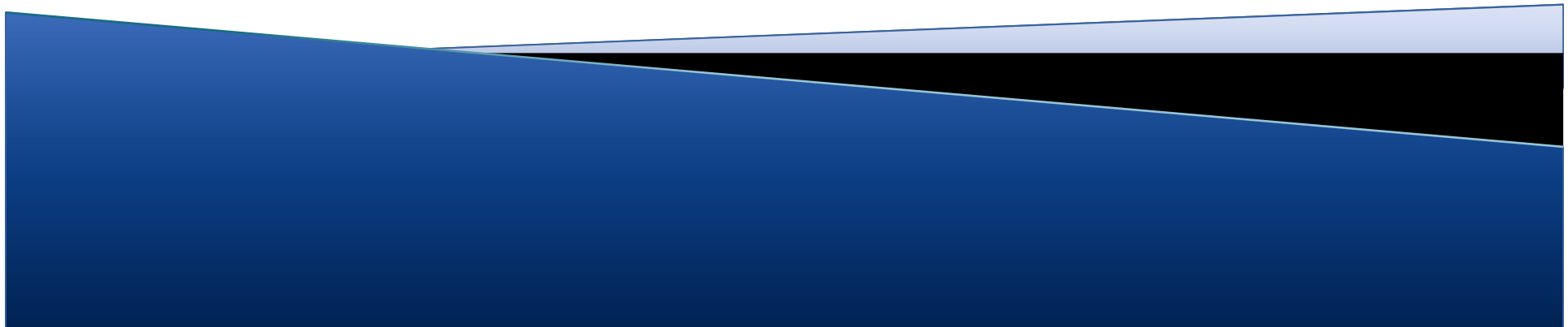


# Tourism TVET Development in IndoChina

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 154<sup>th</sup> of 182\* in Corruption
- ▶ Mining, Hydropower, Tourism, Agriculture

\* Transparency International

\*\* UNDP

- ▶ Rank 138<sup>th</sup> of 187\*\* in Human

# 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

\* Asian Development Bank (2012) *Implementing the GMS HRD Strategic Framework and Action Plan: PPPs in Tourism Education*, Manila. Written by Dr. Tom Baum.

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# LAO - LUXEMBOURG



# DEVELOPMENT COOPERATION



# LUX DEV

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

Hardware

HRD Strategy

Teacher and  
Trainer  
Capacity  
Development

Education and  
Training  
Programs

Training  
Centre

National  
Institute

Existing  
Facility  
Upgrades

# 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
- ▶ 1 000 passports issued

▶ 1 500 stamps  
**PATA**®  
Pacific Asia Travel Association  
**GRAND AWARD**  
**WINNER 2012**

Audio/Video

**Lanith**   
Lao National Institute of Tourism and Hospitality

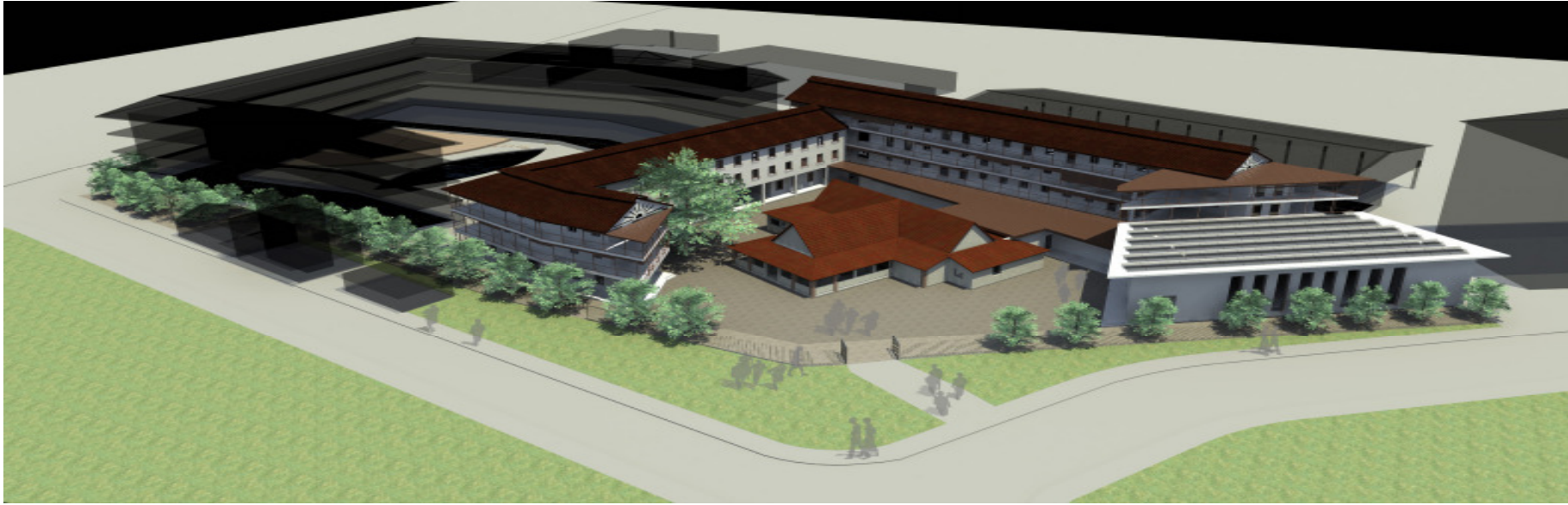
# Software:

## 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

Food & Beverage Production	Food & Beverage Service Operations	Accommodation Operations	Travel & Tourism Operations
Foundation Tourism & Hospitality	Foundation Tourism & Hospitality	Foundation Tourism & Hospitality	Foundation Tourism & Hospitality
English 1	English 1	English 1	English 1
Professional Skills	Professional Skills	Professional Skills	Professional Skills
IT	IT	IT	IT
Customer Service	Customer Service	Customer Service	Customer Service
SEMESTER 2			
Fundamentals of Culinary Service	Fundamentals of Culinary Service	Foundation Accommodation	Foundation Accommodation
English 2	English 2	English 2	English 2
Fundamentals of Food & Beverage Service	Fundamentals of Food & Beverage Service	Lodging Operations	Travel & Tourism Operations 1
Problem Solving	Problem Solving	Problem Solving	Problem Solving
Principles of Management	Principles of Management	Principles of Management	Principles of Management
SEMESTER 3			
Kitchen Operations 1	Restaurant Operations 1	Front Office Operations	Ticketing & Reservations 1
English 3	English 3	English 3	English 3
Kitchen Operations 2	Restaurant Operations 2	Housekeeping Operations 1	Travel & Tourism Operations 2
Foundation Accounting	Foundation Accounting	Foundation Accounting	Foundation Accounting
Foundation Marketing	Foundation Marketing	Foundation Marketing	Foundation Marketing
SEMESTER 4			
Kitchen Operations 3	Restaurant Operations 3	Housekeeping Operations 2	Ticketing & Reservations 2
English 4	English 4	English 4	English 4
Kitchen Operations 4	Restaurant Operations 4	Housekeeping Operations 3	Travel & Tourism Operations 3
Entrepreneurship	Entrepreneurship	Entrepreneurship	Entrepreneurship
Kitchen Operations 5	Restaurant Operations 5	Meetings, Incentives, Conferencing, Exhibitions (MICE)	Meetings, Incentives, Conferencing, Exhibitions (MICE)





## 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

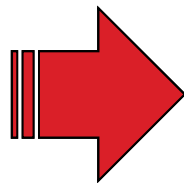


- ▶ Passport to Success Training
- ▶ Balcony Restaurant and Bar (60 seat)
- ▶ Four Guestrooms
- ▶ Training Kitchen
- ▶ Meeting Room
- ▶ Located on the TVET Campus in LPQ

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# Diverging Perspectives on ODA

