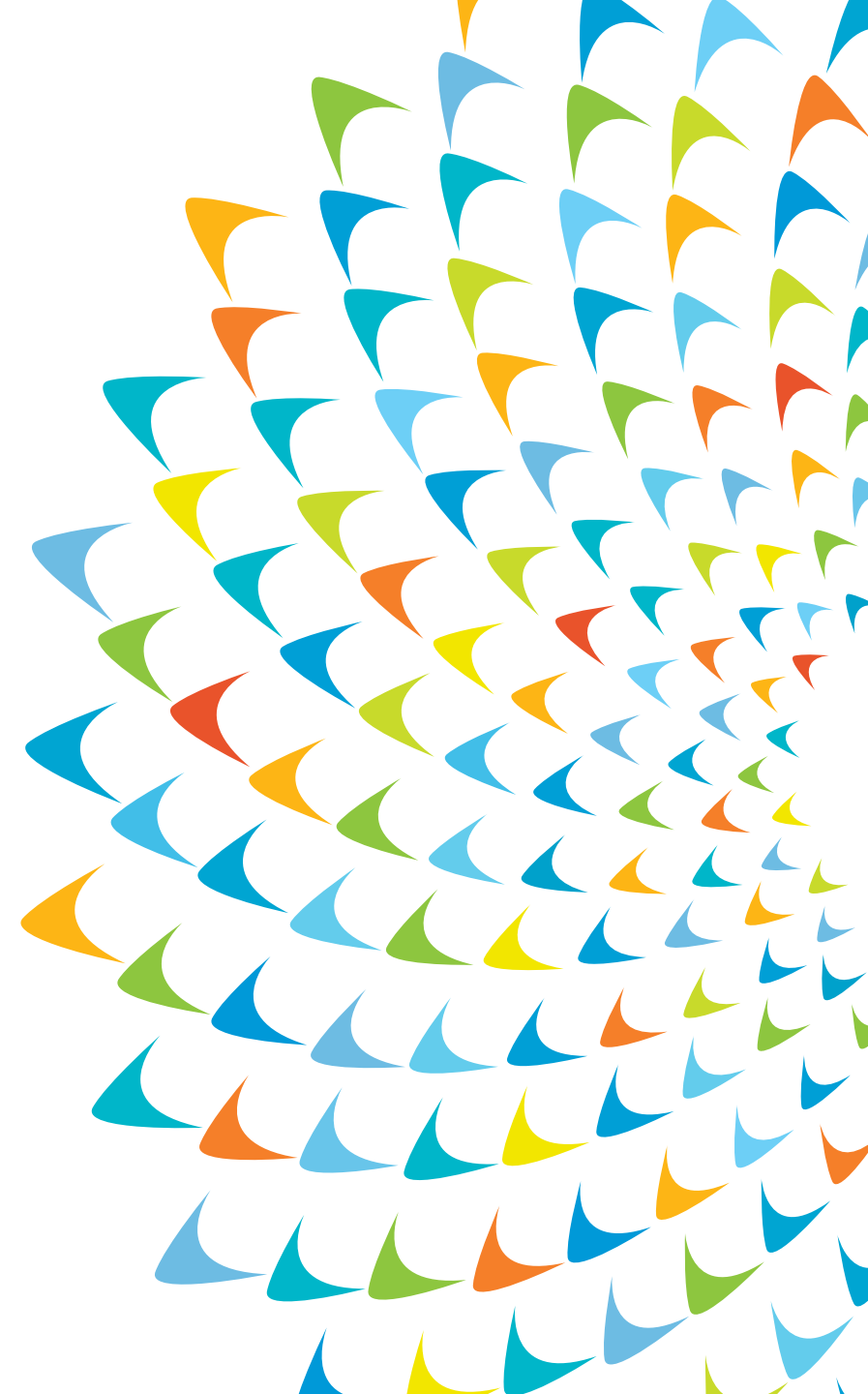




# Regional Cooperation on Capacity Building for Tourism Industry

ADB Loan 3565-PRC: Guangxi Modern Technical and Vocational Education and Training Development Demonstration

