Tourism TVET Development in IndoChina

ASEM Workshop on TVET in the Tourism and Catering Sector
Vienna, Austria
20–21 November 2012
Peter Semone

- Californian with a German Mother
- Double Ivy League (aspiring PhD)
- Indonesian at Heart
- Pacific Asia Travel Association
- Asian Development Bank
- Luxembourg Development Cooperation
This Presentation

1. A little about Laos, Tourism and TVETs
2. Luxembourg assistance through LAO/020
3. Striving for Behavioral Change
4. The Lanith Model of Sustainability
5. Helping Lanith
Lao People’s Democratic Republic

- 6.5 million people
- 60% percent on < $2
- Communist (1 of 5)
- Ranked 154th of 182* in Corruption
- Mining, Hydropower, Tourism, Agriculture
- Rank 138th of 187** in Human Development

* Transparency International
** UNDP
Tourism in Laos

- Friendly People, Rich History and Unique Eco-System
- Highly Fragmented
- Low Cooperation in Marketing and HRD
- Poor Service Quality and Standards
- Limited Awareness
Reality of Tourism in Lao PDR

- Cambodia earned $2billion
- Lao PDR earned only $400million?

2011 – Cambodia and Lao PDR both received 2.5 million visitors.
Lao TVETs in Tourism

- Peppered with Infrastructure with 17 schools
- Stuck in a Cycle of Mediocrity*
  - Poor quality teachers
  - No uniform curricula
  - Lack of resources at every level
  - Weak TVET management

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LAO - LUXEMBOURG DEVELOPMENT COOPERATION

Luxembourg Agency for Development Cooperation

Lanith
Lao National Institute of Tourism and Hospitality
Project LAO/020

€ 9.325m Luxembourg ODA Grant

Tourism Human Resource Strengthening

Software
- HRD Strategy
- Teacher and Trainer Capacity Development
- Education and Training Programs

Hardware
- Training Centre
- National Institute
- Existing Facility Upgrades

Lanith
Lao National Institute of Tourism and Hospitality
Software: The Core Team

- Scholarships
- Five Year Bond
- Initial In-country Training
- France, Luxembourg and Singapore
- Motivated, Open Minded, Thinkers, Confident
- Multipliers …
Software:
Industry Training (Skills)

- ASEAN Tourism Standards
- 3–4 day modules
- Awards / Recognition
- 1000 passports issued
- 1500 stamps

PATA Grand Award Winner 2012
Software:
The Lanith Diploma (Education)

- Regionally benchmarked
- Industry driven curriculum design
- Ownership by Lao teachers
- Mapped for future accreditation
- Produce thinking persons with hands on ability
Hardware

THE LANITH CAMPUS Centre of Excellence

Classrooms, Administrative Offices, Restaurant and Bar, Rooms
Division Lab, Training Kitchen, IT Lab, Library, International Meeting
Hall, Visitor Information Centre and Public Private Partnership Hotel
Hardware
Lanith Training Center LPQ

- Passport to Success Training
- Balcony Restaurant and Bar (60 seat)
- Four Guestrooms
- Training Kitchen
- Meeting Room
- Located on the TVET Campus in LPQ
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Valuing Hardware vs Software

Knowledge and know-how
Methodology
Human Resources
Programs (PtS and Diploma)
Equipment
School / Training Centers
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Simple Lanith Organogramme

Board of Trustees (9)
Sets all policies and strategy for Lanith

Chief Executive Officer
Hired by CEO and reports to Board of Trustees

Chief Operating Officer (COO)
Hired by CEO and ratified by Board of Trustees.
Reports to CEO

Chief Financial Officer (CFO)
Hired by CEO and ratified by Board of Trustee.
Reports to CFO
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Harmonizing Efforts

- Diploma level scholarships (2 yr)
- Education and Training Materials
- Books
- Equipment
- Co-financing of infrastructure
- Expert volunteers
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Thank You

www.Lanith.com