

# ACTUAL SITUATION OF HUMAN RESOURCES AND MECHANISM, POLICY FOR SPORTS TOURISM SERVICE IN LAM DONG PROVINCE

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## Abstract:

Assess the actual situation of human resources and mechanism, policy for sports tourism service in Lam Dong province through analysis and synthesis of documents, method of pedagogical observation, method of directly interviewing experts. The results show that: The human resource for sports tourism service of the province is still weak in terms of professional skills, which need to be further strengthened in the coming time.

Keywords: Human resources, policy mechanism, sports tourism, sports tour guides, coaches, support staff, Lam Dong province ...

## INTRODUCTION

Lam Dong is a mountainous province of the South Central Highlands and is located in the subtropical monsoon climate, with an important strategic position in terms of economy, society, security and national defense, is a land rich in natural resources, has many strengths and potentials that have been exploited and are being exploited for socio-economic development in general and tourism in particular.

A highlight of Lam Dong's economic structure is the tourism field with 5.1 million visitors in 2015; become one of the province's key economic points. In addition, Lam Dong has made significant progress in improving the business environment. The general socio-economic conditions of Lam Dong show constant improvement. In particular, the tourism industry has become a key economic sector of the province. These are favorable conditions to develop tourism in general, and sports tourism in particular. In order to have a clearer assessment of the conditions to ensure sports tourism in Lam Dong Province, we analyze further into the actual situation of human resources and mechanism, policy for sports tourism service in Lam Dong Province.

## RESEARCH METHODS

The research process used the following main research methods: method of analyzing

and synthesizing documents, method of pedagogical observation, direct interview method and statistical mathematics method.

## RESULTS AND DISCUSSION

### 1. Human resources for sports tourism in Lam Dong

Sports tourism human resources include: sports tour guides, coaches, technical support staff, office staff in service of sports tourists, and staff in touristic areas and destinations which provide sports tourism services, rescue personnel, insurance, ... and rental, shopping services related to sports.

Lam Dong tourism industry has been developing at a fast pace. Until now, about 10,500 employees are working in tourism business units and 25,000 indirect workers in society. Specific allocation of human resources is presented in Table 1.

Thus, human resources for tourism industry in Lam Dong province are mainly concentrated in indirect labor force, direct labor force and hotel - restaurant field.

Recently, the Department of Culture, Sports and Tourism has organized a number of training courses on skills, professionalism and knowledge for labor managers at accommodation branches in the province.

In the field of sports, the workforce includes managers, athletes, coaches, referees in high

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Table 1. Number of human resources for sports tourism service in Lam Dong province

Human resource	Unit	Number (of people)
Direct workers	People	10.500
Hotel – Restaurant field	People	7.255
Management	%	30.40
Tourism – Transportation	People	1.130
Management	%	26.60
Touristic areas, destinations that sell tickets	People	2.115
Management	%	24.30
Indirect workers	People	25.000

Source: Report 04 / BC-SVHTTDL, January 20, 2017

Table 2. Human resource of sports field in Lam Dong province

Criteria	Unit	2015	2016
<b>Managers</b>			
Managers at Department, Center levels	People	-	56
Managers at District, Village levels	People	-	168
<b>High performance sports</b>			
Athletes participating in competition	People	501	591
Coaches	People	26	
Referees	People	50	
<b>Mass sports</b>			
Number of people participating in exercising and practicing sports in local area	People	292.730 (25.06 %)	25.2%
Number of sports households	Households	57.300 (15.38 %)	16.00%
Number of sports units (clubs)	Facilities	783	815
Number of athletes participating in local tournaments	Turns	4.015	5.660

Source: Summary of annual reports of Lam Dong Department of Culture, Sports and Tourism and Lam Dong Sports Center

performance sports and mass sports. Detailed statistics are presented in Table 2.

Table 2 shows that: It can be seen that in high-performance sports, the force of sports management officials, coaches and referees in the locality is quite thin. In order to develop sports tourism, it is necessary to have specific policies on training human resources for specific sports and tourism activities for both tourism and sports human resources of the province.

Particularly, for specific sports, so far, there are no specific statistics. The majority of the human resources for specific sports such as extreme sports, traditional sports are located in a number of tourism supply facilities (touristic

areas, destinations and tourism companies which organize sports activities, extreme sports) or irregular activities in service of festivals and events in the locality.

In order to have a more detailed view of the satisfactory capacity of human resources to serve the development of sports tourism, the topic has used the results of the survey of local suppliers. Survey results show that the number of employees of the sports-related tourism facilities varies according to the size of the business. With a total of 220 surveyed facilities, the number of employees is 4,743 employees. Thus, on average, each supplier has about 21.7 employees. The actual situation of staff training

Table 3. Actual situation of staff training at sports-related tourism supply facilities (n=220)

Types of facility	Average number of employees		Tourism professional training		Sports professional training	
	m <sub>i</sub>	%	m <sub>i</sub>	%	m <sub>i</sub>	%
Accommodation	29.7	100	24	80.80	8	27.00
Touristic areas, destinations	33.3	100	20.4	61.10	3.1	9.40
Travel	6.4	100	5.6	87.40	4.6	72.00
Health care service facility	8.5	100	3.5	41.20	3.5	41.20
Physical education and sports center	5.4	100	0.9	15.90	3.5	64.30
Entertainment, relaxation facilities	2.1	100	1.6	75.30	2	94.10
Other businesses	5	100	-	0	3	60.00
<b>General average</b>	<b>21.7</b>	<b>100</b>	<b>17.4</b>	<b>80.20</b>	<b>5.6</b>	<b>25.80</b>

on tourism and sports operations is shown in Table 3.

