

PROJECT PROPOSAL

HOSPITALITY VOCATIONAL TRAINING PROGRAM NGAPALI, MYANMAR



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FXB Myanmar
Dr. Cho Cho Mar Kyaw
Yangon, Myanmar

Tel. (95-1)647107
cckyaw@fxb.org

www.fxb.org

FXB International
Aline Albasini
Rue de Lausanne 44
1201 Geneva - Switzerland
Tel. +41786005024
aalbasini@fxb.org

CONTENT

GLOSSARY.....	3
1. FXB.....	4
1.1. FXB International.....	4
1.2. FXB in Myanmar.....	4
2. Project location.....	5
2.1. Country.....	5
2.2. Brief context analysis: Rhakine State - Ngapali.....	5
2.3. Needs Assessment.....	6
3. Project components.....	7
3.1. Postulate.....	7
3.2. Project objectives.....	8
3.3. Project beneficiaries.....	8
3.4. Project activities.....	8
3.4.1. Develop youth professional competencies.....	8
3.4.2. Enable professional insertion.....	10
3.4.3. Develop students' life skills and improve their psychosocial status.....	11
3.4.4. Develop global competencies in the hospitality sector.....	12
4. Plan of action and duration.....	Erreur ! Signet non défini.
5. Sustainability.....	13
5.1. Sustainability of the method.....	13
5.2. Sustainability of the content.....	13
5.3. Development Plan.....	14
6. Monitoring and Evaluation (M&E).....	14
7. Partnerships.....	15
8. Expected results.....	14
9. Risks and Assumptions.....	16
9.1. Risks and Assumptions at country level.....	16
9.2. Risks and Assumptions at project level.....	16

GLOSSARY

AFXB / FXB	Association François-Xavier Bagnoud
AIDS	Acquired Immune Deficiency Syndrome
ASEAN	Association of Southeast Asian Nations
CESR	Comprehensive Education Sector Review
DHT	Directorate of Hotels and Tourism
GOM	Government of Myanmar
HIV	Human Immunodeficiency Virus
IDMC	Internal Displacement Monitoring Center
IGA	Income Generating Activity
MHST	Myanmar Hotels and Tourism Services
MOE	Ministry of Education
MOHT	Ministry of Hotels and Tourism
MOU	Memorandum of Understandings
MTF	Myanmar Tourism Federation
MTMP	Myanmar Tourism Master Plan
NSSA	National Skills Standards Authority
NGO	Non-Governmental Organization
PLHA	People living with HIV/AIDS
SDC	Swiss Development and Cooperation
The Global Fund	The Global Fund to Fight AIDS, Tuberculosis and Malaria
TVET	Technical Vocational Education and Training
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNFPA	United Nations Fund for Population Activities
UNICEF	United Nations Children's Fund

1. FXB

1.1. FXB International

FXB International (FXB) is a non-governmental organization with a 29-year experience of breaking the cycle of poverty. Present in 14 countries with a staff of 450 collaborators, its mission is to provide vulnerable people with the tools and support they need to become self-sufficient, be able to withstand disasters, crisis and other unpredicted events in their life and give their children a future. FXB releases human potential and bring back dignity in people's life.

FXB concentrates on 4 domains of intervention in order to fulfill its mission: community development, education, health and protection.

1. **Community Development:** Our Community Development Program FXBVillage brings the extreme poor to self-sufficiency within three years. The FXBVillage provides integrated support in nutrition, health, education, and housing to meet participants' immediate needs while building their income capacity to become economically self-sufficient.
2. **Education:** Training youth is essential to enable them to live with dignity and meet future challenges. In addition to our Community Development activities linked to education, FXB holds specific education, life skills development and vocational training projects in India, Myanmar and South Africa.
3. **Health:** Our health programs improve access to quality health services, disease prevention, Antiretroviral Therapy (ART), psychosocial counseling, nutrition, Water, Sanitation and Hygiene (WASH). In addition to our Community Development activities linked to health, FXB implements HIV/AIDS related programs in India and Myanmar, and specific WASH programs in Niger, India, Rwanda and Uganda.
4. **Protection:** Our protection activities aim to prevent and reduce all forms of violence and insecurity, ensuring a safe, secure and protective environment for children and women within its intervention geography. FXB also promotes women's empowerment and gender equality as key factors to fight poverty.

The extensive expertise of the organization in livelihood development, food security, infrastructures rehabilitation, education, women and children protection, global health, environment protection and access to water and sanitation enables it to pursue a global approach to vulnerability reduction in several precarious regions of the world. FXB concentrates on the most forgotten communities, the truly unheard and strongly believes that improving human and social development levels is inextricably linked with the access to all basic human, child and health rights.

FXB carries the name of François-Xavier Bagnoud; a helicopter pilot specialized in rescue operation, who dedicated his life to providing assistance to others. He lost his life at age 24 during a helicopter-borne mission in Mali. In 1989, his mother Albina du Boisrouvray, his family and their friends founded FXB to pursue in the field of development the values of generosity and compassion that guided his life.

