

## **Training Human Resources In Tourism At Ba Ria-Vung Tau**

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**Abstract:** *Training human resources in tourism is one of urgent issues to improve Ba Ria-Vung Tau (BR-VT) tourism in this day and age. Analyzed the current status of tourism human resource training showed that getting the demand on high-quality tourism, human resources must require the interaction of society (government, schools and enterprises) to train quickly and provide the tourism industry with laborers who have both a good heart and professional skills. They love their career, and they are good at languages, information technology (IT), and soft skills. The model of “Universities and Businesses Cooperation in Training – Learners get degrees through each phase – Learners get salary during internship” will help universities train for companies’ practical needs and help many learners learn more excitedly, quickly meet the needs of this area, help the province tourism in particular and BR-VT province economy in general develop sustainably.*

**Keywords:** *training, development, human resource, tourism*

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### **I. Introduction**

In this era, we saw that heavy labors have been gradually replaced by artificial intelligence-robots, globalization has been taking place extensively throughout the world, so tourism is particularly considered having the greatest opportunity in VietNam. Tourism will have to use information, integrate with other sectors to create new value added. On the one hand, in the resolution of BR-VT has identified tourism one of the five key-economic sectors. However, to develop tourism into a spearhead and a sustainable economic sector, besides the factors of facilities, tourism products and destinations, human resources in tourism are main keys to attract tourists that is the most important factor, decides the sustainable development of this industry. Therefore, training human resources in tourism for BR-VT province in this era is a crucial urgent.

The human resources in the field of tourism are diverse, including: official staff in tourism, in tourism enterprises (staff management business professional travel services in hotels, restaurants, tour operators ...), labors for tourism training in vocational schools, colleges and universities. Human resources are considered as valuable assets directly affecting the competitiveness, business efficiency of enterprises as well as the sustainable development of the industry. To help human resources to develop in a way specialized, appreciated and recognized in the international labor market, the role of training is extremely crucial. Especially, when Vietnam joins international and regional organizations such as ASEAN, WTO, AEC ... the labor market will have a big change, many career opportunities are opened, but workers also faced stiff competition. Only skilled, experienced, creative and capable workers can meet the demands of this time. That capacity must be based on basic education and training. This is also a great challenge for the training of human resources in tourism in Vietnam in general and tourism in BR-VT province in particular.

### **II. Current Status Of Human Resources Training For Tourism In Vietnam**

In recent years, Vietnam tourism has grown quite well, the number of international visitors to stable (on average about 11% per year). In 2016, this number has reached a record of 10 million, up 26% over 2015. In the first nine months of 2017, international visitors to Vietnam reached 9,448,331, up 28.4% over the same period in 2016. Asia-Pacific including Vietnam has been continuing to be the most dynamic region, attracting strong tourism and rapid growth. However, tourism in Vietnam is still low compared with Thailand, Malaysia or Singapore. According to the Vietnam National Administration of Tourism (Asean) in 2016, Vietnam ranked fifth in terms of international arrivals with more than 10 million arrivals, equaling 31% of Thailand (32.6 million), or 37% of Malaysia (26.8 million), 61% of Singapore (16.4 million), 83% of Indonesia (12 million).

The draft of the Vietnam Tourism Development Strategy up to 2020 with a vision to 2030 has set the goal of making Vietnam an attractive and classy destination in the region and developing tourism into an economic sector. It must be professional, modern, synchronous facilities, quality, diversified, branded, competitive, bearing bold national cultural identity, friendly with the environment.

### **The number and structure of labor**

#### **The number of employees**

At present, there are over 1.3 million tourism and related workers, accounting for 2.5% of total labor force in the whole country, of which 420,000 are working directly in tourist services. This area has 42% workers trained in tourism, 38% trained in different areas and 20% without formal training. The distribution of labors among these fields and regions is also inappropriate. The number of laborers who need professional skills and skills is both lack and weak; The number of laborers has not met the excess demand yet; Especially, in the new tourist areas, trained human resources are in short supply.

#### **The labor's structure**

*Source: Vietnam National Administration of Tourism*

#### **The structure of tourism labor in regions**

*Source: Vietnam National Administration of Tourism*

VietNam has more than one million workers, about one third is direct labor, the rest is indirect. The distribution of labor among regions is uneven, about 40% concentrated in the North, 50% in the South and 10% in the Central. This also explains why in the central region the growth rate of tourism is not high.

