TRAINING FOR HOMESTAY OPERATION

Module 0: TRAINING COURSE OPENING

Module 1: Tourism and homestay

Module 2: Hygiene and environment care in homestays

Module 3: Safety and security

Module 4: Customer Service

Module 5: Maximizing sales

Module 6: Managing money

Module 7: Low cost marketing

Module 8: Housekeeping service

Module 9: Food and Beverage service

Module 10: Cookery
**Opening and course introduction**

**Time:** 30 MINS

### Opening speeches

**Introduction:**

- Names of trainees
- Name and experiences of trainer
- Course rules
- Course objectives
- Course contents and schedule

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**Hand-outs**

- Opening ceremony
- Introduction of trainers and trainees
- Course rules
- Introduction of training course: objectives, key contents and schedule

**Activities**

**English**
Module 1: TOURISM AND HOMESTAY

- Tourist needs
- The tourism cycle
- Types of tourists
- Types of homestay
- Homestay basic facilities and standards
- Impacts of homestay
Module introduction

TIME: 30 MINS

Hand-outs

Activities

English

- **Types of tourists**: origins of tourists by nationalities

- **Tourist needs**: types of services and activities that tourists look to experience during their stay in the destination

- **The tourism cycle**: concept of the tourism cycle with different actors and their role in which positioning of homestay will be depicted.

- **Types of homestay**: clarify the homestay concept and three types of homestay in the North, Central and Mekong Delta regions

- **Homestay quality standards**: basic quality standards set for homestay facilities in Vietnam by VNAT

- **Impacts of homestay**: potential positive and negative impacts associated with homestay operation.

- **Role play** of a tourist seeking travel services and activities in the destination to get attention

- **Discuss** why it is important to learn this module

- **Introduce key topics** that will be discussed in the module

- **Invite** participants to share their prior experiences of types of tourists, their needs or types of homestay
Types of Tourists

- SAPA
- HANOI
- CAN THO
- NHA TRANG
- HOANG SA
- TRUONG SA
Where do tourists come from?

- **Vietnam**: domestic tourists such as city workers and their families or university students with their friends
- **Other Countries**: international tourists coming from various parts of the world
  - **Asia**: the majority come from countries: China, Korea, Japan, Cambodia, Taiwan, Malaysia, Thailand
  - **Europe**: France, Germany, England, Russia, etc.
  - **Other**: America, Australia, etc.

Why do people travel?

- **Leisure**: to have fun!
  - **Holiday**: to enjoy the destination – culture, festivals, activities, attractions, beaches, food, etc.
  - **Visiting Friends and Relatives**: e.g. for Tet, family events such as weddings, or to visit each other.
- **Business**: attending conferences, meetings, trading, study, etc.
Tourists needs

Food and drink

Beach

Bus/car

Bed

Mountains
Tourists needs

What do tourists need?

• **A place to stay**: accommodation such as hotels, guest houses, homestays

• **Food and drink**: provided by restaurants, cafes, street food vendors, or by the accommodation provider

• **Transport**: ground, air and water transport - cars, buses, taxis, bicycles, boats, aircraft

• **Attractions**: temples, pagodas, museums, ancient houses, traditional villages, waterfalls, caves, forests, etc.

• **Activities**: trekking, climbing, cycling, bird watching, going to the beach, scuba diving, boat trips, etc.

They also needs:

• **Communication**: Internet, cell phone reception, post to send postcards.

• **Safety and security**: to feel that they are not in any danger from the environment or from criminal activity.

• **Access to facilities**: bank, electricity for charging phones and laptops, others.

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**Hand-outs**

**Activities**

- Discussion: What are the main needs of tourists?

**English**

- Hotel
- Homestay
- Food
- Drink
- Sight seeing
- Trekking
- Cycling
- Culture show
The Tourism Cycle
The Tourism Cycle:

- All tourism businesses/services that are used in a particular sequence by tourists
- Each business in the Cycle fills a particular need of the tourist.

Key actors in a tourism cycle:

- Transport
- Travel & tours: tour guide, ...
- Accommodation: hotels, lodges, guesthouses, homestays, ...
- Food & beverages
- Natural attractions
- Cultural attractions

Hand-outs

Activities

- **Explain briefly**: What the Tourism Cycle is
- **Flashcard game**: Tourism Cycle and its actors
- **Discussion**: Identify where the homestay operator fits in the chain - who do they link to and in what order

English

1. Tour guide
2. Transport
3. Hotel
4. Homestay
5. Market
6. Music
7. Dance
8. Handicraft
Homestays in Vietnam

What is a Homestay?
- Accommodation service organized for tourists to stay with a local family, in their home, and experience the local culture and hospitality.

What does it differ from other types of accommodation service?
- Tourists stay with a local family, in their home.
- Must provide a real and authentic experience for tourists.
- Must provide certain clean facilities for guests.
- Enjoy local foods and drinks.

Types of homestay in Vietnam

Northern mountainous region
Stilt houses without private bedroom and attached bathroom and toilet.

Central region
Long house, Guol house similar to stilt houses but longer in size or trapezoidal roofs. Interior design and facilities are the same.

Mekong Delta
Wooden garden houses of the Kinh ethnic people. Private bedroom with or without attached bathroom and toilet.

Hand-outs
- Ask trainees: What is a homestay?

Activities
- Ask trainees: What is a homestay?
- Ask trainees: What does it differ from other types of accommodation service?

English
- House
- Garden
- Living room
- Bed room
- Kitchen
- Toilet
Homestay basic facilities and standards

- Bedroom
- Kitchen
- Living room
- Bathroom
- Toilet
Homestays must offer certain basic facilities to guests to ensure they are comfortable.

- TCVN homestay standards manual
- Some exceptional cases of homestay owned by ethnic minority families where their traditional housing architecture and infrastructure conditions are unique and not up to standards.
- It also ensures that guests know what facilities to expect when staying in a homestay.

What are homestay quality standards in Vietnam?

- Sleeping facilities: bedroom
- Washroom facilities: bathroom and toilet
- Others: living room and kitchen
- Serving skills

Hand-outs

TCVN homestay standards manual

Activities

- Group discussion: what the delegates think guests would want in terms of facilities.
- Explain the required standards using pictures based on TCVN homestay standards manual.

English

- Bedroom
- Living room
- Bathroom
- Kitchen
- Toilet
Impacts of Homestay
Impacts of Homestay

What are positive impacts of homestay?

- Work and income opportunities
- Cultural exchange and civilization
- Preservation of traditions

What are negative impacts of homestay?

- Erosion of traditions
- Child labour and abuse
- Crime
- Prostitution
- Alcohol abuse

Hand-outs

- Group discussion: What are potential positive and negative impacts of operating a homestay in their village?

Activities

- Host
- Guest
- Money

English
CONTRIBUTIONS

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