



DEVELOPING COMMUNITY- BASED TOURISM IN VIETNAM



PROJECT OBJECTIVE

The project was launched in 2004 with the objective of developing a community-driven, sustainable tourism product in Kim Bong Village, that would in turn generate employment and increase the income of the community's 84 households, totaling 400 people, of which 54% are women (MDG 1 and 3).

THE CONTEXT

Located close to Hoi An, an increasingly successful tourism destination in Viet Nam, Kim Bong Village has a rich cultural and natural heritage. There were already a number of tourists who were visiting the village, to experience the traditional carpentry workshops and a scenic riverside landscape. However, poor presentation and quality have limited the sales volume of local products and services, thus resulting in the sustained poverty majority of the inhabitants of Kim Bong.



ACTIVITIES

Based on an extensive analysis of the local cultural attractions and tourist markets, an inclusive tourism strategy was designed in collaboration with the Hoi An tourism authorities. ITC delivered tailor-made technical assistance to the newly founded local tourism cooperative community building, tourism product development and marketing, while the local government financed the construction of a tourism information centre and showroom in Kim Bong. In March 2007, the Cooperative opened a promotion desk in the center of Hoi An to further market its tours. ITC also supported the upgrading of the village walks and tours by providing direction signs and information boards.

RESULTS ACHIEVED SO FAR

The tourism product has been upgraded by new attractions such as a village walk and a bicycle trail. The visitor centre now serves as a focal point for incoming tours. Supported by ITC's on-the-job training, more than 30 villagers have joined the local tourism cooperative and are actively participating in the project. Villagers have for instance been trained in office administration, English and as tour guides. Market linkages have been established with five tour operators and two hotels in Hoi An. In addition, Kim Bong Village was included in the Quang Nam Tourism Festivals 2005 and 2006 by local and provincial tourism authorities.

IMPACT ON THE POOR

Several thousands visitors have come to Kim Bong since the inception of the project. The additional revenues for the tourism cooperative generated from sales to tourists, different walks and trails, is now estimated to be at approximately US\$ 1,000 per month. The new sustainable tourism flows will also trigger more sales of local products and generate new employment opportunities for guides and hospitality service providers in the village.

FUTURE DEVELOPMENTS AND SUSTAINABILITY OF THE INTERVENTION

ITC's operational activities came to an end in March 2008. The project approach serves now as an example for three similar tourist villages near Hoi An and was featured as a good practice in sustainable tourism at the APEC Tourism Working Group Meeting in September 2006 supported by the Viet Nam National Administration of Tourism (VNAT) (MDG 8). More replication initiatives have been triggered through the training of trainers from other provinces in Vietnam in the Inclusive Tourism concept and process that took place in November 2007 and March 2008. Through the Hue Tourism School, the methodology will be used in regular tourism training courses.

In addition, linkages were made with the new Vietnam-wide Sustainable Tourism Network, linking government bodies, trade support institutions, enterprises and international organizations. At the local level, institutional partners, such as WWF and SNV, are boosting future development of local craft and tourism products and further replication of the Kim Bong experience.

FOR FURTHER INFORMATION, PLEASE CONTACT



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