1.2. FXB in Myanmar

FXB is recognized as an International Non-Governmental Organization (INGO) by the Republic of the Union of Myanmar. It became active in Myanmar in 1993 to help with the economic and social reintegration of 95 young Burmese girls rescued from forced prostitution during a police raid (in Thailand). The mission soon grew into a vocational training and reintegration program – working to equip former sex workers with the necessary skills and tools to live a life outside the sex industry.

For over a quarter of a century, FXB has reached in Myanmar more than 100'000 beneficiaries directly and more than 500'000 indirectly through many programs related to Health, Education, Vocational Training and Incoming Generating Activities. The organization also organized HIV/AIDS and human-

trafficking campaigns, and undertook emergency and reconstruction operations following floods and cyclone Nargis.

FXB partners and is supported by UNFPA, The Global Fund, Solidarity AccorHotels, British Council, Swisscontact, SDC and Fonds pour Eux, among others.

2. Project location

2.1. Country

After more than 60 years of conflict, the Myanmar government and ethnic armed organizations started to engage in peace talks in 2011. Over the past several years, Myanmar has witnessed a series of landmark events, including the signing of a ceasefire agreement with 8 out of a 16-member coalition of ethnic armed organizations; a historic general election in November 2015, resulting in a landslide victory for the National League for Democracy; and the formation of a new government, which, for the first time in half a century, will comprise a majority of people without a military background.¹

According to the latest available statistics (Human Development Report 2016), Myanmar is still one of the world's least developed states. Its indicators of development, including education are very bad, as the Human Development Index (HDI) places the country in 145th place out of 188.

As a matter of fact, one fourth of the population still lives below poverty line, with poverty being twice as high in rural areas where we find 70% of the population (Human Poverty Report 2014). The remote border areas, mainly populated by Myanmar's minority ethnic groups, and areas emerging from conflict are particularly poor. The Internal Displacement Monitoring Center (IDMC) estimates that there were up to 662,400 internally displaced as a result of conflict and violence in Myanmar as of March 2015. Among them, 398,000 were in the south-east.

2.2. Brief context analysis: Rhakine State - Ngapali

2.2.1. Rhakine State



Located in western Myanmar, Rakhine is bordered by Chin State to the north and by Magway, Bago and Ayeyarwaddy Regions to the east. It is flanked almost entirely by the Bay of Bengal on its west. Rakhine State is one of the least developed areas of Myanmar and is second only to Chin State in terms of the proportion of the population living below the poverty line. The State fares poorly on most social development indicators and is characterized by high malnutrition, generally low enrolment and completion in primary education, and poor access to clean water and sanitation. It is also prone to natural hazards such as storms and floods.

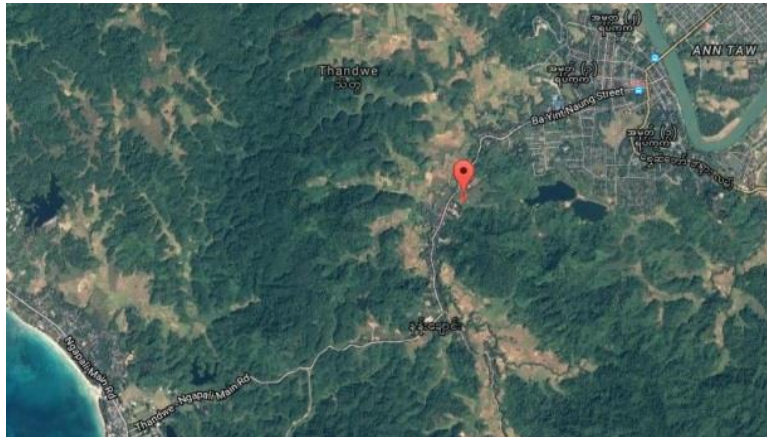
Rakhine State, like many parts of Burma, has a diverse ethnic population. The ethnic Rakhine make up the majority and are Buddhists. The Rohingya, Muslim people who speak a Bengali dialect, form a large minority, but are not recognized as a Myanmar ethnic nationality by the national government and are stateless; they have suffered much persecution. A number of other, smaller minority groups also live in the state.

The socio-economic situation in Rakhine has further deteriorated since the outbreak of inter-communal violence between Arakanese and Rohingyas in 2012. Thousands of people have been displaced from their homes and are suffering from food insecurity, interrupted livelihoods and

¹ Perspectives on the Myanmar Peace Process 2011 – 2015, Swisspeace

education, as well as a lack of access to markets. Living conditions have been found to be deplorable in many IDP camps and health risks abound.

