



TRAINING HUMAN RESOURCES IN VIETNAM TOURISM INDUSTRY TO MEET ECONOMIC DEVELOPMENT REQUIREMENTS IN THE CONTEXT OF GLOBALIZATION

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ABSTRACT

Want to develop tourism, human resource training to meet the requirements following the conditions set out from the real history, culture and society of Vietnam. Training of human resources in tourism is to train people to know the creation of unique tourism products to meet the different needs of travelers; with such new tourism sustainable development.

KEYWORDS

Human resources; Travel; Economic Development, Globalization, Localization

1. The current situation of human resources in Vietnam's tourism industry

The Party and State are very interested in the country's tourism development goals. In recent years, the socio-political situation in the country has been stable; The basic economic growth is quite good, the country integrates more deeply with the region and the world. The foreign policy of openness, diversification, wanting to be friends and reliable partners of other countries; Vietnam's position in the international arena is always improved, the cooperation and active support of the international community, especially the cooperation in ASEAN, are favorable conditions paving the way for tourism development.

The potential for natural and humanistic tourism resources is rich, diverse, imbued with national identity along with the results and experiences of more than 30 years of innovation and 10 years of implementing the Tourism Development Strategy (2010) is an important factor promoting Vietnam's tourism development in the coming period. The legal framework and relevant tourism standards were initially formed, gradually creating conditions for the tourism industry to develop in a modern direction, approaching the basic requirements and standards of the international community.

A young, abundant, industrious, intelligent and flexible workforce is one of the competitive advantages of Vietnam's tourism. Improved socio-economic infrastructure. Economic growth has improved the ability to mobilize investment resources of the State and the private sector, especially investment through capital markets and opportunities to attract foreign investment will promote investment in the tourism development calendar. People's living, income and working conditions are improved and enhanced, the demand for cultural exchange is increasing, there are many conditions for traveling domestically and abroad, which are good opportunities for economic tourism development. Our country's tourism is now growing at double digits each year; from the lowest rank to 5th in the region. In 2011, our country welcomed 6 million international tourists and 30 million domestic tourists; The industry's social income is about 130 trillion VND. In the first 11 months of 2012, it welcomed 6,035,901 international arrivals, an increase of 11.4% over the same period in 2011.

The whole country currently has about 425 thousand direct workers and more than 750 thousand indirect workers, most of them under the age of 30 (60%); distributed in the North 40%, the Central 10% and the South 50%. Labor for state management and business administration accounted for 25%; Direct service workers account for 75%. Only 42.5% of employees have been trained and fostered in tourism occupations; 3.5% of staff have university and post-graduate degrees. Employees who can use foreign languages account for 57.7%, the most is English, accounting for 40%. This workforce has made an important contribution to the development of tourism in our country. Although tourism human resources develop rapidly in quantity, the quality is still low, especially in terms of professional skills, which have not met the increasing and diversified requirements of tourism activities in the context of international economic integration. deeper and more comprehensive. In addition to the limitation of expertise and lack of high-quality human resources, the labor imbalance by region and region is also a big problem that needs to be focused on solving.

Tourism in our country is facing great opportunities but not small challenges. We have many advantages of the beautiful natural landscape; rich history and culture; industrious, hospitable people; peaceful country, stable political regime, continuously developing economy, voted by world friends as "a safe and friendly destination". However, concerning international integration, we are

strongly affected in the complicated international context. The international division of labor in regional and global tourism has a new structure, scale and operating mechanism. The process of developing the knowledge economy in the service sector is taking place rapidly, creating and based on new productive forces and development advantages, competition for labor is fierce. There is only catching up with the rapid change in the correlation of forces on a global scale; in terms of comparative advantage and tourism development strategies and policies of other countries, new multinational companies can come to success.

