



EWEC Tourism Promotion Project

Result of Tourism Industry Interview Survey in Savannakhet

April 2008



JICA Project Team

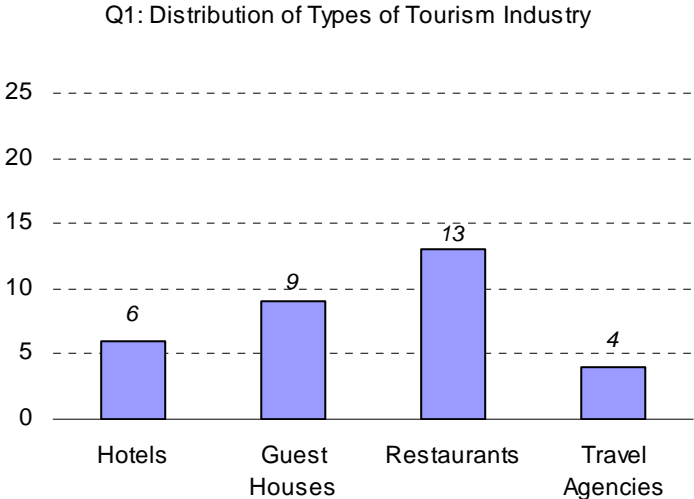
The Tourism Industry Interview Survey was conducted jointly by the JICA Project Team and PTD office between March and April 2008 with the following objectives:

1. to contact directly tourism industries in Savannakhet Province and to promote their participation to the Project, especially to the tourist service improvement training program,
2. to obtain basic information on the economic impacts of the tourism and issues related to the tourism development and promotion.

During this period, 32 companies were interviewed and the result of the survey is described as follows (some guest houses in Phine and Sepon districts are included):

Q1: Composition of Tourism Industries Interviewed

Figure Q1 indicates distribution of tourism related industries interviewed during March and April 2008.



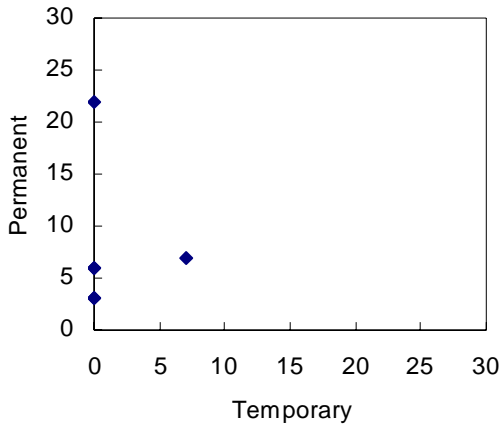
Q2: Details of Services

Further details about the services provided were interviewed for restaurants. This aspect was not analyzed and omitted in this document.

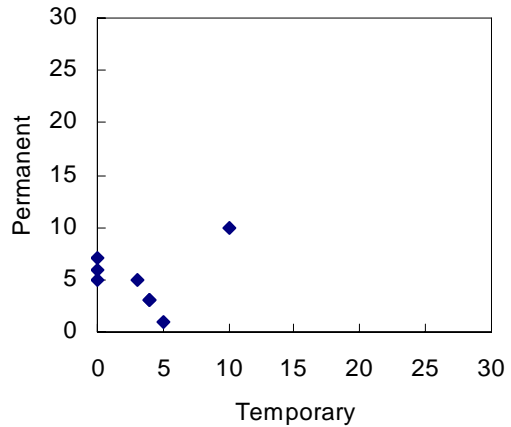
Q3: Number of Employees

The following 4 graphics indicates distribution of permanent and temporary employees for hotels, guest houses, restaurants and travel agencies.

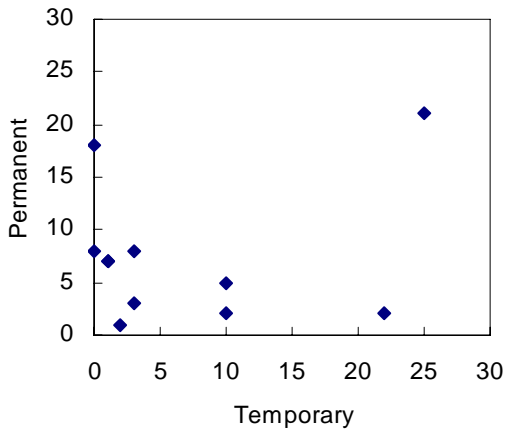
Q3: Number of Employees (Hotels)