#### **The labor structure by ages**

*Source: Vietnam National Administration of Tourism*

According to the statistics of the General Department of Tourism, by 2015, about 40% of tourism workers are under 30 years of age; 36% of workers are between 30 and 40 years old; 21% of the working population is between the ages of 41 and 50; 3% of the tourist work is over 50 years old. Basically, labor in the tourism industry in our country is quite young. This proves that we have many advantages in training and fostering by young people who can acquire quickly and easily in improving their professional qualifications.

### **Quality of human resources in tourism**

In general, the quality of tourism human resources in Vietnam is gradually improving. In the past years, the training and retraining of tourism human resource has not been paid proper attention. The most urgent issue of the workforce in tourism is both lack and weak, except for some foreign joint-stock companies, the labor force is hired better quality, meets the requirements and highly appreciated. Basically, the quality of human resources is still low, and has not met the demand for development of tourism to become a spearhead economic sector and still a far distance from the level of other countries in Asia and in the world.

In general, the quality of tourism human resources is assessed through their qualifications, professional work and foreign language proficiency.

**In qualifications:** Currently, the number of workers who have not graduated from high school is 30% of the total number of employees in the tourism industry, mainly working in services such as waitress, security guard...

**In professional work:** The rate of professional workers in tourism is low, accounting for only 43% of the total number of tourist workers. Most of them are from other professions or untrained workers. Also, Official managers as well as enterprises have not kept up with the development and integration because of the limit of management capacity and professional qualifications.

**In foreign languages:** Currently, more than half of workers working in tourism cannot speak foreign languages. This is considered a great limitation of tourism in Vietnam. Foreign languages are necessary means of communication to help them contact with international travelers. Number of employees who can use at least one foreign language (namely English) accounts for 45% of the total number of employees. Even English-speaking graduated workers are only 15%, while the others can use it in basic. Lastly, the workers who can use more than two languages are about 28%.

**Training and retraining of human resources:** The quality of human resources depends greatly on the training and retraining. To get quality human resources, one requirement is the human resources must be trained in the right way. The training of human resources in tourism in Vietnam is now carried out simultaneously between the national training systems and tourism enterprises. National training systems are universities, colleges, and vocational training schools. Tourism enterprises include hotels, restaurants and tour operations. In addition, the training programs are in the form of association or organized by foreign countries' private organizations, projects.

### **III. Analysis Of The Human Resources Of Tourism In Br-Vt**

#### **The background of tourism**

According to the statistics of BR-VT tourism department, a number of tourists and tourism revenue have increased. Tourism has gradually affirmed the important position in the province's economy. In the period 2012-2016, the tourism industry achieved a total turnover of 16,722 billion VND, total visitors reached 68 million. However, the development of the tourism industry also revealed the limitations such as tourism planning is not unique, lack of vision; Tourist products are not diversified, lack of attractiveness; many tourism investment projects are delayed; workers' professional skills and foreign languages are weak; The cooperation in tourism development between state agencies is not very tight.

#### **The number of labor and its structure**

At present, BR-VT has 9,000 people serving in tourism; human resources in 3-5 star-hotels are over 5,500 people, accounting for 61.1%; hotels from 1-2 stars are about 3,700 people, accounting for 41.1%. Tourism has contributed significantly to creating jobs, increasing income for a part of the population.

#### **Qualifications of labor structure**

*Source: Department of Culture, Sports and Tourism of BRVT province*

In BR-VT province, a report from the Department of Culture, Sports and Tourism said that BR-VT has 9,363 workers working in the tourism industry. However, only 47 employees have MA, accounting for 0.5%; 1,490 people have BA, accounting for 15.9%; 1,124 people have Associate's degree, accounting for 13%; 2,616 people have vocational certificate, accounting for 28%; and 42.6% of labors still have not been trained professionally.

Foreign languages are also a big barrier. The total number of employees above, only about 3,300 people have foreign language proficiency, reached 61.2% workers who are able to communicate well with foreigners and only 112 workers are able to communicate more than two languages. Foreign languages are namely English, only a few foreign languages used such as Japanese, Chinese, French, Russian, etc. Also, the tourism industry in BR-VT currently has about 63% of total workers know how to use computers for required works.

#### **Human resources in tourism**

*Source: BR-VT Department of Culture, Sports and Tourism*

#### **Structure by areas**

State management and tourism activities accounted for 21.6% (0.7% were state management and 1.2% were enterprises). Human resources in enterprises account for 98.1% of total human resources. Bar serving 15%, serving room 14.8%, processing dishes, beverages 10.6%, drivers 10.4%, receptionists 9%, tour guides 4.9% and other workers (souvenir salesman, security guard, technical staff, repair and maintenance in hotels, are... 35.3%). Waiters in bars and restaurants are the large proportion.

