

Abstract

Luang Prabang is the most famous province and globally well-known for traveling. Luang Prabang is full of cultural, historical sites and natural beauties that are attracting a plenty of regional and international tourists to the Lao PDR each year. Tourism in Luang Prabang has a direct effect on the creation of the local employment. Tourism industry is the main sector of which consisting of the greatest number of labors, either national or international labors.

The labors market in the tourism industry of Luang Prabang, currently have comprised of a diversity of people who have different background, knowledge and alternative potentials. However, a majority of them, neither the entrepreneurs nor employees, have obtained the tourism background and are skillful enough. Hence, most of them are required to improve their knowledge in terms of tourism services and management in order to reinforce their business performance and individual ability in the competitive environment.

Nevertheless, it is very challenging for the stakeholders are attempting to strengthen the tourism labors market as there was lack of appropriate development plan, lack of motivation and participation from the beneficiaries as well as the limited budgets and shortage of qualified human resources who have specific knowledge of tourism management available. Thus, to recover those challenges, the considerable recommendations are suggested at the end of the chapters.

Keywords: Tourism
Tourist
Labour supply
Labour demand
Labour development -- Luang Prabang