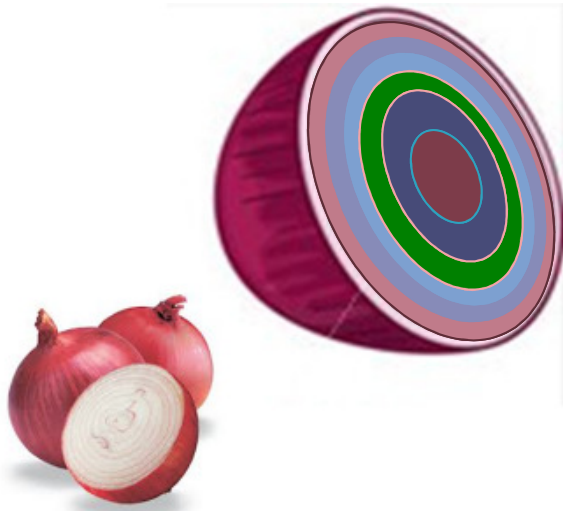
## Donor

- ▶ Commitment to MDGs and Inter'l Community
- ▶ Poverty alleviation
- ▶ Globalisation
- ▶ Climate change
- ▶ Sustainability of interventions
- ▶ Behavioral change (intangible)
- ▶ Independence

## Beneficiary

- ▶ National development assistance
- ▶ Budget support (public sector)
- ▶ What's in it for me? (individual)
- ▶ Buildings (tangible)
- ▶ Reliance
- ▶ Market distortion (private sector)

# Valuing Hardware vs Software



Knowledge and know-how  
Methodology

Human Resources

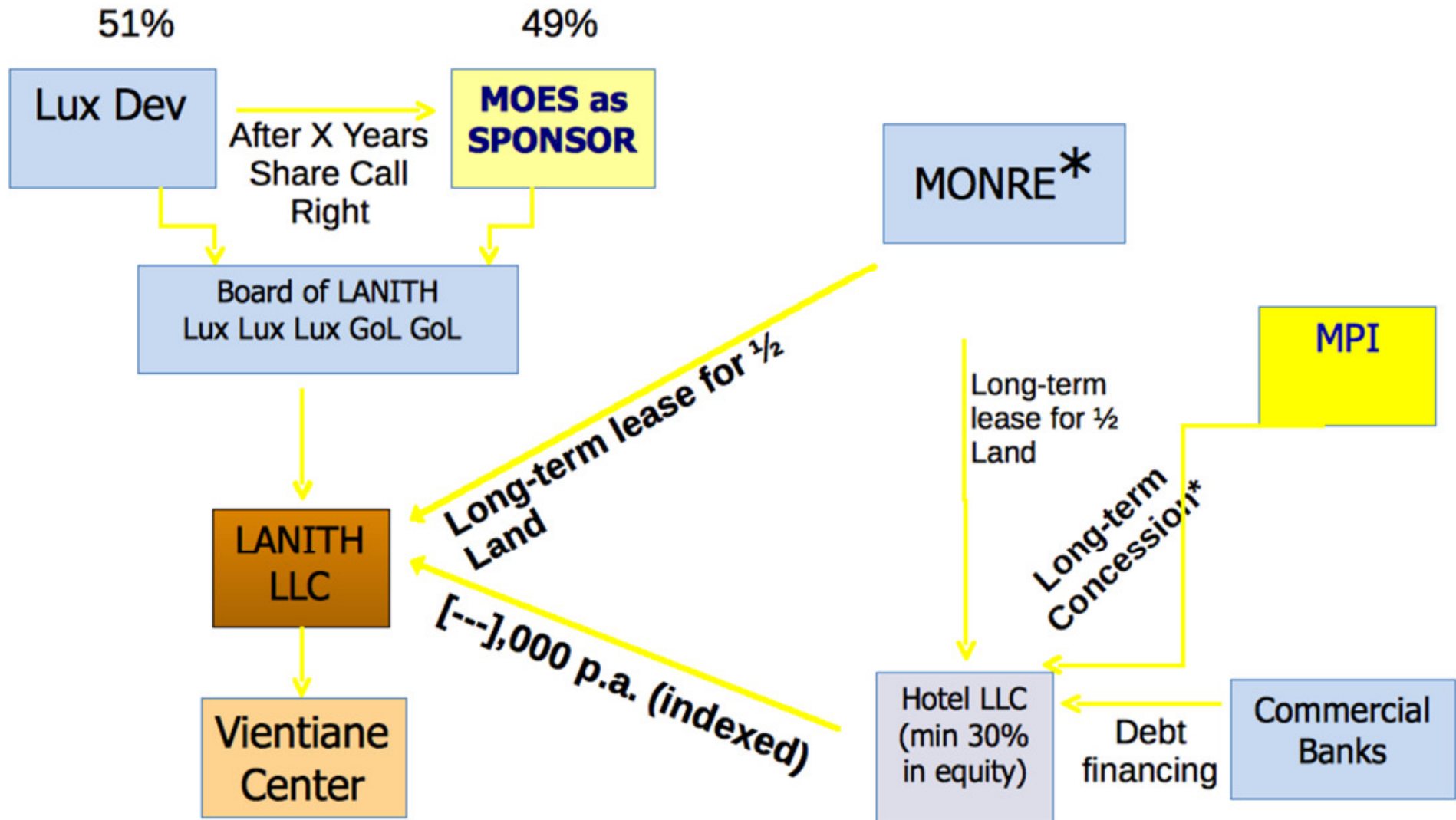
Programs (PtS and Diploma)

