourism and Hospitality Enterprise Survey of Employment and Skills in Lao PDR* which was supported by the Skills for Tourism Project •LAO/029.

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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