

Research to Improve the Efficiency of Development of Human Resources in the Tourism Industry in Vietnam in the Context of Globalization and International Integral

Pham Anh Tuyet

East Asia University of Technology, Vietnam

Dao Thi Thuong

Hanoi University of Natural Resources and Environment, Vietnam

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Abstract

Vietnam is in a period of explosive development in tourism, becoming one of the bright and emerging spots of the region and the world. The tourism industry is currently an important engine in creating jobs, attracting foreign investment, increasing budget revenue, promoting economic growth and social development of localities in particular and the country in general. Currently, many new tourism products are being formed and developed to meet the increasing demands of all types of tourists. Among them, the trend of adventure tourism, experience tourism, smart tourism, creative tourism, work combined with rest, medical tourism and health care must be mentioned. The digital technology revolution has had a strong impact on industries and fields of socio-economic life, including tourism. The trend of "digitization" will profoundly change the way tourism is managed, business and consumption. This requires localities and destinations to develop new and unique tourism products and programs that combine both natural and human values and associated with convenience. modern facilities. At the same time, in order not to be left behind and meet development needs, Vietnam's tourism industry is in need of a human resource with richer and more comprehensive knowledge in terms of knowledge, expertise, skills, and skills. , foreign languages,... This article, on the basis of analyzing the need to develop human resources of the industry, the current situation of human resources in the tourism industry, will propose some solutions to develop human resources to meet the needs of human resource development. meet the requirements of tourism development.

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1. The need to develop tourism human resources

Firstly, stemming from the position and role of the tourism industry, the potential, strengths and development trends of Vietnam's tourism industry.

As of 2017, the tourism industry directly contributes to 8% of Vietnam's GDP (in addition to indirect spillover effects) and is the country's largest source of single service exports. 2]. Vietnam prioritizes identifying tourism as a strategic industry, a driver of socio-economic development, job creation and shared prosperity. The Politburo's Resolution on Tourism Industry Development in 2017, the goal is to turn tourism into a spearhead industry and make Vietnam a leading destination in Southeast Asia, through four key strategies on: infrastructure, promote and create a favorable tourism environment, develop tourism human resources, improve state management of tourism.

The tourism industry contributes to both attracting foreign investment, increasing tax revenue and creating jobs. The tourism industry is also an attractive way to diversify exports, so as not to rely solely on manufactured, processed and raw products. The rapid increase in international tourist arrivals to Vietnam brings significant non-net-currency income streams to the country. Sales through spending by international tourists nearly doubled in absolute value from 2013 to 2017, outpacing Vietnam's GDP and total exports of goods and services, continuously bringing income stream from abroad into Vietnam. Moreover, travel services are the only major contributor to Vietnam's service exports, accounting for about 68% of total service exports in 2017 [2].

According to the latest 2017 Tourism Industry Competitiveness Index of the World Economic Forum (WEF), Vietnam ranks 32nd globally (out of 120 countries) in terms of number and attractiveness of tourism. cultural and natural resources, and third in Southeast Asia (after Indonesia and Thailand). In terms of the index's total score for 2017, Vietnam ranks 67th globally, in line with the average score of the rest of its competitors in the region. Notably, Vietnam has eight sites recognized by UNESCO as World Heritage Sites, on par with Indonesia compared to most other countries in Southeast Asia. to leading urban tourism such as Hanoi, Ho Chi Minh City and Da Nang [2].

Worldwide, travel demand is forecast to grow by approximately 4% annually over the next decade (2019-2029), which is higher than the projected global economic growth rate. In which, the number of international visitors to Vietnam increased nearly four times in a decade, from 4.2 million in 2008 to 15.5 million in 2018; the growth rate of international arrivals has averaged about 9% per year in the period 2008-2015 up to an average of 25% in the period 2016-2018; The number

of domestic visitors also quadrupled from 20.5 million in 2008 to 80 million in 2018, thanks to the rapid growth of the middle class in Vietnam.

Over the past 10 years, the number of international tourists in Vietnam has increased sharply, higher than competitors in developing countries in Southeast Asia, helping Vietnam gradually gain market share in tourism. . Per capita, Vietnam's arrivals seem to have more room to grow than those of Malaysia and Thailand, where arrivals have grown to approximately 80% and 55% of the national population, respectively. their family [2].

