

Lanith

Lao National Institute of Tourism and Hospitality

China Responsible Tourism Forum
Beijing, China PRC
16 December 2012

Peter Semone

DEVELOPMENT OF SERVICE EXCELLENCE IN A NEW DESTINATION

Global Tourism Facts

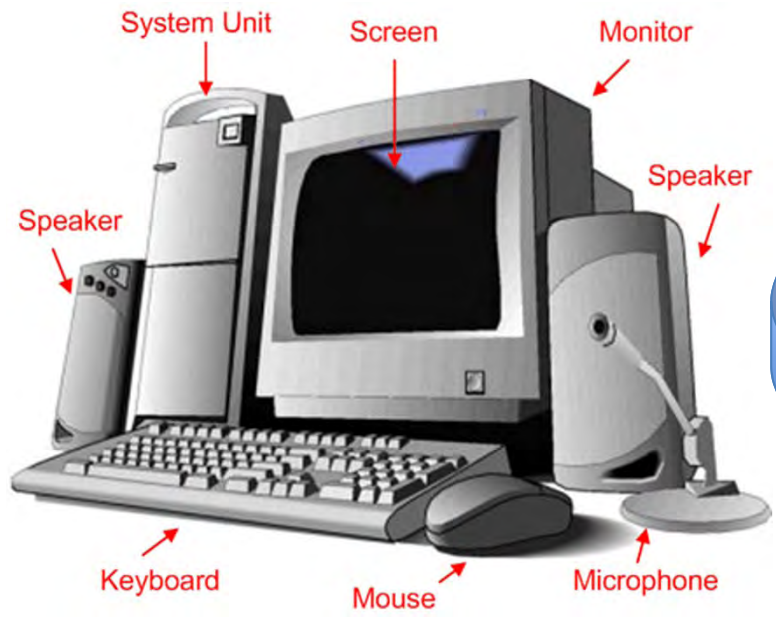
- 1,000,000,000 TRAVELLERS/YEAR
- 1,000,000,000,000 (2.7 billion/day)
- 5% Global Economic Activity
- 6-7% of Global Jobs



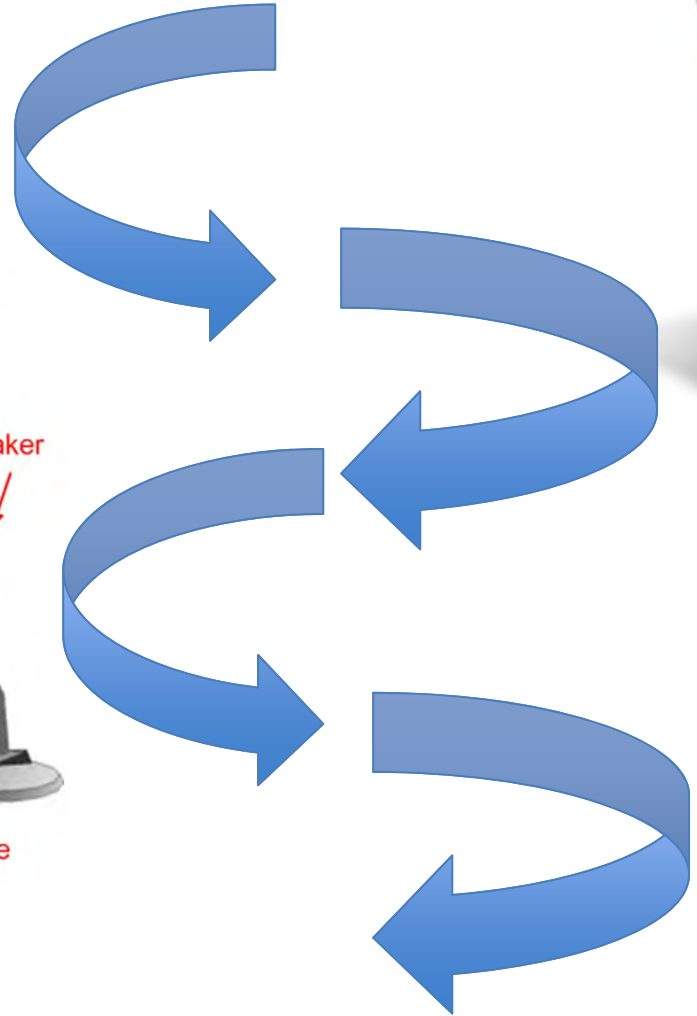
Global Tourism

A service sector industry that can stimulate foreign exchange, create jobs, enhance cultural understanding and alleviate poverty.

Software



Hardware



Destination Human Resource Development

WHAT IS IT?

Service Excellence

WHAT IS IT?









Lao People's Democratic Republic



PROJECT LAO/020

*Strengthening Human Resources in the Lao PDR
Hospitality and Tourism Industry*





HRD Strategy for Tourism

In order for Lao PDR to become a competitive destination both regionally and internationally, it must follow the example of other destinations and have an equally credible, yet independent approach to **education** and **training** in the tourism sector.

Research Findings

- The quality and scope of the country's existing education and industry training provision is insufficient to meet the hospitality and tourism industry's current and future labour needs:
- Improvements in service quality are required to improve Laos' destination competitiveness and sector profitability;
- There appears to be demand by tourism enterprises for a variety of short term flexible training options;
- The existing workforce is deficient in on-the-job skills, motivation, problem solving abilities, and general communication;
- Existing hospitality and tourism education programmes at the diploma and bachelor level face a myriad of challenges ranging from a lack of qualified instructors to substandard instructional materials and facilities;
- The hospitality and tourism industry is perceived as low paying and there is a general lack of awareness among young people of available career opportunities in the sector.