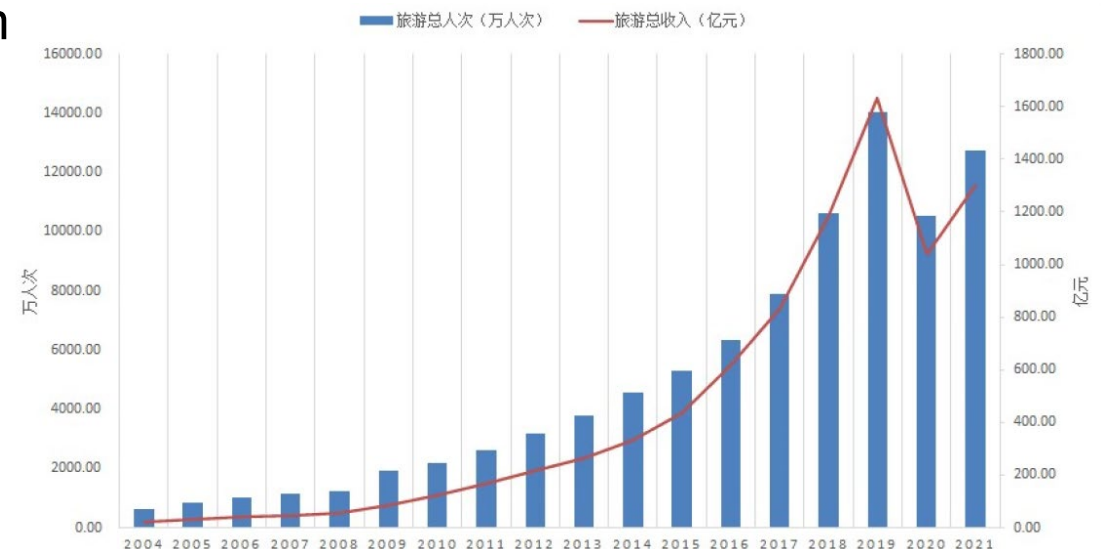
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# INTRODUCTION

- Guangxi ranks among the top three in foreign trade among western regions
- Border trade accounts for over 20% of Guangxi's total foreign trade volume
- Three cities of Guangxi border with Vietnam with CNY84.7 billion GDP in 2021
- Unbalanced development and policy interventions
- Readiness and necessity to improve tourism facilities, marketing strategies and resource development
- Multiple ethnic minorities with complicated geographic and topographic conditions
- Total of 102 A-class tourism sites, 71 registered travel agencies and 88 star-level hotels





# THE PROGRAM

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- **Outcome:** A TVET system that provides graduates with better employment opportunities in GZAR's industries established
- **Key outputs:** Industry relevance of TVET enhanced; quality of TVET improved; inclusiveness of TVET increased; role of TVET in regional economic development expanded
- **Key activity types:** industry partnerships, quality improvement, infrastructure development, increase of technical teachers with industry experience, poverty alleviation, ethnic culture inheritance and innovation, and regional cooperation with ASEAN countries
- **Program expenditure:** \$10.02 billion (2017–2020)
- **Main financiers and the respective financing amounts:** ADB: \$250 million; KfW: \$200 million equivalent (in euros); government: \$6,833 million; public TVET institutions: \$1,801 million; commercial banks: \$938 million
- **Geographic coverage:** GZAR (public TVET institutions only; excluding activities categorized A under ADB's Safeguard Policy Statement [2009])



# REGIONAL COOPERATION AND INTEGRATION

Between TVET institutions and enterprises in GZAR and ASEAN countries:

- Promoting partnership agreements for long-term cooperation
- Increasing the number of participants in partnership training and other cross-border training programs
- Increasing the number of students from ASEAN countries who receive vocational education certificates from TVET institutions in GZAR

Table: Glance of Regional Cooperation and Integration of Tertiary TVET Schools

| Indicator                             | 2022 | Indicator   | 2022 |
|---------------------------------------|------|---|------|
| Number of majors for foreign students | 57   | Number of majors jointed developed                      | 9    |
| Number of foreign students            | 849  | Within which number of students                         | 1803 |
| Number of courses adopted abroad      | 221  | Number of person-days of teachers going abroad to train | 3094 |
| Number of established schools abroad  | 11   |   |      |
| Within which number of courses        | 28   | Number of teachers with positions abroad                | 107  |
| Within which number of students       | 690  | Number of awards received abroad                        | 105  |



# TOURISM AND ASSOCIATED TRAININGS

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- Education and training for overseas students
- Trainings for overseas teachers
- Cooperative education between schools and among enterprises
  - Overseas campus
  - Partnership with overseas schools
  - School-enterprise-school
- Standardizations and norms
- Digitalization
- ASEAN Tourism Research
- Tourism Talent Training



# EDUCATION AND TRAINING

- Seamless coordination and cooperation with sending schools (inter-college agreement)
- Language + technical skills
- Platform for bilingual course sharing (PRC-ASEAN TVET teaching e-platform, 3763 materials available)

The screenshot displays the e-platform interface with several sections:

