

"Making Strategic Planning Real": A Workshop that Focuses on Hospitality & Tourism

On October 10th, the DTU Faculty of Hospitality and Tourism and Uniterra held a workshop entitled "Making Strategic Planning Real": A Workshop that Focuses on Hospitality & Tourism, presented by Mr. Tim Cyr, a Research and Analysis expert from Uniterra. Representatives from the Danang Union of Science and Technology Associations, DANUSTA, Hospitality and Tourism lecturers and students attended.

Uniterra is a leading Canadian international development program, undertaken with the financial support of the Canadian Government by Global Affairs Canada. The program is jointly led by two renowned international non-governmental organizations, WUSC and CECI (the Centre for International Studies and Cooperation). Over the past ten years Uniterra has developed successful relationships and operations in Asia, Africa and the Americas. Uniterra believes that women and youth are a driving force in socio-economic development. The program has been using volunteers and partners to support increased empowerment, employment and incomes for women and youth.



Ms. Tran Phuong Linh from Uniterra

Uniterra Vietnam has conducted many educational and training programs across the country since 1991. In the next stage, Uniterra Vietnam will focus on two sectors, Tourism, and Information and Communications Technology, in Hanoi, Hai Phong, Hue, Binh Thuan, Ho Chi Minh City, Dong Thap and elsewhere. Uniterra will utilize an inclusive market systems approach to improve the economic and social well-being of over 200,000 young people and women, between the ages of 18 and 24, by facilitating access to better jobs and income-generating opportunities in the fields of Tourism and ICT.



Uniterra representatives, DTU lecturers and students

Associate Professor Dr. Nguyen Ngoc Minh, DTU Vice-Provost, said: *"Over the years, Uniterra has conducted many programs to improve the quality of life of people worldwide. Uniterra trains its partners to professionally design and develop a career orientation program entitled 'I Have a Dream', and how to research local workforce requirements in Tourism and ICT. We believe that Uniterra will enable DTU to improve teaching methods, career orientation skills,*

and marketing and communications, as well as strengthening the local Tourism workforce in the near future.”

Uniterra shared their experiences and gave advice on strategic planning. They also promised to organize more seminars and offer soft-skill training courses for partners in the future, as required.

(Media Center)