In addition, the trend of digital transformation in tourism development also poses many opportunities and challenges for human resources in the tourism industry. According to research by Booking.com from more than 20,000 tourists from 28 countries and territories, including 500 Vietnamese guests (accounting for 2.5%), tourism will be reshaped due to the impact of Covid. -19 [1]. Technology will play an important role in stimulating tourism demand, rebuilding tourists' trust, forcing businesses to quickly digitalize, and linking tourism activities with 4.0 technology: information search equipment. tourism news 4.0; contactless hotel management solutions; 3D/360 digitization technology , etc. Deputy Minister of Culture, Sports and Tourism Nguyen Van Hung affirmed: Digital transformation is an important solution to restore and re-develop Vietnam's tourism in a sustainable direction after negative impact of the Covid-19 epidemic; at the same time helping localities develop smart tourism, increasing the experience for visitors. This poses a challenge in training new skills for employees, especially skills to work in the digital environment.

Vietnam is not the only country seeking to exploit economic advantages from tourism and must accept to share the market with dynamic competitors in the region. In a fiercely competitive environment to attract tourists, Vietnam must have a strategic thinking to invest in depth in human resources to ensure sustainable industry development, as well as the impact on tourism assets. culture, nature and environment.

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

According to the Vietnam National Administration of Tourism, Vietnam's tourism industry directly employed about 750,000 workers in 2017, but will need about 870,000 workers in 2020 to keep up with the increased demand, equivalent to 40,000 per year. . Despite this, tourism training schools are currently only able to provide about 15,000 graduates per year across the country [3]. The gap in labor supply mentioned above is most clearly shown by the increasingly serious shortage of tour guides.

Although the number of tour guides is quite large, most businesses face difficulties in recruiting human resources, both in quantity and quality. By the end of 2019, there were 2,656 international travel businesses nationwide, an increase of 21.9% compared to 2018 and an increase of 1,092 enterprises compared to 2015; 27,100 tour guides, an increase of 12.6% compared to 2018, of which there are 17,230 international tour guides, 9,146 domestic tour guides and 724 on-site tour guides. The tour guides have university degrees or higher (71.3%), college graduates (18%), other degrees (10.7%)[3]. However, in 2015, there were about 1.57 licensed guides per 1000 international tourists, but that rate has decreased to 0.96 in 2017. For guides licensed to serve domestic tourists, this rate also decreased equally rapidly from 0.17 guides per 1000 domestic tourists in 2014 to 0.11 in 2017. In some localities, pressure capacity of tour guide is even more prominent - the ratio of guides to international visitors is as low as 0.04 in provinces such as Ba Ria - Vung Tau, Ninh Binh and Binh Thuan [2].

In addition, the low labor productivity in the tourism industry in Vietnam, compared with other sectors of the economy and compared with the tourism industry labor productivity of regional competitors, also shows the Great skill gap. Real productivity growth in the accommodation and food service sectors in Vietnam has remained dismal over the past decade – with an average annual growth rate of 1.4% since 2010, compared to 4.7% in the whole economy - resulting in the industry's labor productivity being only 23% of the economy's average (in 2017) and among the lowest in Southeast Asia.

In addition, although the average real wage in the whole economy of Vietnam has increased simultaneously, paralleling the increase in real labor productivity during the period, the gap between real wage growth - productivity growth. The workforce in the tourism industry is expanding again, reflecting a persistent skills shortage and rising wages to attract skilled workers to the industry. In fact, the data of the Vietnam Tourism Training Association shows that only 42% of workers in the industry are trained in tourism, the remaining 38% come from other industries and 20% do not receive formal training. Most workers also do not meet the requirements for foreign languages. The positive point is that those workers who work hard to invest and acquire the skills that employers in the industry are in need of will benefit, at least in the short term, through the "preferential" difference between wages and salaries. capacity mentioned above [2].

Thus, the labor force creates the competitiveness and development motivation of the tourism industry. This is also an inclusive labor-intensive industry, which tends to use more female and young workers, including low-skilled workers in rural and mountainous areas than most other

industries, thus creating more opportunities for small and medium enterprises, with high spillover effects on poverty reduction and promoting shared prosperity in Vietnam. However, the shortage and weakness of human resources in this field is not a small challenge for the tourism industry in Vietnam.

3. Impacts on tourism human resource training in the context of globalization and international integration

3.1. Tourism human resources in the context of globalization

Globalization is not only a problem of countries and regions but also the work of individuals and organizations and tourism businesses, they are the main subjects of the globalization process taking place in the world. It can be said that globalization is creating requirements, motivations and conditions for human resource development, training and professional enhancement. This is both a favorable condition and a big challenge for Vietnam in the field of tourism human resource development. On the favorable side, globalization has had a number of positive impacts on improving the quality of Vietnam's tourism human resources.

Firstly, globalization stimulates the rapid development of science and technology, which requires people in general and the labor force in particular to constantly improve their qualifications to keep up with the development of science and technology. and requirements of work, of life. This is an important condition and motivation for improving the quality of tourism human resources.

