

Who are the future workers in Thailand and Vietnam?

A guide to the study, work and career aspirations of Thai and Vietnamese urbanites.



The Learner

Highly involved in final year of high school and are increasingly considering their vocational school options.

They work part-time.

They want to have a job and a place in the workforce right away, and they see the benefits in studying the vocational route, because of the hands-on and real-world experience they offer.



The Educator

They often attend events to up skill and to keep informed on the latest trends.

They keep themselves relevant by staying up to date with current affairs, as well as the latest studies and modern research.

They are aware of their students' value (in terms of their education, and the value and importance of having qualifications that lead to jobs).

Hopes

Vietnam

I want to get married and start a family.

I want to speak English to communicate well, and even to study or work abroad.

I want to become successful, rich and therefore self-reliant.

I want to take care of my parents and repay them for their investments in my schooling.



I want to take care of my parents ...

Thailand

Independence in life – to work and earn a decent pay, as to support my family and personal dreams.

Pursuing part-time jobs are necessary – I aspire to have additional income to do leisurely activities.

I want to upgrade my standard of living and help my family by purchasing them a house or a car.



I want to upgrade my standard of living ...

Fears

Vietnam

Lack of finances to study abroad is a fear.

Not experiencing other cultures and developing as a person.

Not being able to provide for my family is another key worry.



Not being able to provide for my family ...

Thailand

Not meeting the grades that I need to maintain in school.

Potential lack of finances to complete my vocational school course.

Family debt that I must help to sort.

Not having a good paying job in the future.



Not having a good paying job ...

Lifestyle & perspectives

on the value of education and qualifications

Vietnam

I want to be able to gain better employability and job prospects after graduation.

I picked my course because I am interested in it. I specifically picked a school that offers what I want to pursue in my career.

Overseas experience and good English communication skills will give you more career opportunities and a higher salary than others.



I want to be able to gain better employability ...

Thailand

I do not want to rely on my parents for school fees.

I strive for career development in my passions.

I want to pick a course that I like and that I am passionate about.

I want to be able to gain better employability prospects after graduation.

There is a need for schools to teach students to be practical. Skill learning is vital.



I do not want to rely on my parents for school fees ...

Insights from parents

Hopes

That I am setting my child up for success in the area of education, experience (internships) and career.

For my child to do well in school and have the opportunity to succeed in the course they choose.

Give my children as many opportunities to grow and develop.

For strong family relationships even when my children study abroad.

Important for my child to enjoy school and what they learn at school.

Fears

Possibility of my child getting distracted from studies.

That the education my children receives will restrict them – does not make them stand out from others.

For my child to regret the educational route taken if they are not strong in that subject.

Source: Project Pace - Connecting with Asian Consumers in MY, TH & VN