#### **Structure by sex and age**

Tourism is a specific sector, so the main product is services required high skills and beautiful appearance of ladies. According to survey of BR-VT 2015, the number of ladies is higher than that of men (ladies accounted for 76.3%, men only 23.67%). Female workers in the tourism industry tend to increase, while male workers tend to decrease. Young people under 30 years old are about 40%.

#### **Advantages and drawbacks in labor structure**

##### **Advantages**

In general, the human resources in the tourism sector has changed dramatically, high qualifications have been improved, by and by met the requirements of tourism activities. More and more companies have applied the advanced human resource management framewok, done well recruitment, training and using them such as Imperial Hotel, Royal Hotel, Ho Tram Strip, Vietsovpetro Resort, Muong Thanh Hotel ... These companies have qualified workers, trained professionally, professional attitude, knowledge and skills meet the requirements of their jobs.

### **Drawbacks**

BR-VT has 157 tourism projects working, including 18 foreign projects and 138 domestic projects expected to come into operation from now to 2020. According to figures, hundred projects will have been worked next five years, so the BR-VT tourism industry needs about 14,000 trained workers to serve these projects. The demand for manpower is a big number, but BR-VT has only two human resource training centers for the tourism industry, Vung Tau Vocational College with about 1,700 laborers trained each year and BR-VT university with over 200 employees, providing only about 30% of human resources for the industry. Thus, the risk of labor shortage in the tourism industry is coming near.

### **IV. Proposed Tourism Human Resource Training Framework And Some Solutions**

In this era, we must train human resources under the form of smart tourism and require the trained workers to become global workers. It means that workers must:

- Good at foreign languages
- Professional skills and knowledge in Tourism - Restaurant - Hotel both theories and practices
- Good soft skills and IT

#### **Model of tourism human resources training in universities:**

#### **The basis of the proposed model**

- The features of the hospitality industry require students to have practical experience
- Study experience and model training Tourism - Hotel of Switzerland
- The breakdown of the academic year (4 modules / year) (two months studying and one month of paid internship) makes students not feel the burden of learning both psychologically and economically.
- Graduated each phase makes students feel more motivated. If there is a risk, students will also get a degree.
- Practiced interns from freshman to senior helps students gain much experience, and helps them feel confident to do well when they graduate.

#### **Some solutions**

##### **For BR-VT University**

- BR-VT University and Businesses agree on a framework of training programs and plans for paid interns.
- Three months of module (two months for theories, languages, soft skills and one month of paid internship).
- Close cooperation between University and businesses (signed contracts with businesses in restaurants, hotels to alternately receive paid internships and part-time jobs for students)

##### **For BR-VT Province**

Raise awareness about the importance of training tourism and improving tourism policy of the province by the following solutions:

- Based on the province's policies, plans and policies on tourism development.
- Organizing training courses for officials at all levels related tourism activities.
- Using the media to advertise regularly the role and value of quality and quantity of human resources in tourism of BR-VT Province as well as demand for labor of the tourism industry in the future in both quantity and quality for citizens.
- Put these issues into high school education to help students recognize how tourism in their province
- Through organized tourism events, the citizens will better understand the cultural, economic and environmental values. Since then, they will have a better sense of protection, embellish resources, tourism environment, especially they will have a common sense to build BR-VT into a friendly, fresh cultural tourism space.

#### **Improve the training system** (domestic, overseas training, short time training, long time training)

- Regarding policies to send staff to study and use them after training
- Regarding policies for trainees in different types of training

#### **Complete identification of training needs**

- Carrying out regularly surveys of tourism activities to know types of professional skills needed to develop:
  - + The contents of the training program
  - + Know who needs further training or retraining
  - + The urgency of the training program
  - + Orientation for students to choose right field of studying after high school

### **Promote cooperation in training**

The organizations: universities and tourism colleges and enterprises, hotels and restaurants should be face to face to discuss the curriculum and content of teaching in order to train the human resources better and better.

### **V. Conclusions**

To sum up, this era brings challenges and opportunities for the tourism industry in general and BR-VT province in particular, namely for tourism human resources. To develop tourism in the international economy, we must have global workers. Therefore, training human resources to meet the new demand is extremely urgent. However, The State, tourism enterprises and training organizations must be required to have close cooperation in determining the training needs, the training programs... Also, policies of encouragement must be good enough to help workers contribute to the tourism development of BR-VT province quickly and sustainably.

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