

SKILLS FOR TOURISM PROJECT • LAO/029

# TOURISM INSIGHTS • 2020

## A SNAPSHOT OF EMPLOYMENT AND SKILLS IN THE TOURISM AND HOSPITALITY SECTOR IN LAO PDR

Information for Job Seekers

### 2019 TOURISM IN VISITOR NUMBERS AND REVENUE

In 2019, international tourist arrivals reached an all-time high

Average stay for all tourists **5**



**4.8** million Overseas visitors  
**+14.4%** on 2018

**HIGHS**

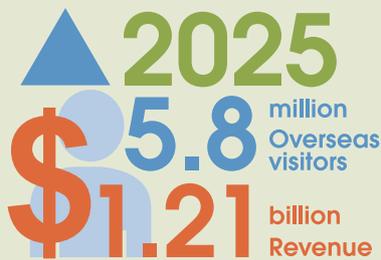
**\$935** million International tourism receipts  
**+15.2%** on 2018



### Think Tourism

Tourism has long been one of the strongest sectors in Lao PDR.

In 2019 it was predicted that by 2025 there will be 5.8 million international tourist arrivals, generating USD\$1.21 billion in revenue.



This is good news for young people deciding on jobs and career pathways – more tourists will create more job opportunities. Working in tourism is a great way to learn skills, meet interesting people, try different jobs and have opportunities to travel.

### Tourism Jobs

In 2018 tourism in Lao PDR supported around 54,000 jobs, about 63% of which are done by women. Tourism jobs are concentrated in urban areas but also widely available around the country in a range of businesses. Tourism employs people of all ages, abilities and skill sets.



There is always a shortage of qualified personnel to fill the wide variety of jobs in the tourism sector.

### Impact of COVID-19

The downturn in tourism caused by COVID-19 impacted every tourism business in the country. Some have closed temporarily and it is reported that around one-third of jobs in the sector were shed. Once travel restrictions ease, international travellers will return and the tourism sector will recover. When this happens, tourism businesses will need staff with the skills to restore customer confidence that businesses can operate safely.

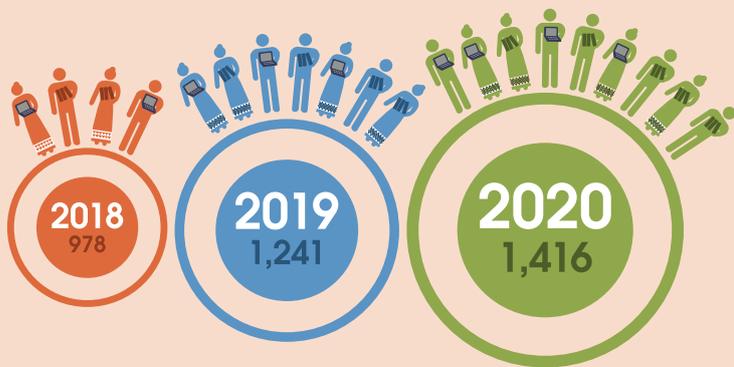
Ref: World Bank, *Monitoring COVID-19 Impacts on Households in Lao PDR, Report No.1, June-July 2020*

For information on job vacancies go to [www.lmi.molsw.gov.la/](http://www.lmi.molsw.gov.la/)

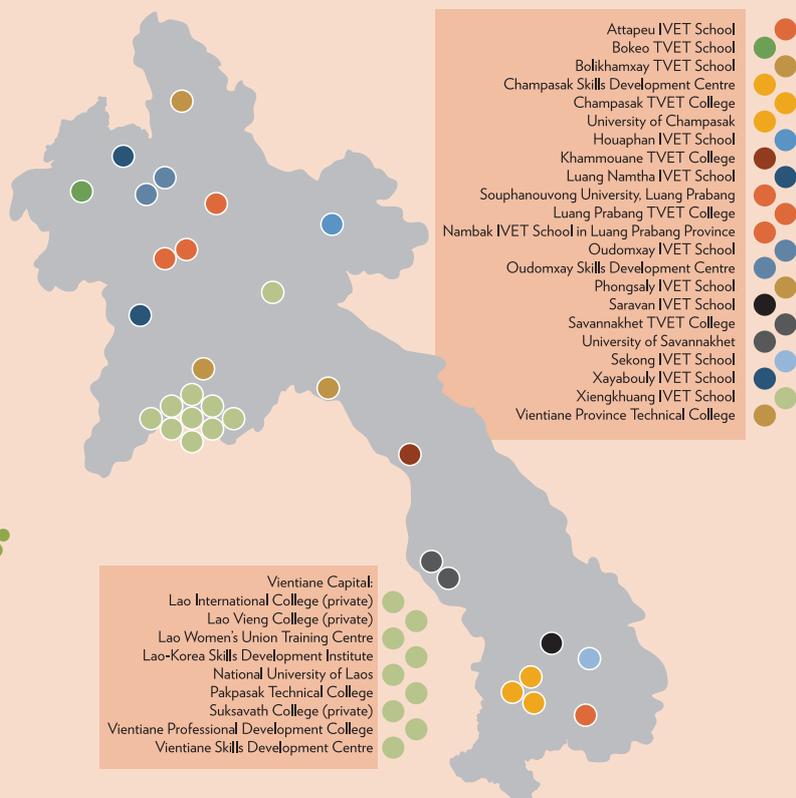
# Qualifications - open more doors to your future

Having the right job-specific skills and qualifications is a great start to a career in tourism. Vocational training programmes covering a variety of career paths are available in 18 public technical vocational institutions in 16 provinces and Vientiane Capital.