2.2.2. Ngapali



The FXB Center is located between Thandwe and Ngapali (see maps on the left, Ctrl+click to load Google map web pages). Thandwe is a town and major seaport in Rakhine State with an airport. All of Myanmar's internal airlines (Golden Myanmar, Yangon Airways, Man Yandanarbore, Air Kamboza KBZ, Myanmar Airways) have frequent flights to Thandwe from most of their destinations. Ngapali Beach is a beach located 7 kilometres from the town of Thandwe. It is one of the best known beaches in Myanmar and is a popular tourist destination. Ngapali Beach has been promoted as a major tourist destination in Myanmar. Several resorts and hotels are located in Ngapali and others are planned to be built in the

coming years. The hotels and small tourism industry help to provide income for the villages around Ngapali and also Thandwe. Therefore, to professionalize these activities would be a real asset for the region. There is also a golf course nearby.

This location offers a lot of advantage for the FXB Hospitality Vocational Training Center :

- Ngapali is listed in the top 10 to visit in Myanmar on the most famous travel website providing advices (tripadvisor, lonely planet, routard, etc.)
- Rents are cheaper than is Yangon or Mandalay were prices exploded;
- There are many hotels and infrastructures to train and ensure long-term employment to the youth – and more are planned to be built in the next few years;
- No real hospitality vocational training program for young people exists in the area.

2.3. Needs Assessment

2.3.1. Vocational Training opportunities in Myanmar

For the youth, access to information and professional knowledge is the decisive lever to obtain job prospects and opportunities. Unfortunately, vocational education and skill-based training are still a challenge in Myanmar because of limited human and financial resources, and lack of qualified teaching curriculum that suits to the situation of targeted trainees and the market demands. There are almost no vocational training possibilities for poor people.

The bad development of the vocational training sector in the country makes it unable to supply the workforce required by the economy, both in quantity and in quality. As a result, the majority of people entering the workforce remain unskilled or inadequately skilled, affecting both the industry in terms of productivity and competitiveness, and society in terms of underemployment and poverty.

2.3.2. The hospitality / tourism sector

Since the opening of the country, the tourism sector is challenged by lots of international visitors and the beginning boom of tourism. Maybe the lack of qualified staff can be seen in tourism industry as the most obvious.

Tourism in Myanmar is expected to boom in coming years. Tourist arrivals in 2013 compared to 2012 increased by over 30%. Large international hospitality companies are settling in the country now that economic sanctions are lifted as illustrated by the upcoming openings of hotels by the ACCOR group and HILTON chain.

A recent SDC consultancy report estimates that an average of 11,000 staff per year will be required to provide services in line with tourism sector demands. The McKinsey Global Institute has predicted in its Myanmar report (June 2013) that the tourism sector will need an additional 2 million employees by 2030.

In the MTMP (Myanmar Tourism Master Plan) report, conservative forecasts suggest that direct employment in the tourism industry will increase to 424,450 in 2015 and 536,056 in 2020; in a high growth scenario, direct tourism employment could reach as high as 1.49 million in 2020. Thus, there is a pressing need to develop and implement a comprehensive national plan for tourism human resource development.

Subsector	Conservative			High	
	2012	2015	2020	2015	2020
Accommodation	44,055	63,668	84,458	125,403	224,670
Food and beverage	146,850	212,225	281,528	418,009	748,901
Recreation and entertainment	29,370	42,445	56,306	83,602	149,780
Transportation services	58,740	84,890	112,611	167,204	299,560
Travel services	14,685	21,223	28,153	41,801	74,890
Total	293,700	424,450	563,056	836,018	1,497,801

Sources: World Travel and Tourism Council and Myanmar Tourism Master Plan Report (TA-8136).

3. Project components

3.1. Postulate

Hospitality and tourism is a labor-intensive industry, with jobs concentrated in accommodation, food and beverage, retail, transportation and recreational services. It is one of the most labor-intensive industries in the non-agricultural sectors, offering unskilled and semi-skilled workers access to well-paid lifelong employment in the service economy.

Vocational training is key determinant of success in the labor market and strong predictor of non-vulnerable jobs among youth. However, in Myanmar, there are key barriers that prevent access to this kind of education, especially for the most vulnerable: indirect costs, lack of facilities, and inadequate academic preparedness.

In order to help vulnerable youth, access to quality vocational training is crucial. But they also need support in key dimensions of their lives. We believe that economic development is an essential guarantee of security, autonomy and independence and one of the key pillars of peace. Despite this, reality reminds us that having revenues is not sufficient to ensure resilience and to live in dignity. It is

necessary to acquire knowledge to fit in a sustainable society.

The implementation of the program will be guided by the following strategies:

- Awareness of local authorities, community partners, parents, guardians, employers.
- Direct and / or indirect participation of parents, guardians and youth identified respective employers, and other partners, in order to have an appropriate social mobilization campaigns.
- Empowering young people to enable them to develop their own vision and goals in order for them to make their own choices for their future.

3.2. Project objectives

The overall broader goal of the project is to **develop the global competencies in the tourism sector in Ngapali and increase the levels of employment/self-employment of vulnerable youth in hospitality/tourism sector so that they can access fair and sustainable income**. This objective is in line with the Myanmar Tourism Master Plan (2013 – 2020).