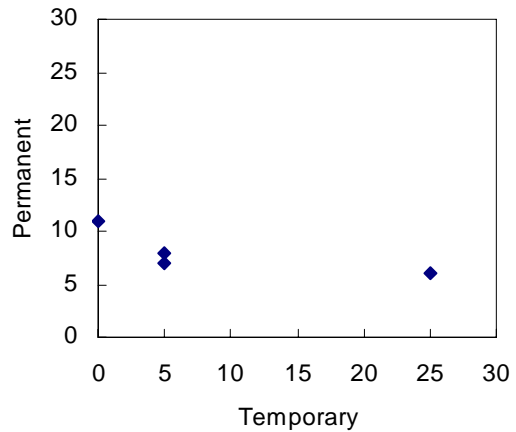
Q3: Number of Employees (GH)



Q3: Number of Employees (R)



Q3: Number of Employees (TA)

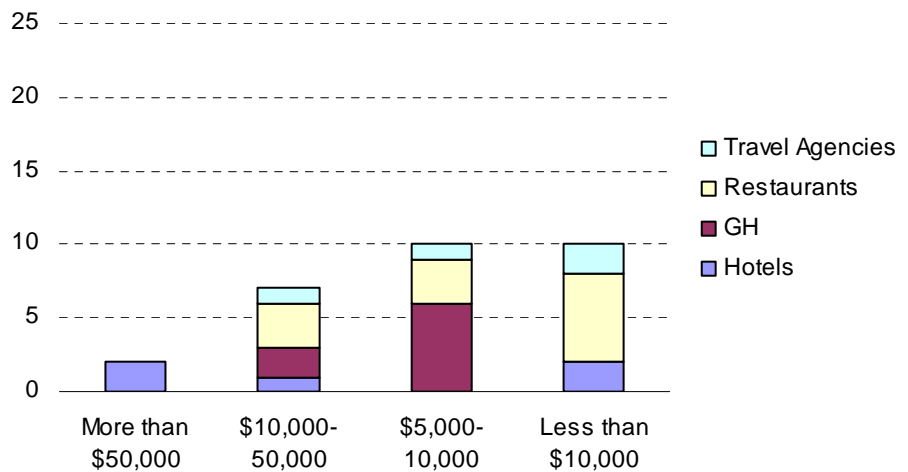


It is obvious that restaurants tend to employ many temporary staff. Temporary staff of one travel agency might be drivers.

Q4: Annual Sales

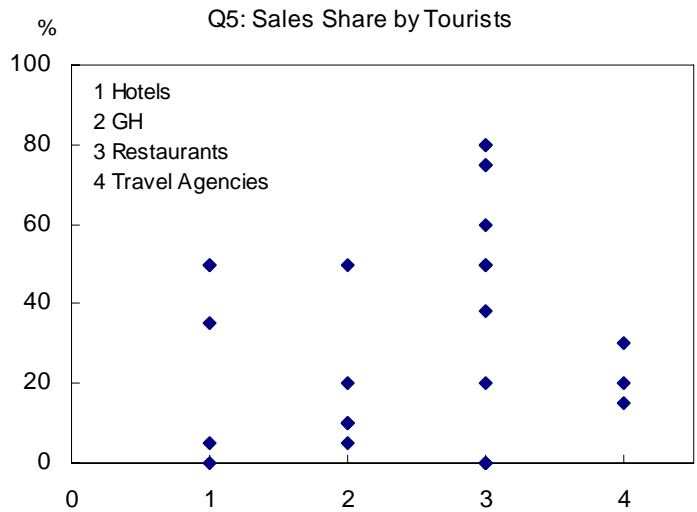
Although the information obtained may not be accurate, only hotels can earn large amount of sales. According to the interviewer, most managers are not familiar with sales.

