

Human Resource for Development of Tourism Business in Cần Thơ

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The tourism business is considered as one of key industries in Vietnam and Cần Thơ is included in a center of this industry. The problem with this industry in Cần Thơ in the coming years is how to develop the human resource needed for quantitatively and qualitatively development when Vietnam integrates more fully into the world market and get open to foreign competition.

According to the theory suggested by Parasuraman (1991), quality of services, as well as the tourism ones, could be measured by customers' expectations and assessments that reflect themselves in the five key dimensions:

- Reliability: Ability to perform the promised service dependably and accurately (32%)

- Responsiveness: Willingness to help customers and provide prompt service (22%)

- Assurance: Knowledge and courtesy of employees and their ability to convey trust and confidence (19%)

- Empathy: The firm provides cares and individualized attention to its customers (16%)

- Tangibles: Appearance of physical facilities,

equipment, personnel, and communication materials (11%)

Of these dimensions, the human resource plays the most important role accounting for over 80% of the service quality because the cus-

tomers' satisfaction is determined by employees who provide services. That is why the development of human resource is decisive to the development of the tourism services. As for the Cần Thơ tourism industry, it's useful to examine first the human resource training in the past few years before discussing prospective plans for the coming ones.

Table 1: Labor force of the Cần Thơ tourism industry 2001-05

Indicator	2000	2001	2002	2003	2004	2005
Labor force	1,221	1,320	1,520	1,732	1,928	2,300
- From colleges	155		210		250	
- From high schools	153		400		600	
- Manual laborers	913		910		1,078	
- Trained in tourism services	307		478		450	
Monthly income (VND1,000)	784	785	936	1,000	1,100	1,200

Source: Cần Thơ Tourism Service 2006

degree of labor fluidity is high (up to 70% in certain firms). One of major causes of the high fluidity of labor is the low income (some VND1.2 million a month in 2005) and wide difference in the

year. In training tourism guides, it will produce its first 70 graduates in 2008. The Cần Thơ Tourism Service, in cooperation with the Tourism Business School in Vũng Tàu, is giving courses in

income between employees and the management. Moreover, many laborers are fired or replaced because of their poor competence, including ones with college degrees (their major is not tourism business services and hotel management to 94 learners and an English course to 28 managers.

These facts show that the Cần Thơ tourism authority has no plan to develop the human resource in preparation for future development. In its plan for the years 2010-2020, the Cần Thơ tourism authority plans to make the best use of its advantage as a center of the Mekong Delta to attract high-quality labor force from other provinces, and from abroad as well, to develop Cần Thơ into a "friendly, safe and ideal destination

Table 2: Need for hotel rooms by 2020

Demand	2005	2010	2015	2020
Room	2,300	4,330	10,360	21,430
Average occupancy rate	55%	60%	65%	70%

ness). College graduates working in the industry are usually from foreign language faculties.

In Cần Thơ, only a handful of schools that gives courses in tourism services. The Faculty of Business Management and Tourism of the Cần Thơ University has just come into being recently and could only train some 20 students a

1. Labor force in the past few years

The table shows that the best part of the labor force of the Cần Thơ tourism industry is untrained laborers and the

tion for tourists" who want to learn about "Mekong lifestyle" and turn the tourism business into a key industry of Cần Thơ.

The plan also predicts that by 2020, Cần Thơ needs some 21,000 rooms for tourists and suggests a building speed that is as follows:

In 2004, there were 1,951 hotel rooms in Cần Thơ cared by 1,928 laborers (that is, less

If the tourism business can create such a large number of new jobs as suggested by the above table, it will be a very good piece of news for laborers in the province. But the problem with the tourism authority is how to train and develop such an army of high-quality laborers in the coming years to ensure a sustainable development for the industry.

- Cooperating with tourism schools or faculties in order to help learners to put their knowledge in practice, thereby improving their skills; and seeking help from national programs to develop the human resource.

- Giving short-term training courses to senior employees in order to encourage them to improve their skills and loyalty to their firms.

ate the building of the Cần Thơ Tourism School in order to produce skilled laborers for the industry.

- Training courses and programs should aim at improving professional ability, skills and manners of laborers with a view to encouraging them to become attached to their occupation.

- Both tourism authority and agencies should make more investments in tourism and training facilities in order to help laborers and learners get the best performance after graduation and save tourism agencies from expenses on retraining.

An army of skilled, well-trained and devoted laborers in a professional way will certainly be a firm basis for the development of the tourism industry in Cần Thơ. ■

Reference:

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Table 3: Demand for labor by Cần Thơ tourism business by 2020

Laborer	2005	2010	2015	2020
Direct ones	2,390	6,930	16,570	38,600
Indirect ones	3,820	12,470	29,840	77,180
Total	6,210	19,400	46,410	115,780

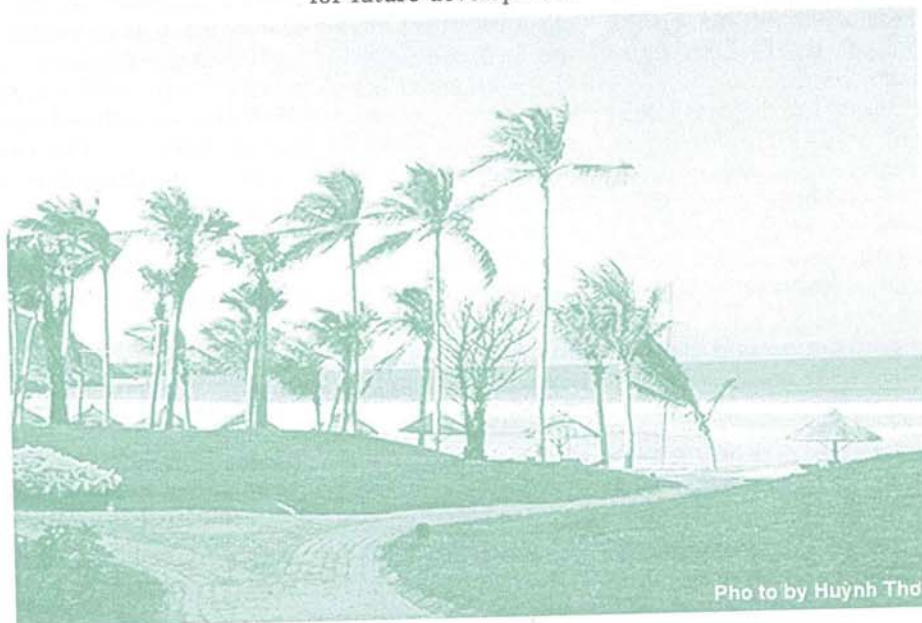
than one laborer for a room) while the required ratio of laborers to room is 1.8. It is expected that by 2010 a hotel room requires services from 1.6 direct laborers and 1.8 indirect ones. The respective figures for 2015 are 1.6 and 1.8; and for 2020 are 1.8 and 2.0.

2. Measures to develop the human resource for the Cần Thơ tourism industry

- Making plans to retrain and enhance expertise of the existing employees and managers working in the industry; and at the same time, training young laborers in preparation for future development.

- The tourism authority can cooperate with tourism agencies in supplying such courses while agencies can offer more benefits and preferential treatment to senior employees in order to encourage their loyalty and attract skilled laborers.

- The provincial government should acceler-



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