By specifically targeting disadvantaged youth, this program also aims to increase the safety and inclusion in countries experiencing violent conflict and substantial flow of emigration. Our program will also help to enhance the civil society by teaching sustainable tourism and basic civics to the youth.

Objective 1	Develop youth professional competencies in hospitality and sustainable tourism
Objective 2	Enable professional insertion in the hospitality / tourism sector
Objective 3	Develop students life skills and improve their psychosocial status
Objective 4	Develop global competencies in the hospitality sector in Ngapali

3.3. Project beneficiaries

The program concerns young men and women who are disadvantaged in regards to education, gender, poverty, and migration, also considering vulnerability through ethnicity, landlessness, post-conflict, and reintegration among others. Although disadvantaged, these young people must exhibit potential and willingness of economic and social uplift.

Specifically, 25 to 30 young people, all aged 16-25 years, coming from the surrounding of Thandwe and Ngapali will be selected every year. Despite their disadvantaged background, these selected vulnerable young people should preferably have reached the secondary level in order to successfully complete this training (*note that this criteria is not eliminatory – each situation, especially drop outs youth, will be examined case by case*) but their family’s financial situation would make it impossible for them to further pursue their education without external help.

In addition, every partners (mainly hotels) will have the opportunity to train 1-2 young worker per year in foreign languages (English and French), computer literacy and sustainable tourism during the rainy season (almost all hotel are closed in Ngapali during these months). This will make between 20 – 30 additional beneficiaries per year.

FXB will be careful to gender equality by selecting an appropriate number of girls and boys.

3.4. Project activities

3.4.1. Develop youth professional competencies

- **Output 1.1: Disadvantaged youth have access to hospitality vocational training**

The selection process of students is done very carefully. In order to let local people know that they have the opportunity to attend this program, an article is published in the local newspaper, posters are placed and local associations are informed that the inscriptions are open. For the first batch in 2017, FXB received 50 inscriptions with almost no publicity made. This shows that this training is answering to a concrete demand.

Then, an interview with each applicant is being carried. Specific questions are asked concerning their knowledge and their motivation is being assessed. Once each youth has been interviewed, the selection is made.

The main criteria for selection are their motivation and their vulnerability status (poverty status, lot of children in the family, mother alone, disability, illness, minority, etc.).

- **Output 1.2: Students are committed to participate in the program**

To motivate students to participate actively in this training, and their parents to let them study, FXB provides for:

- ✓ Transportation for students living away from the Vocational Training Center. As mentioned previously, the fact that the training center is often far from the youth's home is one of the reason why vocational training is badly developed in the country. Young people cannot pay the transportation to reach the center or walk during hours. This is why FXB organizes a van with driver that picks up the youth at home and drive them back at the end of the day.
- ✓ A lunch for the students every day while they study. A cook is hired to prepare balanced meal for every youth attending the center. This meal is sometimes the only consistent meal of the day for the students. It is therefore highly important in order to boost the youth's performance because studying with an empty stomach is extremely difficult. This daily meal is also an opportunity to talk about good nutrition with the youth.
- ✓ A monthly allowance (approximately 25 €) to compensate the fact that they can not work during this period. As young people are often part of the subsistence strategy of the family, this also help the parents to accept the fact that they study during 5 to 9 month, with no income.
- ✓ A clear explanation of the program to the parents so that they support their children in the process.

- **Output 1.3: Students' professional skills in hospitality and sustainable tourism are developed**

The courses are provided by qualified professionals who received a specific training by Swisscontact, a Swiss NGO, within a SDC (Swiss Development Cooperation) funded Program. All the training courses provided are free of charge for the participants.

The Vocational training is organized on two levels:

- **The Professional Certificate** is based on the curriculum shared by Swisscontact. The Swisscontact course program was carried out in partnership with the Hotel School of Lucerne. These materials have been produced to be taught combining theoretical lessons with an on-the-job training. All courses have been designed to enable disadvantaged persons without previous experience in the hospitality sector to have access to entry level jobs. Whenever possible the materials have used the NSSA Skills Standards Level 1 and the ASEAN toolboxes as a reference.

In the context of the FXB Vocational Training Program, Swisscontact's curriculum has been optimized to take into account the specificity of the local hospitality industry.

The Professional Certificate is focused on developing the necessary skills to perform three selected occupations, namely food and beverage, bell service and housekeeping. In addition, students are also taught basic English, mathematics, computer literacy, knowledge of the country and the region, work ethics, sustainable tourism, presentation and good manners.

