



SKILLS FOR TOURISM PROJECT • LAO/029

IMPACT STORIES

INDUSTRY TRAINER

“I do it because you really see the difference in the trainees after they go through the course”



Phousam Chanthakhamlien – Industry Trainer

Image credit: Bart Verweij

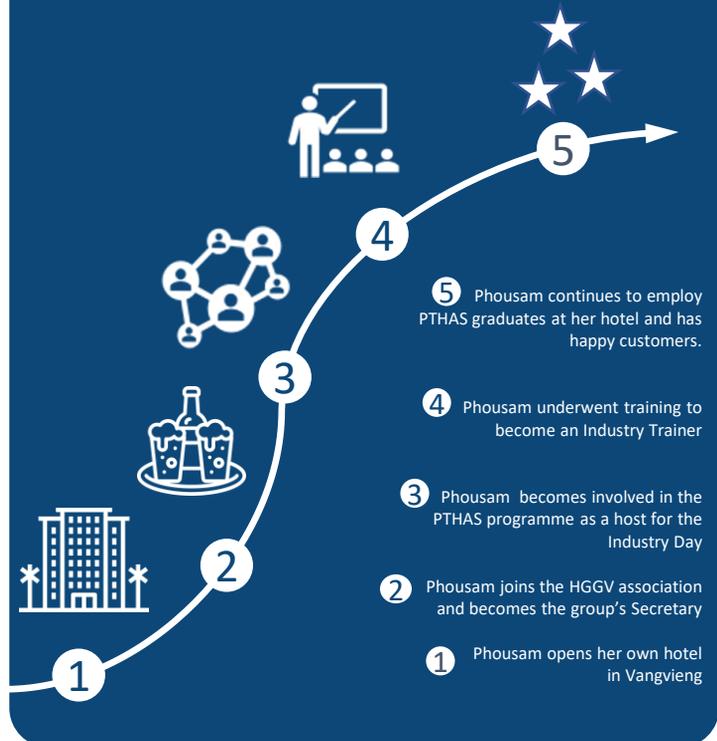
Phousam wasn't always an outgoing person. Growing up, she supported her father in his store, and never thought she could become a business owner herself. "I was very shy before," she exclaims laughing, "but I knew I had to overcome my shyness if I wanted to work in the hospitality sector."

“I felt I needed to be brave to pursue teaching”

She became involved in the hospitality sector after her family opened a small hotel in Vangvieng. It was then that she began to understand the value of attracting and retaining skilled staff.

Looking for help, Phousam became a member of the newly founded Hotel and Guesthouse Group in Vangvieng (HGGV) and took on the role of Secretary. Later it was through her contact with the association that she heard about the PTHAS Training Programme.

Phousam's Journey



Despite, being a popular tourism destination in Vientiane Province, Phousam to had been noticing for a while that most staff working in micro and small enterprises did not have access to quality hospitality training.

Phousam became interested in how she could bring training opportunities to her staff and others in Vangvieng. “Proper training is very important, especially if you want to have satisfied customers,” she declares.

Phousam was trained as an industry trainer by experts from the former Lao National Institute for Tourism and Hospitality (LANITH). Phousam jumped at the chance to be an industry trainer, “I wanted to learn more and see if I can share my knowledge to others as well. I remember being so excited”, she chuckles.

Phousam really enjoys the PTHAS up-skilling programme during which local hospitality staff are trained in key skills and then tested through competency-based assessments. Phousam has been involved in training over 90 existing staff from 28 businesses in Vangvieng



Phousam conducts an orientation on internships with PTHAS students. Photo credit: Swisscontact

She finds the experience rewarding. “I do it because you really see the difference in the trainees after they go through the course.”

“Being a trainer is challenging, but I am passionate about it”

Phousam also supports the HGGV to help new vocational education students to enter the hospitality sector. She has been active in hosting industry days and internships for students from the Technical College of Vientiane Province and then organising and participating in job-matching events as a prospective employer. She has hired some of the students from the technical college to work in her hotel.

Phousam is excited to continue these activities in the future. “Being a trainer and supporting young people is challenging, but I am passionate about it” she declares brightly.



Phousam interviews prospective employees for her hotel at a job-matching event in Vangvieng. Photo credit: Swisscontact

Pheun Than Heng A Sip (PTHAS) Training Programme



RESULTS TO DATE: UPSKILLING OF MSME STAFF

 **896** staff from **312** tourism and hospitality enterprises have received up-skilling training*

 **147 Mio LAK** (EUR 13,000) private sector investment**

 **‘Good’** impact on staff performance confirmed by employers (average of 4.0/5)***

 **98%** of employers are micro or small enterprises*

In collaboration with the Skills for Tourism Project (LAO/029), Swisscontact implements the Pheun Than Heng A Sip (PTHAS) Training Programme.

PTHAS seeks to upgrade hospitality skills amongst 500 MSME staff (upskilling) and support 500 more people from disadvantaged backgrounds to enter the tourism and hospitality sector (labour market insertion) in selected southern and central provinces.

The Skills for Tourism Project (LAO/029) is co-financed by the Governments of Lao PDR, the Grand Duchy of Luxembourg and Switzerland, and is implemented by the Ministry of Education and Sports of Lao PDR and LuxDev, the Luxembourg Development Cooperation Agency.

* 47% are micro (5 or less employees) and 51% are small (50 or less employees) enterprises.

** Includes both fees paid by enterprises for upskilling training (LAK 80,680,000) and in-kind contributions (LAK 66,805,000) leveraged from business associations and their members (2018-2021 data)

***MSME satisfaction survey conducted by Swisscontact from 2018 - 2021 using a five-point Likert scale: 1=Very Poor, 2=Poor, 3=Fair, 4=Good, 5=Very Good