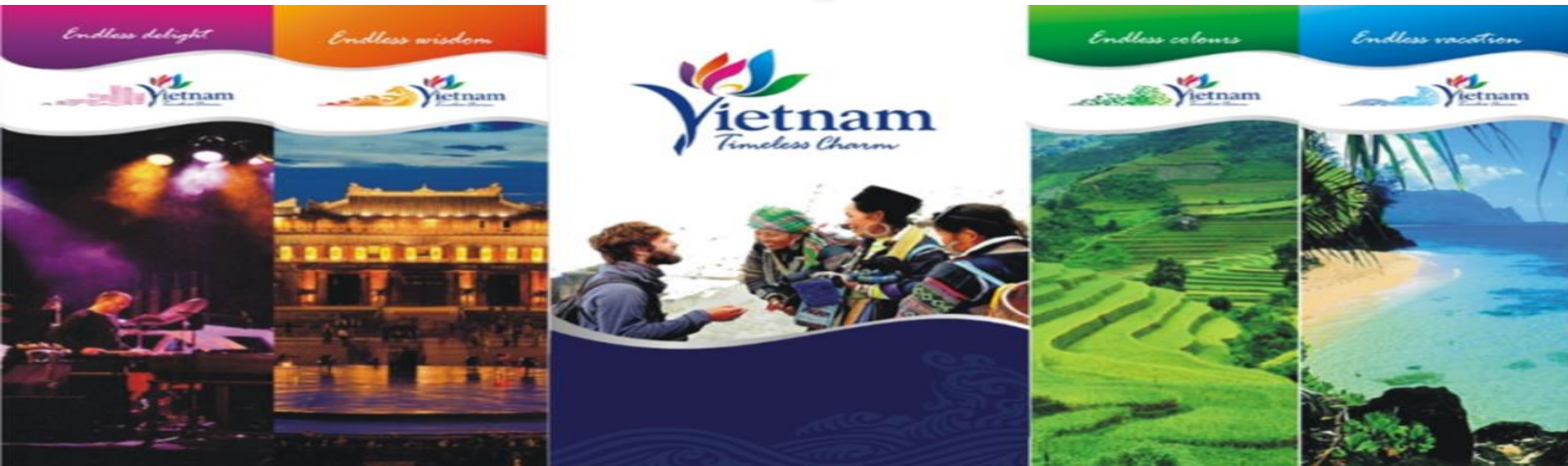


VIETNAM NATIONAL ADMINISTRATION OF TOURISM

RURAL TOURSISM DEVELOPMENT

Topic: Governance and Community Engagement for an Enhanced Rural Development



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1. Key challenges of rural tourism development

Rural tourism development planning in rural socio-economic development construction

- Orientations for the development of the tourism economy in the rural economy in areas with favorable conditions for tourism development.
- Exploiting the outstanding value, characteristics of each countryside to create a **unique tourism product**
- **Transforming business models** from agricultural production to agricultural development combined with business and tourism services.
- The **career transition** requires the initiative of the local people and local people have to play important role in business model.
- **Allocating state resources** to support rural tourism development; synchronous development of tourist infrastructure and facilities for tourist spots/ training rural labors for transation to tourism careers,/support loans for tourism startup models
- **Land using allocation for tourism development**
- Connect interdisciplinary: telecommunications, health, transportation, commerce, agriculture to form a complete compreshive tourism products

1.Key challenges of rural tourism development

Policy to attract investment in rural tourism development

- The local people are mainly farmers, with limited investment capital
- Almosts rural tourism attractions are on the remote and underdeveloped areas
- The land is mainly used for agricultural production, the change of land using purpose to combine with tourism activities are facing obstacles
- Limit of state investment capital for infrastructure, and other tourism facilities

1.Key challenges of rural tourism development

Rural workforce for tourism development

- The local people are mainly farmers, with limited tourism service skill
- Lack of the young labour force, only the elderly and children remain in the countryside
- Awareness of tourism development is still limited
- Tourism industry is not considered as a career in rural economy industries

2. Key challenges of rural tourism development

Rural tourism products

- Poor quality products
- Lack of synchrony in infrastructure, and other tourism facilities
- Offering the same products between many villages with the same ecological conditions
- Quality control of rural tourism services (community based tourism)

