Community Development and Tourism Recovery

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Community Development through Tourism – “Viet Nam” experience

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Introduction

• How does tourism contribute to Community Development in your country

• Vietnam has various potentials for tourism development. In recent years, Vietnam has been emerging as a new attractive destination on the world tourism map.

• Tourism plays very important role to community development in Vietnam.

• Tourism is a tool to increase the quality of life of local community.

• In many region and provinces of the country, tourism contributes to the development of local economy such as creation more jobs, bring more income for local communities.

• Tourism is a tool for conservation of historical relics, cultural heritages and natural heritages.

• Tourism supports to widen knowledge for local communities.

• Tourism creates an opportunity for community to exchange knowledge and culture with tourists.
Benefits

• How do communities benefit from tourism (employment, services, sales of crafts / supplies:
  – Infrastructure improved
  – More jobs are created for local communities.
  – Local people provide services for tourists such as lodges, food and beverages, guides, transport services (bike for rent, motobike for rent, cyclo, horses ride,…)
  – Local people sale crafts, local special goods.

• How does this serve as a support or catalyst for development?
  – Many good examples in Vietnam about local people get more jobs to serve tourists as well as get more income from selling their crafts, local goods to tourists, for examples, local people in Hoi An ancien town in Central of Vietnam, Sapa, and Mai Chau in Northwest of Vietnam.
Stakeholders

Who are the supporting agencies:
- Ministry of Cultures, Sports and Tourism, VNAT, and other relevant Ministries and Organizations
- Local Governments:
  - NGOs such as SNV, JICA, COHED, …;
  - Cultural agencies: UNESCO
- Volunteers

Tourism Industry

What is the involvement / contribution of the tour industry?
Tour Industry involve in community development through putting in and implementing missions and activities to support for community development, as follow:
- National Action Plan for Tourism Development and National Tourism Promotion Program
- Infrastructure Investment Program for Tourism
- Project for Environmental and Social Responsible Tourism Development period 2011-2015 financed by European Union (EU Project in brief)
- Master Plan for community development: CBT has been mentioned in master Plan for Vietnam Tourism Development period 2011-2020 and tourism development Plans and Programs of local Govt
- How are they involved in community development
  - Investment to Improve infrastructure
  - Support to revive cultural traditions of communities such as festivals, immaterial heritages.
  - Provide skill training courses to serve tourists as well as to do business in travel services, lodging and homestay services, craft selling services, guides,….
  - Support to promote CBT Development in locals
Assets

• What are the core tourism attractions being promoted?
  – Topography
  – Natural beauty landscapes
  – Historical relics
  – Cultural heritages
  – Habits and way of life of local people, specially minority groups
  – Local foods
  – Local Architectures
  – Traditional crafts and goods
  – Traditional festivals of local people

• What is the link or connection to community development?
  – Motivation local communities to take part in and to get benefit from CBT. Providing Homestay services is one of effective modes to connect to community development.
Planning & Strategy

• Do regional plans include a tourism component? Yes, we have.
  – Annually, National Tourism Year is held in one region with a province is the key of the event. For instance, last year in Central Highland with Da Lat is main place of event and this year in
  – Tourism Development Cooperation of 8 Greater Northwest Provinces supported by EU Project.
  – Program namely “Return to the Motherland” of three northwest provinces of Vietnam
  – Project namely “Central Heritage Road” of three Central Provinces of Vietnam such as Thua Thien Hue, Da Nang, Quang Nam.
  – Plan of Mekong Delta Tourism Development Cooperation of 12 Mekong Delta Provinces has being built under conduction of Ministry of Culture, Sports and Tourism.

• How is this implemented?.
  – Local Governments have been connecting closely to foster partners and enterprises to act for tourism development of the region in general, each province in particular. Promotion of region cooperation in tourism development is being increasingly interested by local governments, enterprises, specially in tourism product development, human resources training, tourism promotion and environmental preservation. The above Plans and programs are mainly implemented in remote, difficult regions that were emerging in tourism growth

• Do you have a national or state community-based tourism strategy?
  – In the Strategy of Vietnam Tourism Development period 2010-2020, vision 2030, community-based tourism is identified as a priority area to develop. At present, VNAT has assigned Institute for Tourism Development Research to hold a study for building a national plan for community based tourism development, poverty reductions and rural economic development

• Who is responsible for implementation?
  – VNAT, Ministry of Culture, Sports and Tourism, relevant Ministries
  – Local Governments; tourism enterprises
Case Studies / Examples

• Tourism supporting community development:
  Hoi An ancient Town, Mai Chau, Mai Hich, Sapa. A video clip 10 minutes mentioned about successful model of homestay in Vietnam with typical example of Mai Hich, Mai Chau that will be introduced to the course if permitted.

• Community development projects and tourism:
  – Project of Environmental and Social Responsible Tourism Development supported by EU (EU Project in brief). EU Project have supported 10 Villages in difficult regions through out the country to CBT and homestay. Support Activities of EU project are Inspection and assessment responsible tourism sites at locals; Providing equipments for training support at Community Centers; training to raise awareness on Responsible Tourism (each village 50 people); Delivering CBT Notebook and Guide to operate homestay business (each village 30 people); Organizing study tour to 3 Central Provinces and 3 northwest provinces (each village a person) . EU Project will give a Guide to household to practice homestay business (2 persons per village) and arrange a studytour at models of CBT (a person per village).
  – Projects of JICA in Duong Lam ancient Village and Hoi An Ancient Town
  – Projects of COHED in Mai Chau (Hoa Binh), Quang Binh (Ha Giang).
  – Projects of SNV in mountain areas and coastal areas
  – Projects of other NTOs
Issues

• What are the key issues to be overcome / resolved?
  – Lack of awareness on the role of CBT in community development
  – Over carrying capacity on peak season (Sapa)
  – Lack of participation of local communities in tourism projects
  – Unequal income distribution in communities
  – Provoke of local people
  – Nagative affects to local cultures: immigation, prostitution
  – Commercialization
  – Ineffective destination management
  – Lack of budget and finance supports
  – Environmental polution and degredation
  – Unsustainable development.
Lessons Learned / Recommendations

• What are the key recommendations
  • Raise awareness of local Governments, Enterprises and local people about CBT Development
  • CBT Development will create jobs, increase income, reduce poverty, increase standard of living of local people in remote areas, specially minorities groups.
  • Financing and Supporting from Government, Local Government, International Organizations, NTOs, Enterprises and even Volunteers are very necessary to CBT Development Projects.
  • Motivate local people to participate in and get benefit from Tourism Development
  • Local People should be considered as a center of CBT Projects.
  • Facilitation for local people to manage, own and share benefit from CBT Projects

• Lessons to be learned
  – CBT is one of the best way to develop tourism sustainably
  – Interest and take action of Government. Ministry of Culture, Sports and Tourism, VNAT, Relevant Ministries, local Government,…. in orientating, making policies, doing master plans and supporting for CBT Development are required.
  – Participation and sharing of benefit of local people from tourism development are the key elements to develop CBT successfully and to gain the aim of sustainable tourism development.
  – Respect local cultures and traditions is required
  – Hospitality and friendly of local people to tourists are crucial elements to attract tourists to CBT development projects.
  – Conservation and preservation of landscapes, local architectural and environments
Thank You

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