Secondly, for the number of employees working in enterprises with advanced management methods, using modern technology at home and abroad, through the working process they have learned and absorbed more into their hands. profession, management capacity and modern working style. Besides, globalization and international integration have also revealed the limitations of Vietnam's tourism workforce.

3.2. Tourism human resources in the context of international integration

International integration, first of all economic integration, is the process of actively doing two things at the same time: on the one hand, linking the economy and market of each country with the regional and world markets through efforts. opening up and promoting the liberalization of the national economy; and on the other hand, join and contribute to the building of regional and global economic institutions

The higher the international integration, the more and more links between countries expand to form a global value-added chain. All countries want and are forced to participate more and more fully in

the international division of labor. To avoid falling behind and benefit more from the results of international integration, countries need to participate in the global value-added chain. However, the level of participation depends on the integration capacity, the level of readiness and the level of the workforce. Tourism is an integrated service-based economic sector, so economic integration is considered an important process to participate in the regional and global value-added service supply chain as well as to meet the needs of tourists. socio-economic development needs of any destination.

The need for international integration in tourism is to strengthen relations for development; acquire experience; establish a position in the international arena; develop tourism and contribute to economic, cultural and social development. International integration in tourism will follow the following steps:

Join international organizations; recognize and apply advances in information technology; strengthen globalization in exploitation, protection and development of tourism resources; apply international standards in tourism industry development; signing bilateral and multilateral cooperation agreements on tourism development; commitment and opening the market of tourism services.

For successful international integration, human resources in the tourism industry must be trained with widely recognized skills and professional qualifications; be able to move and find work in the area; reaching out to actively participate in the process of international division of labor, ensuring that Vietnam's tourism has a worthy position in the supply chain of quality tourism services in the region and the world. Vietnam's tourism human resources need to be ready to participate in the international division of labor in tourism activities, first of all in the region. Tourism training must be geared towards regional and international skill level standards and be recognized.

4. Some solutions

Firstly, perfecting institutions, mechanisms, policies, and improving state management capacity in tourism and training human resources in the tourism industry. In particular, it is necessary to review, amend, supplement and complete the provisions of the Law on Tourism and the system of related legal documents; complete the system of standards and technical regulations

specialized in tourism and professional standards of employment positions in the tourism industry; strengthen training and retraining to improve state management capacity in tourism at all levels.

Secondly, Formulate and organize the implementation of strategies, master plans and plans on tourism human resource development in accordance with tourism development needs in each period, each region and region in the whole country; step by step standardize tourism human resources in accordance with regional and international standards, paying special attention to tourism management human resources and skilled workers . To develop human resources in the tourism industry to ensure quality, quantity, balance in occupational structure and training levels to meet the requirements of tourism development and international integration.

Third, develop a strong network of tourism training institutions, including vocational training and training at all levels from intermediate to university levels in tourism. Training is of a macro level and at the same time it is necessary to forecast the trend of tourism development, avoiding the phenomenon of rapid training that is not methodical to meet the needs of tourists passively.

Fourthly, fundamentally renovate the management and organization of human resource training, renovate training content and methods according to national standards for the tourism industry, associate theory with practice, training with research. research to improve teaching quality and qualifications of teaching staff. On the other hand, training institutions need to ensure synchronous and modern material and technical foundations and teaching equipment; standardize the quality of lecturers; standardize the curriculum of the tourism training framework; diversify training methods; encourage on-the-job training, self-training according to the needs of enterprises.

In addition, it is necessary to change policies for the workforce in the tourism industry such as: Improve working conditions and improve environmental quality in tourism enterprises; Propose regulations to improve the remuneration, evaluation and reward regimes for employees. Completing the system of internal regulations and strengthening labor discipline; Appropriate arrangement and division of labor. In addition, some basic solutions have been implemented in the training of human resources for the tourism industry such as: linking advanced training, retraining and recruiting new human resources. perform the function of State management of tourism, associate recruitment, training and fostering human resources for tourism business.

Sixth, strengthen the link between universities and businesses, accommodation establishments, restaurants and hotels in training tourism human resources. Through links and feedback from employers, training institutions have the opportunity to develop training programs

that are close to reality and social needs. The essence of this process is to turn the place of production and service provision of the enterprise into a place of research and practice guidance of lecturers, helping them to have more practice, innovating teaching methods and bringing new knowledge into the world. vivid practical knowledge in the lecture hall. This model also provides opportunities to learn, practice and practice for learners, helping them to understand more deeply about the industry, thereby positioning, improving themselves, having job opportunities and developing careers. .

Thus, Vietnam has achieved great success in tourism development in recent years. However, the labor supply in the tourism industry is increasingly unable to keep up with the demand when the industry is growing rapidly. Therefore, it is necessary to strongly develop the labor supply in the tourism industry in both size and quality to meet the development needs of the tourism industry.

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