Q4: Annual Sales

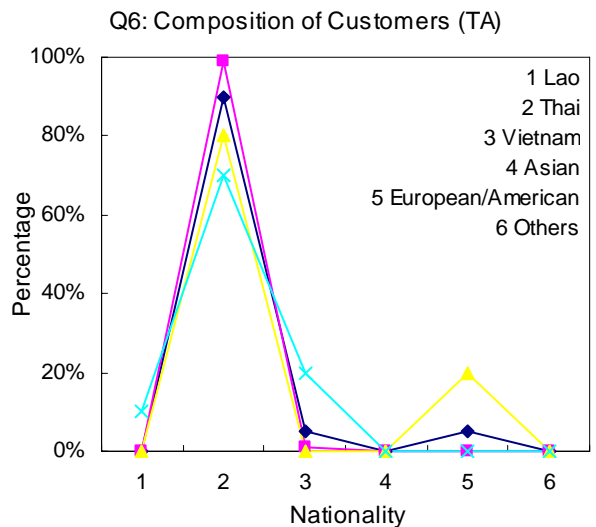
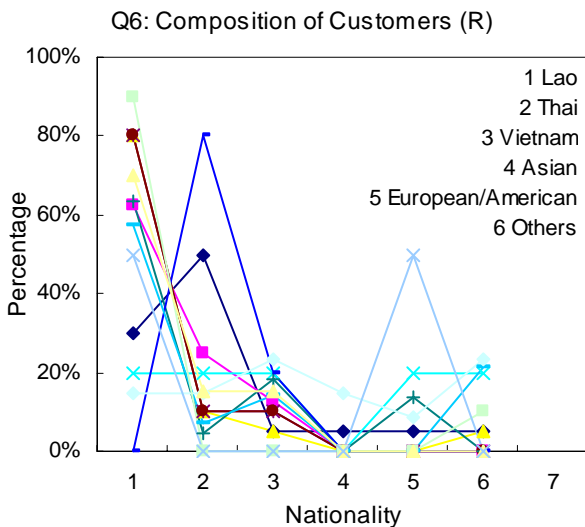
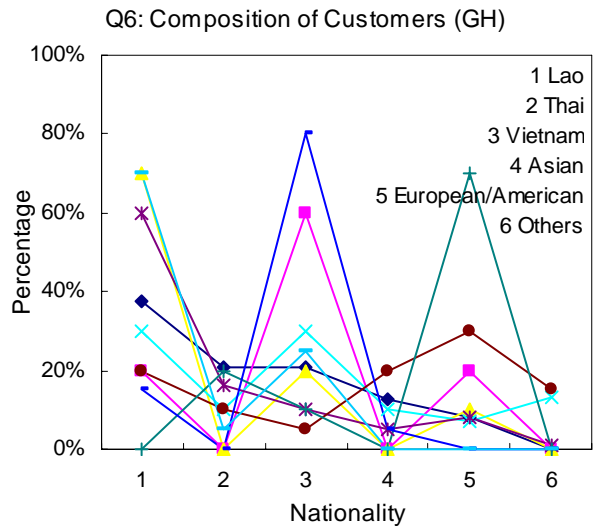
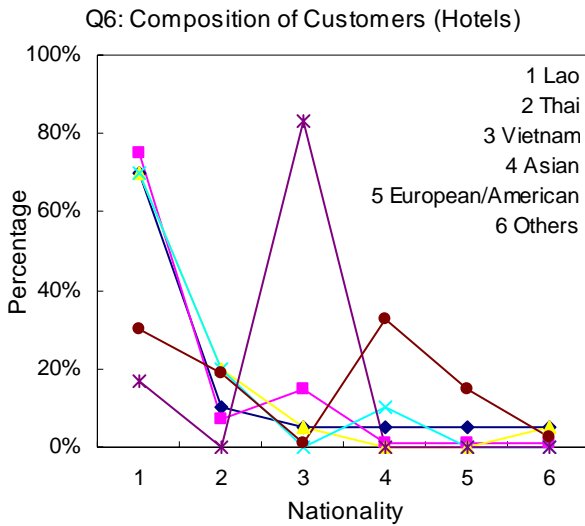


Q5: Sales Share by Tourists

Answers to this question also seem not to be always accurate. However, restaurants seem to be able to earn more from the tourists. On the other hand, travel agencies seem to rely much on non tourist (car rent by business men, residents, etc.).