For tourism to develop strongly, it is necessary to actively mobilize all resources, in which the most important and decisive factor is human resources. The tourism-making apparatus ranges from the Ministry of Culture, Sports and Tourism to 63 departments of state management of tourism in provinces and cities, and the tourism business system includes 960 international travel agencies, over 14,000 enterprises the domestic travel industry, 13,000 accommodation establishments with 265,000 bedrooms, thousands of passenger transport vehicles, entertainment facilities, tourist resorts, tourist attractions and tourist households must have enough manpower to operate. Tourism activities are diverse and abundant present in most localities; Some localities have had the phenomenon of "home doing tourism, people doing tourism". Vibrant tourism activities have and will attract a large number of workers, both directly and indirectly, including a large number of skilled workers and employees; talented, skilled scientists and technology professionals; resourceful entrepreneurs; leaders, dedicated managers, visionary.

Tourism is an activity directly associated with people because people often go first in the exchange process and it is people who decide, the operating technology of the tourism industry. Therefore, tourism human resources must have high quality, sufficient quantity, reasonable structure and have affection and responsibility for the country. The peculiarity of tourism human resources is that they must have professional skills to serve tourists with different psychology, needs, language, culture,... The knowledge, style and skills of labor must be recognized by tourists, and must often change according to market fluctuations; the change of service technology process; the emergence of new professions,... Many occupations require simple skills but require rigorous and detailed processes, have their style, identity and impression to create the brand of each supplier service level.

On the other hand, tourism is an industry with a high labor turnover rate, there are many ladders in each profession, it is necessary to evaluate and determine the skill levels of each worker at each time for a reasonable arrangement. Thus, it is necessary to define tourism training as vocational training, not leaning towards talent training and talent training. Professional training, foreign languages and informatics must be associated with the practice. This is a matter of special attention both in training, developing and using tourism human resources and can only be satisfactorily solved if there is a great effort in investing in developing qualified and satisfying tourism human resources. meet social needs.

To realize the target by 2022, a total of 2.2 million workers are needed in the tourism sector (including 620,000 direct workers). Striving for 100% of officials and civil servants in state management and tourism business administration to be trained and fostered in tourism; 60% of direct workers are professionally trained. Professional training, foreign languages, informatics, and community tourism education must also be improved. By 2020, we need more than 3 million workers in the tourism sector (of which 870,000 are direct workers, 80% - 100% of direct workers are trained

in-depth), more than 90,000 tourism workers have a university degree; meet regional and international standards to participate and compete in the regional and international tourism labor market.

Thus, our country has to train 345,000 new workers and more than half of current employees have to be retrained (about 218,000 people), not to mention the need for indirect labor training. This is a huge training need. Currently, nearly 100 establishments are participating in tourism training at all levels, each year training 28,000 students and tourism students, only meeting about 55% of social needs, 70% of direct labor needs. of the tourism industry. Technical facilities, teachers, and textbooks are not up to standard. Therefore, there must be an appropriate mechanism associated with strong socialization to attract more resources for tourism training from universities, colleges, professional secondary schools to vocational training. Only then will there be a workforce of sufficient numbers, with a new structure, in which qualified and skilled workers account for a high proportion so that they can occupy the stages that bring added value. increase in the supply chain of tourism services in the region and the world.

2. Suggest some solutions for the training of tourism human resources in Vietnam today

To achieve the above goals, tourism training institutions need to closely coordinate with the Ministry of Education and Training and management agencies at all levels, localities and tourism businesses to focus on implementing The basic solutions are as follows:

Firstly, strengthen the state management of tourism training. Promote research and application of advanced science and technology in tourism human resource management and training activities. Correct and timely orientation and organize the implementation of legal documents on tourism training; have mechanisms and policies to manage training, fostering and treating talents, effectively using labor. For tourism training institutions to enjoy tax incentives; school construction land; The price bracket for specialized training services is suitable to the characteristics of human resource training of the tourism industry. Strengthening the management of training and retraining activities in parallel with promoting the inspection and inspection of tourism training activities. The human resource training plan must adhere to the Tourism Human Resources Development Program to 2015, with a vision to 2020 and the Vietnam Tourism Development Strategy to 2020, with a vision to 2030.

Second, standardize tourism human resources. Formulate and organize the implementation of strategies, master plans and plans on tourism human resource development suitable to tourism development needs in each period, each region and region in the country; step by step standardize tourism human resources following regional and international standards. In particular, focus on human resources for tourism management and skilled workers. Standardize tourism human resources according to domestic practical requirements following international standards, facilitating international integration of labor in tourism. Pilot application, adjust to replicate the system of 13 tourism professional standards nationwide. Develop title standards in the tourism industry. Expanding activities of the Vietnam Tourism Professional Certification Council. Focus on developing high-level human resources.