- Basic English: Myanmar is opening to international tourism and English will soon become essential and a real asset in job searching. This is the reason why Basic English specifically for use within the hospitality and customer service sector is taught continuously while the students are following their theoretical courses.
- Mathematics: know how to calculate is essential in professional life and in personal life.
- Computer Training: The goal is to equip students with basic computer skills. Fundamental operations and functions of the computer will be covered.
- Knowledge of the country and the region: Knowing the history of Myanmar and of Rhakine state in order to inform the tourists who are always keen on local information is very important. Some classes on this subject will be done, including field visits, to give beneficiaries the ability of making guided tour of their area and give adequate information.
- Work Ethic: A work ethic is a set of moral principals an employee uses in his job. Certain factors come together to create a strong work ethic for example integrity, sense of responsibility, emphasis on quality, discipline or sense of teamwork. Our goal is for our beneficiaries to integrate them.
- Sustainable tourism or Eco-Gesture: Emphasis will also be made on the importance on preserving environment and local culture, especially when tourism is growing exponentially like in Ngapali. During this course, we also want to make students aware of the consequences of unsustainable tourism and promote the development of eco-tourism and responsible tourism.
- Etiquette manners, appearance and presentation: This course will emphasis on socially acceptable behavior (especially personal hygiene, clothing, how to talk to a Western, makeup, how to walk with shoes, etc.). The importance of personal presentation in the workplace is very important in hospitality. How to dress correctly for different occasions as well as proper personal presentation will be discussed.

Starting in August every year for 25-30 students, this training lasts 5 months, including a 1 month internship in a local hotel (15 days food and beverage and 15 days housekeeping). An exam is organized in December.

- The **Senior Certificate is the continuity of the Professional Certificate**. Between 15 and 20 students per year have the necessary skills and motivation to undertake this formation. It will be possible to complete the number of students up to 25-30 (maximum capacity of the center) with already experienced people who would like to be trained.

The Senior Certificate includes two and a half months front office training and senior courses on housekeeping and food and beverage. Students will also learn how to write reports in each department and how to take responsibility in departments. This certificate will deepen the training in the areas of hospitality, with a focus on responsibilities and attention to clients. Computer literacy, advanced English and basic French courses will also be provided. This training will provide students with the required experience so that they can access intermediate positions with certain responsibilities and a higher salary level throughout the tourism industry. The Senior Certificate requires 4 additional months of training, including 15 days of internship.

At the end of their trainings, the students will have the possibility to be assessed by the National Skills Standards Authority (NSSA) so that their competencies can be certified.

3.4.2. Enable professional insertion

- **Output 2.1: Students gain a professional experience in the hospitality / tourism sector**

The hospitality vocational training includes internships. Internships are important opportunities for students to put into practice the theory they have seen in class and confront it with real customers. The students are trained in each sector they have studied during their theoretical classes, while being followed and coached by FXB staff. The internships take place within hotels or other hospitality structures in Ngapali.

For the Professional Certificate trainees, the internship takes place in November. It lasts one month during which they work 15 days in the food and beverage department and 15 days in the housekeeping department.

For the Senior Certificate trainees, the internship takes place in March. It lasts 15 days during which they work 7 days in the front office department and 7 days in the bell service department. These two positions cannot be trained before because a good knowledge of English is necessary.

At the end of each internship, students receive a letter from the hotel/structure attesting that they have successfully worked as intern in their structure.

- **Output 2.2: Students find a decent job in the tourism industry**

Job-finding workshops are organized to explain good practices to students: how to write a CV and a cover letter, how to conduct interviews, and where to look for job opportunities. Students are followed by a counselor who ensure that each young person finds work through a network of partners. This person is also responsible for overseeing the contracts obtained by students to ensure that they are in good standing and protect the rights of young people and that they determine an adequate salary.

3.4.3. Develop students' life skills and improve their psychosocial status

- **Output 3.1: Students are able to adapt pragmatically and positively in their professional and personal lives**

In addition to practical learning and on-site teaching, FXB also believes that their personal skills should be enhanced in order to empower them, give them the right tools to live their life with dignity. Therefore, specific workshops are organized:

- **Personal Safety and First Aid in the Workplace:** The goal is to make people aware of what constitutes a safe work environment and to train them in first aid techniques. It is also about "personal" security as a way of teaching young people to protect themselves and to manage potential abusive behaviors of clients or employers.
- **Civic education:** Following the seizure of power by the military in Myanmar, this issue had been completely removed from formal education, but also from practice. As a result, the new generation has never heard of citizenship. In order to contribute to the development of Myanmar, FXB plans to provide citizenship education to young people in order to prepare them for citizenship and to encourage critical thinking and active community engagement among Myanmar's youth. Following the recent change of regime, it is important to awaken and educate young people to their role as citizens.
- **Prevention of Human trafficking and Gender-Based Violence:** Unfortunately, the sexual exploitation of women and forced prostitution are not isolated in these economically disadvantaged areas. Participants are informed about the dangers of human trafficking and receive keys to face it.
- **Prevention of HIV / AIDS, sexually transmitted diseases and tuberculosis:** We help our participants to prevent and cope with these diseases.
- **Sexual and reproductive health and the promotion of women's rights:** Maternal and infant mortality rates are an important issue in Myanmar. Our programs are helping to reduce maternal mortality rates by facilitating access to reproductive health services.
- **Daily Hygiene, Nutrition, Water and Sanitation:** We assess the risks associated with poor living conditions locally and encourage changes in behavior on a daily basis.