Q6: Composition of Customers

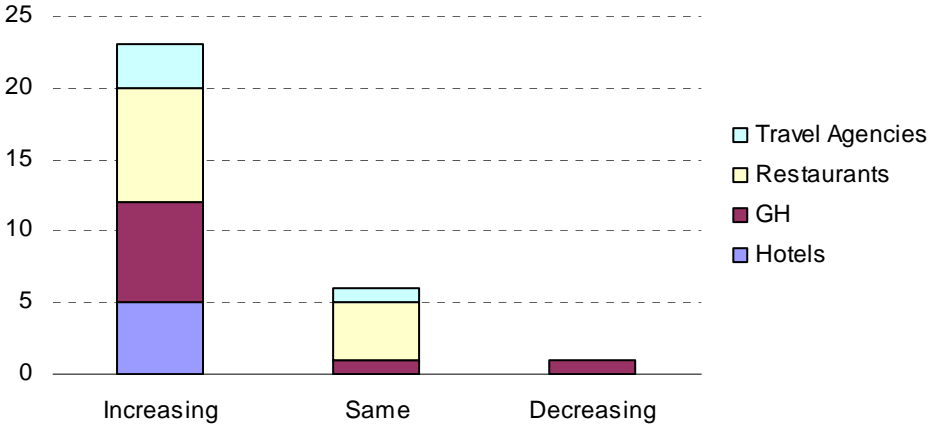


Very distinct differences are observed according to types of industries. Rather high percentage of Vietnamese customers received by hotels and guest houses, while very small share of them are received by travel agencies. On the other hand, customers of travel agencies are dominated by Thai. Hotels and guest houses receive small percentage of Thai customers. Restaurants also receive many Thai tourists, but there is a considerable difference depending on restaurant. This may be due to the contract between the restaurant and travel agency.

Q7: Trend in Recent 5 Years

The result shows obviously the trend of business is increasing in recent 5 years. While, some restaurants and guest houses which are not concerned with tourists express little change or certain decrease.

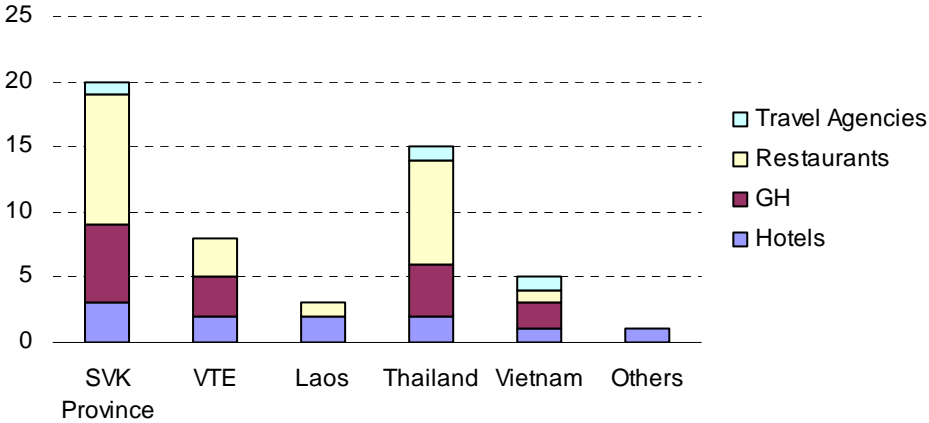
Q7 Trend of business in recent 5 years



Q8: Raw Materials from

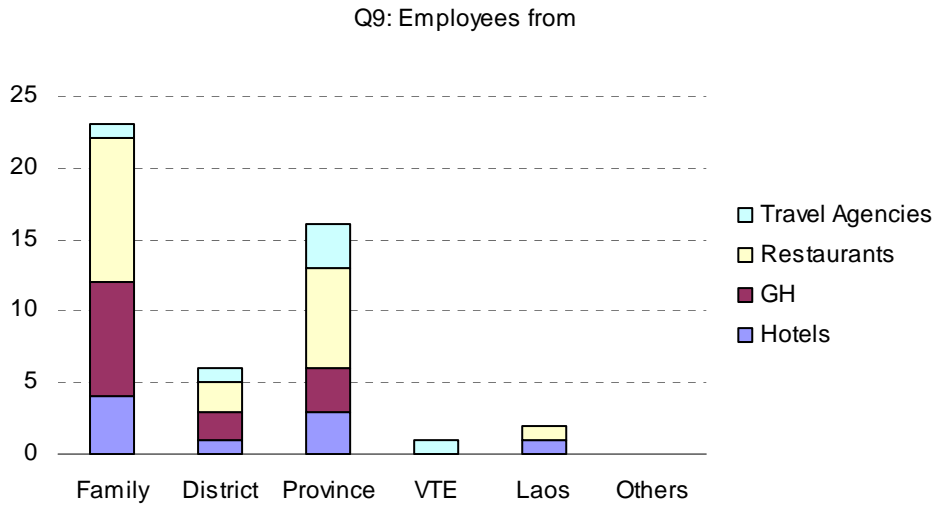
In general, tourism industries purchase their raw materials mainly locally (from Savannakhet) and from Thailand. Hotels purchase their materials from diverse suppliers, while many restaurants tend to rely on local and Thai suppliers.