Third, develop a strong network of specialized tourism training institutions, ensuring to meet the requirements of integration and rationality among training levels, training professions and regions. Increase investment in material and technical facilities, synchronous and modern teaching

equipment, standardize the quality of lecturers, standardize the training framework curriculum. Upgrading existing tourism training facilities; focus on investing in several qualified tourism training institutions; forming tourism training departments in vocational schools in the localities. Focusing on investing in tourism vocational training schools in big cities such as Hanoi, Hai Phong, Hue, and Ho Chi Minh City. At the same time, improve the capacity of other institutions that have training in tourism, ensuring common requirements and consistency in training content and training levels.

Pay attention to vocational training in tourism for rural areas and indigenous people in regions and areas that have or are exploiting the advantages of tourism development. This is a practical job oriented towards the State's three-farm policy, contributing to the movement of building new rural areas and implementing poverty reduction. Focus on remote and underdeveloped areas but rich in resources and potential for tourism development. Pay attention to training skills in reception, narration, on-site guidance, catering to guests at home, rudimentary transportation, performances of ethnic culture and art, introduction and demonstration of the process of making goods. Traditional handicrafts...

Fourth, promote on-the-job training according to the needs of enterprises, training from low to high, from simple labor to supervision and management at all levels. Enterprises create conditions for students to practice, work part-time (part-time), so it will solve the problem of labor shortage of enterprises and students will be direct with actual work. Sign training contracts between enterprises and training institutions on the principle of ordering and training according to job needs. Strengthening linkages in tourism training between the State - Schools - Entrepreneurs. Effectively use the state budget for training and retraining. To encourage tourism training institutions to set up service establishments suitable for training occupations for students to practice and activities to generate more funds for training. Continue to diversify ownership of different types of schools, classes and training and fostering institutions.

There is a good mechanism to mobilize the knowledge and experience of leading scientists in the country, overseas Vietnamese and foreigners for tourism training. Encourage the society to contribute to the construction of training facilities and equipment, to give opinions on undertakings, policies, plans, standards, contents of training programs, to provide financial support for learners. create conditions for internships and receive students and graduates to work.

Building a tourism training standard school on the contents of developing training programs and training framework, training capacity and fostering tourism human resources. In investing in technical facilities for schools, it is necessary to attach importance to vocational practice establishments in the form of school hotels or vocational practice centers. Diversify types of training, fostering trainers, teachers and training tourism staff in various forms both at home and abroad; attract lecturers from state management agencies and tourism businesses. Promulgating and organizing the implementation of the college and university tourism training framework program to meet practical requirements and approach international standards, ensuring connectivity between training levels.

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Sixth, to build a workforce of the tourism industry that meets the quality and reasonable requirements in terms of occupational structure and training levels to ensure professionalism, competitiveness and regional and international integration. economy, contributing to improving the quality of tourism services and meeting social needs. Promote scientific and technological research and training; establish and operate an electronic database on tourism human resources; expanding forms of distance training, training via the Internet (e-learning). Develop e-tourism training curriculum, firstly at vocational training level. Statistics and management of tourism human resource data and scientific research on tourism human resource training.

Seventh, renewing and transforming the awareness of all levels, sectors and the whole society about the position and role of tourism human resource training according to social needs. Create a favorable environment for tourism training, promote community tourism education. Integrating education and tourism culture in the general education system; in local political schools; Party schools, mass organizations and central administration. Develop a program to promote and enhance the professional image and orientation of the tourism profession. To foster tourism knowledge for managers in related fields, teachers, local government officials and those who have direct contact with tourists.

Eighth, strengthening international links and cooperation in training and human resource development in tourism. Create conditions for training institutions to cooperate bilaterally and multilaterally with foreign training institutions, especially with tourism training institutions in ASEAN and the Asia-Pacific region,... Linking training with employment based on both meeting industry requirements and implementing regional linkages and labor export; continue to attract foreign investment capital and advanced technology for tourism human resource development.

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