Equipment

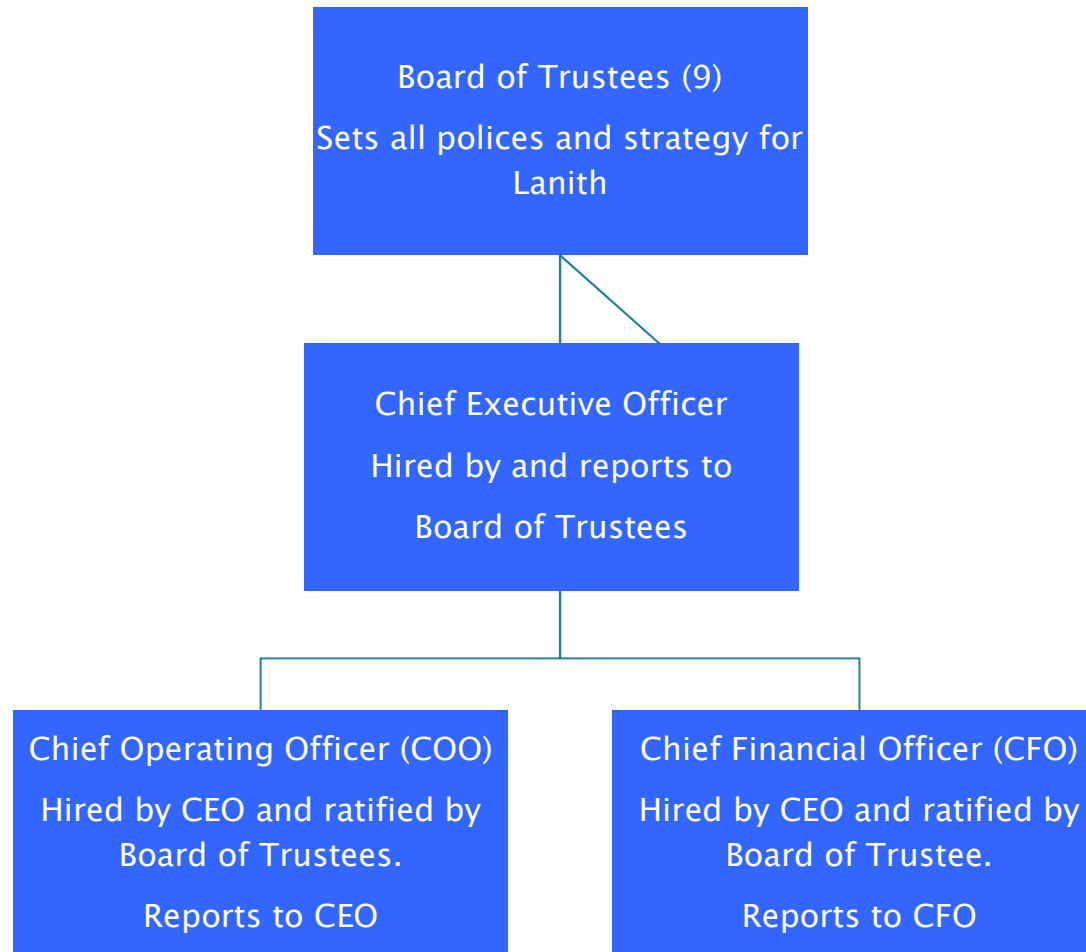
School / Training Centers

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# Simple Lanith Organogramme



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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](http://www.Lanith.com)