Q8: Raw Materials from



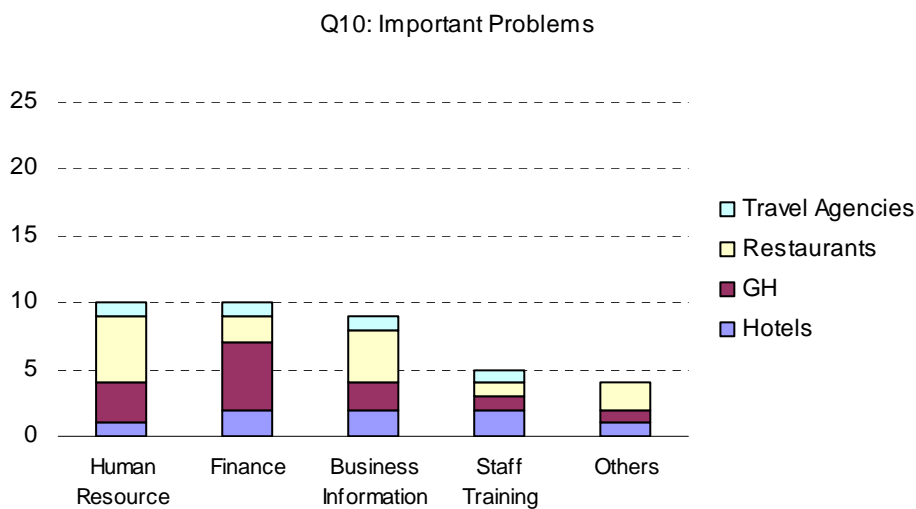
Q9: Employees from

In Savannakhet, many tourism industries are run by family members. Only a few companies employ staff from Vientiane or other part of Laos. There seems no companies officially employ staff from abroad.



Q10: Important Problems

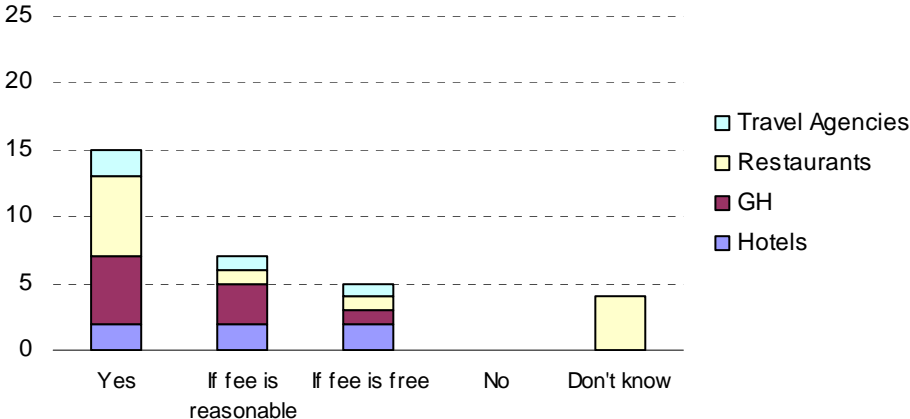
Figure Q10 shows distribution of important problems expressed by tourism related industries. Lack of human resources and lack of business information are more expressed by restaurants. Availability of finance is more expressed by guest houses. Very few industries think their staff training is an important problem.



Q12: Willingness for Participation in Training Program

On the other hand, almost half of interviewed companies answered that they are willing to participate in the training program under the project without adding any condition. Other half answered “Yes” but if it will be held reasonably cheap or free of charge. 4 restaurants answered that they are not concerned in staff training, although they did not deny their willingness.

Q12: Willingness for Participation in Training Program



Note: Q11 was asking for free opinions. The result was not summarized in this report.

Further information can be obtained from:
 website: <http://ewec.igotfree.com/>
 e-mail: ewec_tourism@optstyle.com