Strategic Plan for Destination HRD



Public Sector Leadership

- Policy Initiatives
- Planning
- Public Awareness



Stakeholder Collaboration and cooperation

- Private Sector
- Public Sector
- Industry Associations
- Education Providers
- Development Partners



Development of Sector Education and Training Provision

- Education
- Industry Training
- Hardware
- Software



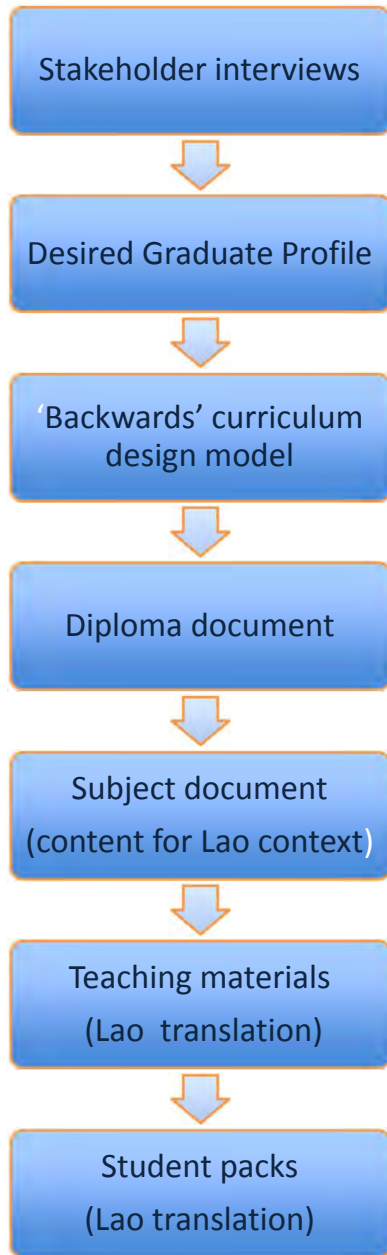
Lanith Core Team - our future teachers

Studying in Singapore, France and Luxembourg - since 2009

Key HRD Definitions

Training is usually seen as having a narrow focus, a specific goal, evaluation based on performance of a specific activity, and a close tie to application in the world of work.

Education, on the other hand, is higher on the instructional/learning hierarchy. Its goal is broader and includes the development of higher-order thinking skills.



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)

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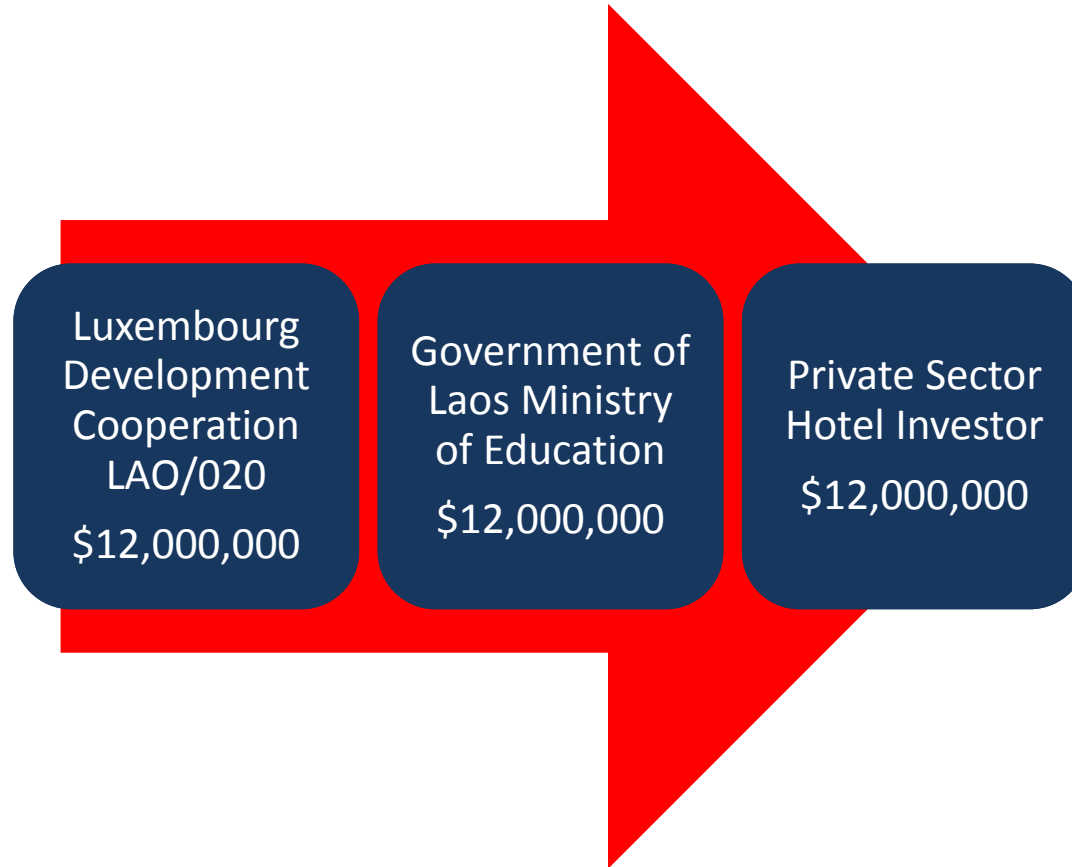


PASSPORT TO SUCCESS



Supporting Infrastructure





The Lao National Institute of Tourism and Hospitality

A \$36,000,000 Social Enterprise Project

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