Table 3 shows that: The number of employees in the touristic areas and destinations is the largest, followed by the accommodation facilities. At travel facilities, health care service facilities or sports centers, the average number of employees is less than 10.

At the surveyed supply facilities, the proportion of staff trained in tourism professionals generally accounted for 80.2%. The proportion of employees trained in sports tourism professionals varies by types of facility. This ratio in sports, entertainment and travel facilities is high while in accommodation facilities or touristic destinations is low. The majority of the staff are trained in the country, only a few are trained abroad, accounting for about 7.9% of the total number of employees trained in sports professionals. Thus, it can be seen that the proportion of staff trained abroad

for sports tourism is quite low. This is also a huge limitation because at the present, in the country, in addition to the training schools on sports in general, there is no training school dedicated to sports tourism professionals, while the form of extreme sports requires highly safe skills and techniques for tourists and has high potential to develop with the terrains and climate of our country.

The proportion of human resources trained in sports tourism professionals is not high and mainly trained in the country. Only 45.5% of the staff of the suppliers are trained in first aid skills and are mainly trained in the country. Only 17.4% of employees trained in sports professionals, the training rate is very small. This can be seen clearly in Table 4.

Table 4 shows that: Human resources for sports tourism in the province are still weak in terms of professional skills, and need to be further strengthened in the coming time.

Table 4. Skills which employees are trained at sports tourism supply facilities (n=220)

Skills	Trained in the country		Trained abroad	
	m <sub>i</sub>	%	m <sub>i</sub>	%
First-aid skills	2157	45.50	-	-
Tourism professionals	3094	65.20	50	1.05
Sports professionals	824	17.40	2	0.04
Foreign language	3291	69.40	58	1.22
Others	4	0.10	6	0.13
Total number of employees	4743	100	4743	100

**2. Mechanism and policy for developing sports tourism in Lam Dong province**

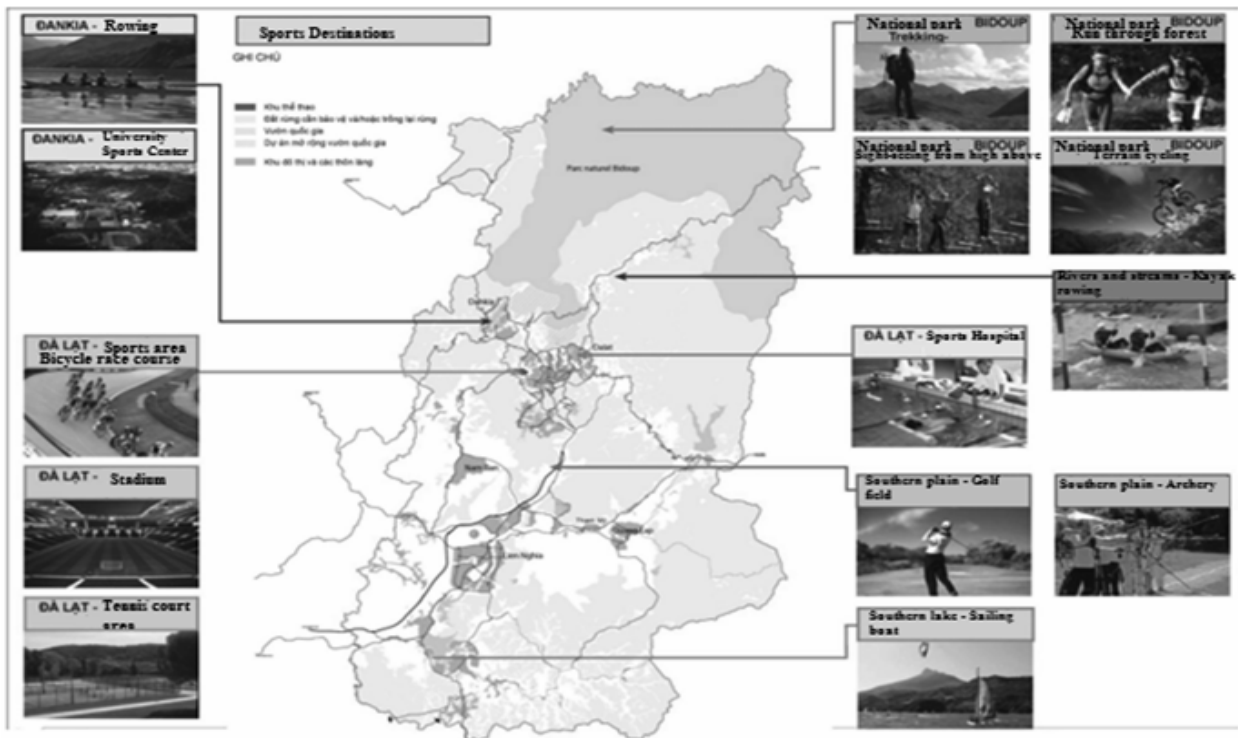
At the national level, in the tourism product development orientation of the Vietnam Tourism Development Master Plan to 2020, the vision to 2030 was issued by the Government in accordance with Decision No. 201 / QD-TTg dated. 22/01/2013, stated sports tourism is a direction to diversify tourism products.