2. Current policies for rural tourism development

Tourism management

➤ National level

- ✓ There is no master program at the national level for rural tourism development until 2020
- ✓ Integrated into general tourism development programs such as community based tourism and traditional craft village tourism development.
- ✓ In 2019, under the direction of the P.M of Vietnam, the Ministry of Culture, Sports and Tourism of Vietnam takes the lead in building a Rural tourism development project associated with building a new countryside.
- ✓ This project will be implemented in the National Target Program on New Rural Construction in the period of 2021-2025

➤ Goals

- **Tourism industry becomes an official service industry in the rural area**
- **Shifting careers for rural workers, people becoming owners or participating directly in tourism service supply**
- **Brings incomes for local people besides agricultural activities**
- **Preservation of traditional cultural values, environmental landscapes**

2. Current policies for rural tourism development

Tourism management

➤ Provincial level

- Some provinces have developed **community-based tourism**, and traditional craft villages based tourism **development schemes**
- The main policies:
 - ❑ Lend to households to build homestays,
 - ❑ Improving tourism skills for local people,
 - ❑ State investing infrastructure and material and technical facilities

2. Policies for rural tourism development

- ✓ Integrating into National target program on new rural construction in the period of 2016-2020 and One Commune one products (OCOP) program in the period 2018-2020 in charge of the Ministry of Agriculture and Rural Development of Vietnam.
- ✓ Supporting:
 - Promoting model cultural and tourist villages as tourist destinations
 - upgrading villages: infrastructure, landscape restoration, clean water supply project, waste recycling.
 - Training for local people
 - branding for local products to boost tourism consumption

3.Engagement in tourism development

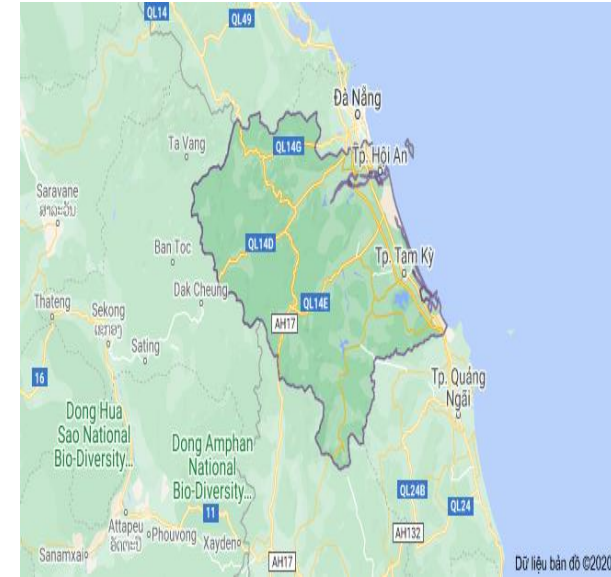
- 300 community based tourism villages
- 175 traditional craft villages exploiting tourism activities
- Attract private sector investment in rural tourism for high quality, small-scale rural tourism products
- Local people actively invest in tourism development
- tourism brings opportunities for remote, difficult mountainous areas



3. Engagement in tourism development

Quang Nam province

- 19 tourism villages
- Rural tourism revenue increased from 2.2 billion VND in 2013 to 40 billion VND in 2019, an increase of more than 20 times
- 2019 welcomes nearly 1.6 million tourists
- 247 households participate in community tourism activities
- 2.050 employees for community tourism, of which nearly 900 direct employees
- Efficiently exploit agricultural activities, preserve rural landscapes, traditional craft villages for the development of tourism products



3. Engagement in tourism development

Consulting, linking with households doing tourism business company

CBT Việt Nam

40 homestays

2012	2013	2014	2015	2016	2017
CBT Mai Hich	CBT Ban Lac CBT Xuan Giang	CBT Ban Buoc CBT Nghia Lo CBT Thai Hai	CBT Hua Tat CBT Droong CBT Hang Kia	CBT CamThanh CBT My Son	CBT Ban Bo CBT Ban Hum CBT Ban Hùn CBT Sa Dec



4. Lesson learned and recommendations

Product-oriented rural tourism



4. Lesson learned and recommendations

- ✓ **Local people**
 - Local people are the owner business activities
 - Directly take part in rural tourism activities
- ✓ **The government at all levels supports rural tourism activities**
- ✓ **Both the tourism and agriculture industries have also embarked on supporting tourism development**

Thank you for your attention!