- **Managing personal budget – bank account**

- **Output 3.2: Students are encouraged to express their feelings, regain confidence in their abilities and have faith in the future**

Many of these young people face all sorts of problems linked to poverty, migration, HIV/AIDS, sexual / physical / psychological abuse, psychological trauma, stigma, etc. If necessary, FXB will provide them with individual and collective counselling to help them to cope with their problems enabling them to successfully achieve their trainings. If necessary, the counselling will continue during the time they are starting their new jobs. When the youth need help or counselling, they will be able to meet with the coordinator at any time. From our experience, the main issues addressed normally have to do with family conflicts, violence, HIV/AIDS issues, their training and coping mechanisms. Staff is always on hand to help with any issues that may be worrying them. Problem solving exercises will be carried out in group discussions as well as individual sessions.

Counselling is also offered to family members on a needs basis.

In addition, FXB proposes meditation and yoga sessions. The calming and relaxing effects created by meditating can greatly help combat stress and its effects. It increases sense of wellbeing and happiness, helps to develop a positive attitude and optimism, helps to increase self-confidence and self-esteem and helps to improve concentration and focus.

3.4.4. **Develop global competencies in the hospitality sector in Ngapali**

- **Output 4.1: Hospitality partners’ employees’ global skills in foreign languages, computer literacy and sustainable tourism are improved**

Only few hotels and structures currently reach international standards in home run. That is why FXB offers, applying the same selection criteria, to one or two young worker(s) per partners a quick training on foreign languages, computer literacy and sustainable tourism. This training will be given by FXB trainers in June and /or July.

This component will not only motivate more partners to participate in our program, but also empower local capacity to improve global competencies in the hospitality sector.

- **Output 4.2: Partners’ employees are able to adapt pragmatically and positively in their professional and personal lives**

Just like students, employees have often had a difficult life. They often miss important life skills which should be empowered in order to empower them. They will receive the same trainings as the students in order to give them the right tools to live their life with dignity. FXB staff will provide these training sessions. If asked, psychosocial support will also be available for them.

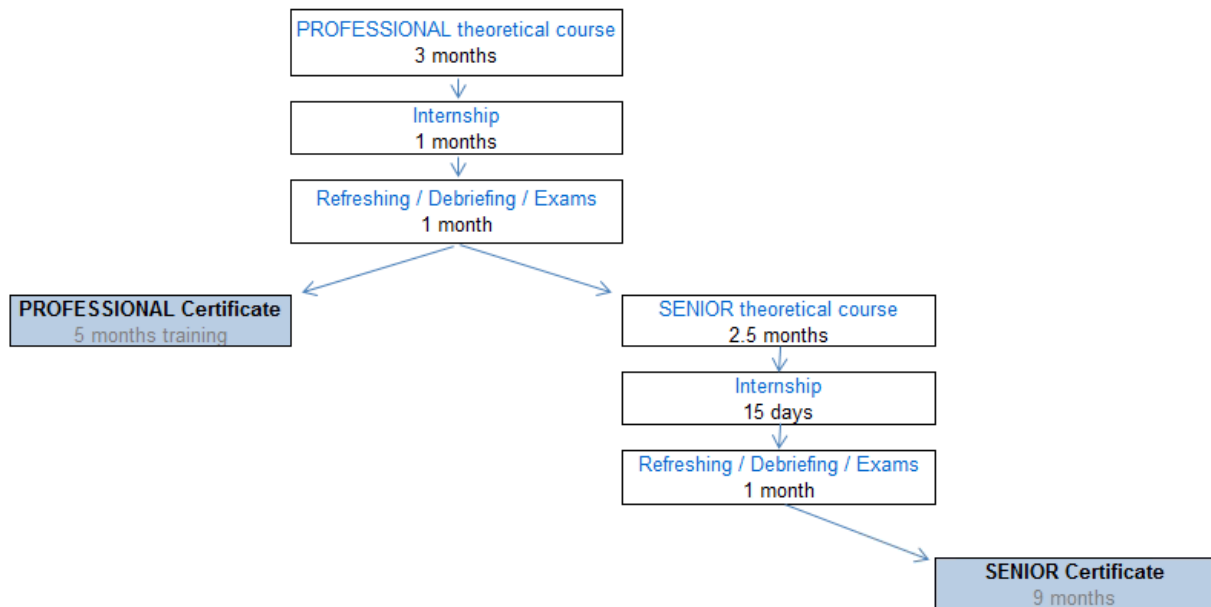
4. **Timeline**

The FXB Center is open from Tuesday to Saturday from 9am to 4pm all year round, except in May (annual closing). In June and July, activities are focused on the partners’ training, training of trainers, and the selection of beneficiaries. Partner’s training will take place in the FXB Center most of the time.