At the regional level, the Master Plan for Tourism Development in the Central Highlands to 2020, with a vision to 2030, was approved by the Government in Decision No. 2612 / QD-TTg dated 11/11/2013), the themed extreme sports tourism products group is one of the main tourism products of the region, especially Da Lat - Lam Dong.

At the local level, extreme sports tourism such as mountain climbing, waterfalls crossing, skydiving ... are planned to be developed into Lam Dong's key tourism products in Lam Dong's master plan on tourism development to 2020 in Decision No. 1369 / QD-UBND, June 25, 2010. The plan also emphasizes the need to invest in infrastructure, material and technical facilities to serve the development of sports

tourism and put forward an intersectoral coordination policy to develop tourism. In addition, in the explanatory note of adjustments to the master plan of Da Lat city and surrounding areas to 2030 with a vision to 2050, which was approved by the Prime Minister in Decision No. 704 / QD-TTg dated May 12, 2014, Da Lat and its surrounding areas including Don Duong, Lac Duong and Lam Ha districts are oriented to become a regional "sports destination" with many subdivisions of infrastructure systems and technical facilities for sports and tourism activities such as University Sports Center, Sports Hospital, Sports Center, Bicycle Race Course, Stadium, ... to ensure a diverse organization of indoor, outdoor, water sports activities, mountainous sports, attached to nature, ...

And recently, in the Resolution 07-NQ / TU dated November 16, 2016 of Lam Dong Provincial Party Committee on developing high-quality tourism in the period of 2016-2020, with a vision to 2025 in Lam Dong province stated "invest and upgrade material and technical facilities to effectively organize national and international sporting events in a professional



Picture 1. Conceptual map for the "Sports destinations" of Dalat City and its surrounding areas (National Institute of Urban and Rural Planning, 2014) (Photo source: provided by author)

manner; promoting potential advantages, creating favorable conditions for developing types of extreme tourism ”(Provincial Party Committee of Lam Dong, 2016).

It can be seen that, in terms of planning, sports tourism has been an important direction that is interested in by central and local areas in the overall tourism development strategy.

In addition, in recent years, Lam Dong province has promoted investment in upgrading the transports infrastructure system, sports facilities and infrastructure with many projects such as the Lam Dong Culture - Sports Center has started its construction since December 2013, a 20,000-seat stadium is expected to be completed in 2020. The province also reserved land for sports activities. 11/12 districts and cities have been planning the land fund for the construction of sports facilities, of which a number of districts have been constructing multi-functional stadiums and gymnasiums (04 multi-functional competition gymnasiums, 04 multi-functional training gymnasiums and 10 stadiums).

Implementation plan of the Vietnam Sports Development Strategy to 2020 in Lam Dong emphasizes the construction of facilities for the provincial level as well as at the grassroots level to make a premise for the construction of Lam Dong to become a "sports destination" that exploits the available strengths in tourism and sports.

Particularly in the field of extreme sports tourism, the People's Committee of Lam Dong Province issued Decision No. 1804 / QD-UBND dated August 15, 2016 promulgating the Provisional Regulation on the management of extreme tourism activities in the province. Lam Dong includes content related to extreme tourism products such as: (1) Conditions of extreme tourism organization; (2) Conditions of facilities, equipment; (3) Conditions of human resources; (4) Conditions for contact information and rescue. Lam Dong is the leading locality in the country when making specific provisions for extreme sports activities. This shows the active as well as the orientation of developing extreme sports tourism in the overall tourism development strategy of the province.

From 2014 to now, out of 14 projects

licensed for investment, up to 50% of projects are related to sports tourism activities, including 4 projects directly invested in sports tourism. Some projects are about to be put into operation, such as the Thien Ma horse race course project with horse racing clubs, polo club in Madagui or Tuyen Lam Lake touristic area which is recognized as the first national touristic area of Vietnam.

It can be seen that sports tourism has become an important orientation in the province's tourism development policy.

### CONCLUSION

Tourism human resources in Lam Dong province are mainly concentrated in indirect labor force, direct labor force and hotel - restaurant field.

In high performance sports, the force or local sports managers, coaches and referees is quite thin. In order to develop sports tourism, it is necessary to have specific policies on training human resources for sports and tourism services specifically for both tourism and sports human resources of the province.

The number of employees of sports-related tourism facilities varies according to the size of the business. The percentage of employees trained abroad for sports tourism is quite low.

The human resources for sports tourism in the province is still weak in terms of professional skills, which need to be further strengthened in the coming time.

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