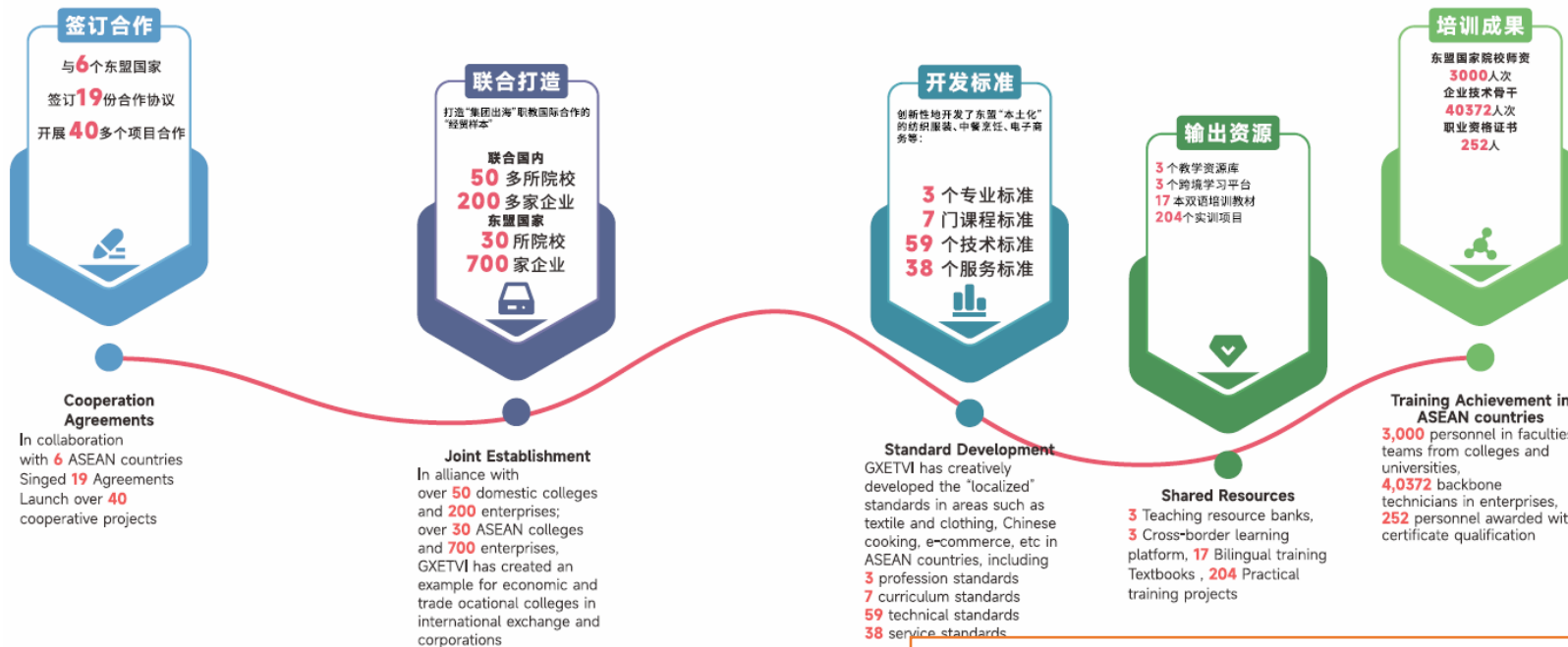
- Popular Courses:** Includes 'Asean characteristic', 'Practical educational te...', 'Internet Agricultural Pr...', and 'Chinese Tea Art Interna...'.
- Hot Popular Courses:** Lists 10 courses such as 'Medical Nursing', 'Asean characteris...', 'Practical educati...', 'Tea Art Practice ...', 'FANUC Industrial ...', 'Emergency Medicine', 'Electric and Magn...', 'Internet Agricult...', 'Animal Nutrition ...', and 'Maintenance of hy...'.
- Teaching resource package:** Includes 'Coffee making skills traini...', 'Workplace etiquette and communication', 'Batik, tie dyeing handm...', and 'LogisticsOpenCourse'.
- Hot Teaching resource package:** Lists 4 items: 'Application of Bl...', 'Tea and Aesthetic...', 'Excavator service...', and 'Job trainina reso...'.
- Subject Filter:** A grid of subject categories including Transportation, Agriculture, forestry, animal husbandry and fish, Medical and health categories, Civil construction category, Public security and justice, Public management and service, Education and physical education, Culture and art category, News communication category, Tourism category, Water conservancy category, Biology and chemical industry, Electronic information category, Energy, power and materials, Equipment manufacturing category, Finance and trade category, Resources, environment and security, Light industry textile category, and Food, medicine and grain.
- Course Detail View:** Shows the course 'Chinese Tea Culture (International Edit)' with a main teacher '杨惠源', a course evaluation of 0.0 (0 comments), and a contents list: '课程介绍' and 'Course Evaluation'.
- Table of Contents (课程章节):**
  - 1** Preface
    - 1.1 Tea Fans in the World
  - 2** Overview of Chinese Tea Art
    - 2.1 The Origin and Development of Tea
    - 2.2 The History of Chinese Tea Culture and Tea Drinking Custom
    - 2.3 The Spread and Development of Chinese Tea Culture
  - 3** Step into the World of Tea
    - 3.1 The Basic Knowledge of Tea Tree
    - 3.2 The Category of Tea
    - 3.3 Tea Processing and