More than 2,000 students are currently enrolled on the 2-year diploma in Hotel Operations, Restaurant Operations or in Travel Agency and Tour Operations.



Growth in enrollment on tourism and hospitality diploma programmes

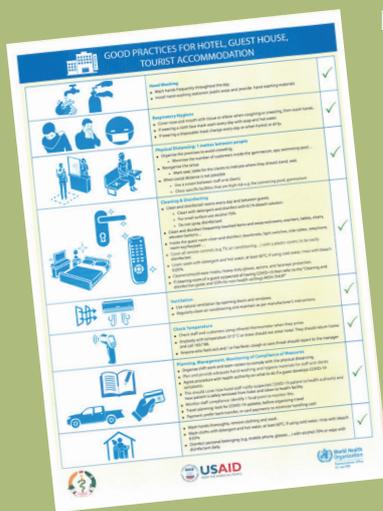


Tourism and hospitality programmes are on offer in public and private sector education and training institutions

For more information on careers in tourism and hospitality as well as training options visit [www.thlaos.com](http://www.thlaos.com)

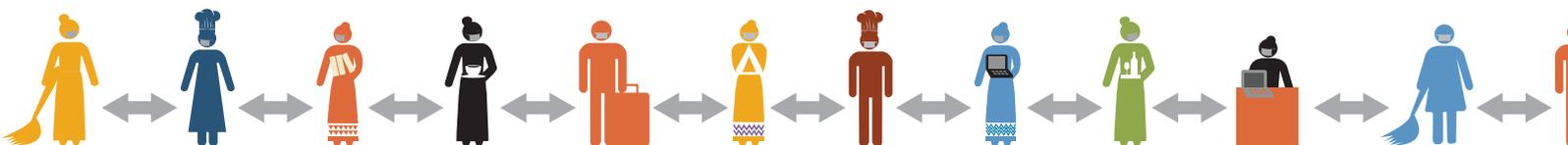
## Qualities and skills employers look for

Having skills relating to the pandemic is essential. Make yourself familiar with the World Health Organisation 'Good Practices' in social distancing, infection prevention and control as well as health and safety.



In addition to job skills, employers often look for 'soft skills' such as

- Adaptability
- Attitude
- Customer service
- Flexibility
- Communication
- Team work
- Ability to work under pressure
- Speaking another language





# Build a life in tourism

Tourism is the one industry where a 'can-do' attitude matters as much as skills. With the right combination of both, you can move up quickly through the ranks.

The tourism industry is unique among industries - it is relatively easy to break into and offers many long-term benefits.

## Getting hired

Often the sector struggles to fill positions. As the post-COVID recovery happens, tourism will steadily increase, job vacancies will increase. Housekeepers, waitstaff and receptionists are the most in demand positions.

## Plenty of entry-level jobs

The wide variety of entry-level jobs is a great career opportunity for anyone looking to get their foot in the door. Whether you're looking to just get a job or eventually work your way up to manager, a job in tourism is a great place to start. If you enrol in a relevant training programme you'll already have the knowledge to get ahead.

## Jobs with perks

Most entry-level jobs have a salary starting at 1,100,000 Kip per month. The salary will increase as your skills and experience increase. You'll likely receive additional job benefits. These can include service charge, meals and uniforms, staff accommodation and medical insurance.



## Getting ahead

Many businesses promote from within. Experience and a friendly, positive personality are extremely valuable and will not go unnoticed. It's not unusual to find that most managers began their careers in entry-level jobs.

## Keep working when you move

Tourism jobs exist in all regions of the country. Obtaining the job you want in a new location will not only bring you career growth, but also lots of exciting opportunities to develop new skills and show your adaptability.

## There are so many opportunities

Working in the tourism sector is never dull or boring. Many different roles, various opportunities, and a lot of exciting times are on offer. No matter where your strengths lie, or what your passions are, you should be able to find a position that suits your own unique talents.

For Frequently Asked Questions go to Tourism Insights 2018/2019 available on <https://vientiane.luxdev.lu/en/activities/project/LAO/029>

The dynamic labour market conditions and lack of available data caused by COVID-19 means some of the information presented here may have changed since publication. Users are encouraged to also refer to other sources for additional information on the local economy and labour market.

This labour market information bulletin is informed by multiple sources: *The 2018 Tourism and Hospitality Enterprise Survey of Employment and Skills in Lao PDR* which was supported by the Skills for Tourism Project (LAO/029); *The Statistical Report on Tourism in Laos 2019*, published by Ministry of Information, Culture and Tourism of Lao PDR; World Bank, *Monitoring COVID-19 Impacts on Households in Lao PDR, Report No.1, June-July 2020*; ADB Brief NO. 141 - *The Impact of COVID-19 on Tourism Enterprises in the Lao People's Democratic Republic: Initial Assessment, June 2020*. The ADB survey modelled the methodology of the *2018 Tourism and Hospitality Enterprise Survey of Employment and Skills in Lao PDR*.

\*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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