Each day begins with a personal development session (life skills development – see point 3.4.3) while the rest of the day is organized around the hospitality courses.

Aug.	sept.	oct.	nov.	déc.	janv.	Feb.	Mar.	Apr	May.	Jun.	Jul.	Aug.

Professional Certificate	25/30 stud.	25/30 stud.	25/30 stud.							Closed		Selection of beneficiaries,	25/30 stud.		
Senior Certificate					15/30 stud.	15/30 stud.									
Internships			25/30 stud.				15/30 stud.								
Exams & Revision				25/30 stud.				15/30 stud.							
Training of partners											20/30 young workers				



5. Sustainability

5.1. Sustainability of the method

The FXB method for vocational training and life skills development, developed over the past twenty year in the country, is designed to optimize long-term learning. For this project especially, the method has been specially designed for a fragile audience. The alliance of basic learnings like mathematics, good manners or country knowledge with solid theoretical knowledge and concrete application in the real world builds the solid foundations of the apprentice’s expertise.

Everything is made to obtain a strong involvement of the students (transport, meals and a financial allowance necessary to incentivize young people by compensating the loss of income for the family).

5.2. Sustainability of the content

As mentioned above, the tourism sector is on the rise in Myanmar. McKinsey Global Institute has predicted in its Myanmar report (June 2013) that the tourism sector will need an additional 2 million employees by 2030. The opening of the country and the large influx of tourists create a strong demand and major hotel projects are underway.

In the 10-year strategy prepared by MGMA and the government, the shortage of skilled employees is pointed at. Quality vocational training is currently lacking, requiring hotels to recruit qualified personnel abroad.

This opening up of the country also leads to significant risks of abuse for the premises, especially young people. Both professional and personal development courses are also a means of guarding against abuse. The knowledge transmitted during the awareness sessions is intended to serve the safety, well-being and development of these young people. Like education, they represent an inseparable and timeless baggage.

5.3. Development Plan

In a second stage, a development of the project is envisaged in order to ensure its sustainability. After the implementation and a proper analysis of the first three years, and according to the available resources, FXB would like to develop the training and transform it into a social enterprise with rooms and a restaurant open to the the public but maintained by apprentices, to help cover the costs of training.

If the program develops as planned, the network of partners will also be developed in other regions of Myanmar and another school based on the same concept will be able to open elsewhere.

6. Monitoring and Evaluation (M&E)

FXB manages vocational training program in Myanmar for over 25 years. A strong Monitoring and Evaluation System has been developed.

Monitoring and evaluation are carried out on an individual, monthly and semi-annual basis. The main thrusts are an initial diagnosis, a targeted and effective analysis, a simplified update and sincere and relevant indicators. Concretely, this involves holding two forms (student profile and schooling form) by FXB employees. This follow-up work gradually adjusts our support.

The student profile provides a real "photograph" of the participant. The schooling form allows recording the student's curriculum (beginning, domain, level etc.) but also its results and consequently its progress.

Impacts in terms of employment are also assessed using the monitoring tools. However, these informations are obtained at the end of training in the FXB center. This is why students who have not found a job at the end of their studies are followed and advised beyond this period in order to guarantee a maximum result.

This information is updated monthly and whenever the situation so requires. Quarterly, these data are sent to headquarters in Switzerland for analysis. It is mainly an aggregation and analysis work on a more global scale. FXB then provides semi-annual (narrative and financial) reports to its partners.

7. Expected results

Specific Objectives	Targets
1 Develop youth professional	90 % of youth who graduated from Professional Hospitality Training 100 % of youth who graduated from Senior Hospitality Training

competencies in hospitality and sustainable tourism	80 % of graduated youth whose competencies have been certified by the NSSA
2 Enable professional insertion in the hospitality/tourism sector	<p>90 % of graduated students who finished the program who are employed in the hospitality/ tourism sector at the end of the training</p> <p>10 % of graduated students who finished the program who are self-employed in the hospitality/ tourism sector at the end of the training</p>
3 Develop students' life skills and improve their psychosocial status	<p>90 % of graduated students who finished the program who are sensitized on HIV/AIDS and other diseases</p> <p>90 % of graduated students who finished the program who are trained on nutrition, hygiene, water treatment and waste management</p> <p>90 % of graduated students who finished the program who are trained on sexual and reproductive health</p> <p>90 % of graduated students who finished the program who are sensitized on human trafficking and gender-based violence</p> <p>90 % of graduated students who finished the program who are trained on civic rights and responsibilities</p> <p>90 % of graduated students who finished the program who are trained on financial literacy</p>
4 Develop global competencies in the hospitality sector	<p>90 % of partners' young workers enrolled are trained in foreign languages (english and french)</p> <p>90 % of partners' young workers enrolled are trained in computer literacy</p> <p>90 % of partners' young workers enrolled are trained in sustainable tourism</p> <p>90 % of partners' young workers enrolled are sensitized on HIV/AIDS and other diseases</p> <p>90 % of partners' young workers enrolled are trained on nutrition, hygiene, water treatment and waste management</p> <p>90 % of partners' young workers enrolled are trained on sexual and reproductive health</p> <p>90 % of partners' young workers enrolled are sensitized on human trafficking and gender-based violence</p> <p>90 % of partners' young workers enrolled are trained on civic rights and responsibilities</p>