# COOPERATIVE EDUCATION

- Establishment of overseas campuses, training centers, and practical training bases
- Cooperation with overseas schools, enterprises and institutions for the development of internationally-oriented and diverse skilled professionals
- Relying on internationally reputable tourism enterprises to construct talent development systems, curriculum and teaching resources based on international and/or enterprise job standards



# TESTIMONIALS



*Guangxi Overseas Chinese School has made great efforts to cultivate talents in ASEAN minority languages and technical skills. Over 600 students have been sent to ASEAN countries for study or employment. These students have excellent communication skills in ASEAN minority languages and have achieved outstanding performance in various industries such as finance, economics, trade, and tourism services in ASEAN countries. Student in the photo is employed by the China-Laos Railway Company for the operation and management of the China-Laos Railway.*





# TESTIMONIALS



“共享‘一带一路’”越南北江工业技术学院教师培训项目  
Faculty Training Program for College of Industrial Techniques of Vietnam



“电商谷”——清迈中心揭牌仪式  
The Grand Opening Ceremony of Chiang Mai Center of the E-commerce Valley



法国品阁高等厨艺学院活动现场师生合影  
Online Exchange Activity with Faculty and Students from École Hôtelière du Périgord, France



National E-commerce Vocational Education Teaching Steering Co

The Office of the Vocational Education Commission (OVEC) would like to express my sincere thanks to National E-commerce Vocational Education Teaching Steering Committee (China) for supporting the training program “Professional Skill + Chinese Language + Certificate of Knowledge Level,” which under the supervision of the National E-commerce Vocational Education Teaching Steering Committee (China) and the Confucius Institute of Chiangmai University. The participants have been upgrading the professional skills of data analysis “1 + X E-commerce” model for teachers and personnel under OVEC.



Office of the Vocational Education Commission



- Provided specialized training for the staff of tourism and hotel enterprises in border cities
- Developed textbooks to support establishing internal quality standards within the enterprises
- Cooperate with local governments and tourism area managers to promote the standardization and digital transformation of tourist attractions
- Collaborated with international hotel groups such as Marriott and InterContinental to focus on key majors such as integrated media, tourism management, and hotel management
- Provide comprehensive guidance and assistance, covering the entire process from formulating talent cultivation programs, establishing teaching standards, developing curricula and teaching resources, to faculty training and involvement of international enterprises
- Built an international cooperation platform between universities and enterprises through international tourism companies and offered a comprehensive set of talent cultivation standards, curriculum systems, and teaching resources in line with international standards
- Developed bilingual teacher training programs (including online learning, field visits, job experiences, and pedagogical exchanges) specifically tailored to the needs of tourism faculty in the area of digital transformation such as electronic payments, cross-border e-commerce, tourism artificial intelligence, and tourism business data analysis



# GUILIN TOURISM UNIVERSITY

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- Established of the "China-ASEAN Tourism Education Alliance" together with China-ASEAN Center and 18 tourism colleges and enterprises from China and ASEAN countries
- Organized more than 30 training programs for ASEAN tourism talents and cultivated over 3,000 mid- to high-level tourism management professionals in the ASEAN region, among which four sessions of advanced tourism management training courses for the Greater Mekong Subregion (GMS) and three sessions of high-level tourism management training courses for ASEAN were organized under the ADB program
- Established the ASEAN Tourism Research Center with the China Tourism Academy and published two volumes of the "ASEAN Tourism Blue Book"
- Organize experts to participate in ADB projects on sustainable tourism development in Heilongjiang Province and the comprehensive ecological governance demonstration project in the Li River region of Guangxi to support the sustainable development and green transformation of the regional economy in the aforementioned areas with tourism as a leading industry



Human resources, in particular, skilled labors, are key for socioeconomic development, including tourism.

TVET is an important source of skilled labor supply.



Thank you! Jinqiang Chen [jchen@adb.org](mailto:jchen@adb.org)