8. Partnerships

- **Swisscontact** is a swiss NGO implementing a Vocational Skills Development Program in Hospitality (Swiss Agency for Development and Cooperation) The Hotel Training Initiative (HTI) is one of the compenants of this program. FXB teachers have been trained within this program. The training was implemented in close cooperation with experts from the swiss Hotel Management Academy Lucerne (SHL).

In addition, Swisscontact has shared with FXB its curriculum for 3 selected occupation, namely waiting staff, bell service and room attendant. These curriculums have been optimized together with other sources like the Ministry of Hotels and Tourism curriculums and in accordance with the

ASEAN-Australia Development Cooperation Program² with the help of the resources produced by William Angliss Institute³ to fine-tune the Professional Certificate curriculum.

- **Philippe Battlé**, General manager, Novotel Yangon Max, agreed to share with us, as an Advisor, his invaluable experiences in the hospitality sector.
- **Tourism Partners:** actors like hotels, hotel groups, restaurants, airlines, travel agencies, tourist offices will be the key partners for internships and youth employment. Myanmar faces a fast growing demand in the tourism sector and at the same time encounters problems to hire qualified staff, thus the risk of not finding enough Hospitality Partners willing to join is low. The fact that we are going to provide some basic trainings and coaching to our partners is also a positive advantage for them. At this point, different hotel groups and hotels have been approached thanks to preexisting FXB relations and reaction have been promising.
- **Governmental Partners** especially governmental ministries in charge of establishing tourism and hospitality trainings. The three main partners would be the MOHT that is designated agency with a mandate to guide the development of tourism in Myanmar and the Myanmar Tourism Federation (MTF) whose part of the mission is to develop human resources for tourism-related industries and the Ministry of Education who is in charge of improving the supplies of TVET.
- **Hospitality Associations** like the Directorate of Hotels and Tourism (DHT) and the Myanmar Hotels and Tourism Services (MHTS). The DHT mainly handles policy making, planning, project management and tourism regulation. MHTS undertakes business-related activities such as travel and tour operations, accommodation services (state-owned, joint ventures and lease agreements) and the production and distribution of beverages.
- **Recruiting Agencies** can also be an asset to place the youth in permanent position at the end of their training.

9. Risks and Assumptions

9.1. Risks and Assumptions at country level

This program was created as a response to the opening of the country and the affluence of foreigners and tourists that was seen as an opportunity to create sustainable jobs for young people adequately trained. Myanmar is expected to grow significantly in the years to come and to continue its opening, however, it is a country in transition and none is really sure of what is going to happen. Therefore, one of the main risks for the program would be the complete closure of the country to foreigner.

Myanmar is still democratically fragile and the many conflicts that have shaken the country have left important traces in the communities. The recent Rohingyas crisis demonstrates this very clearly. This unstable situation can have a counterproductive effect on potential donors who may be afraid to invest in this country despite the high needs of these fragile communities.

9.2. Risks and Assumptions at project level

The program requires an important implication from the youth. They have to study and work very hard to succeed and get their diploma. The main risk at this level is that young people have difficulty investing in training and concentrating for long periods. To solve this problem, FXB works individually

² The ASEAN-Australia Development Cooperation Program (AADCP) Phase II is a long term partnership program between Australia and ASEAN to help the move towards the ASEAN Economic Community (AEC) and the post-2015 vision.

³ The resources are developed specifically for the Tourism Professional Certification Boards and National Tourism Professional Boards of the ASEAN Member States.

with young people to overcome this difficulty. They are involved in groups and work as a team. The team has an individual discussion with the students every month to help them. The nutritional support, transportation and monthly allowance are also part of a strategy to keep them motivated.

The internship component is based on the assumptions that at least 10 hotels will accept to train an intern. However, the concept of dual training is still very new in Myanmar and some hotels could be reluctant. The FXB program manager will have to convince them and show them the advantages of having well trained staff. Our mitigation strategy for this point includes the partners training in foreign languages, informatics and life skills.

10. Budget

Hospitality Vocational Training - Myanmar	1 year budget
	USD
COSTS	
Implementation Costs (teachers, cook, gards, etc.)	67 556
Project Costs - Hospitality Training (material, transportation of students, lunch, allowance, activities, etc.)	22 750
Project-related Costs (rent, communication, etc.)	14 100
Others (M&E)	870
Sub Total	105 276
Overhead 15%	15 791
Total Budget Hospitality Vocational Training Ngapali	121 068