

Community-Based Tourism Development in Thua Thien Hue:

Cooperation for Community Development through
Tourism

*SNV (Netherlands Development Organization)
Sustainable Pro-poor Tourism*

Project: Support to Sustainable Tourism in Thua Thien Hue

- **Partnership** Department of Tourism Thua Thien Hue Province and SNV (Netherlands Development Organization).
- **Objectives** To support sustainable rural tourism that contributes to:
 - poverty reduction,
 - cultural conservation, and
 - improved local governance.

Project Site:

Kazan Hamlet, Thoung Lo commune,
Nam Dong District

Description

- Poor, rural community
- 26 recently resettled households
- Katu ethnic minority group
- Subsistence agricultural activities and extraction of forest resources
- Beautiful natural setting

Intervention: Community Development through Cultural Tourism

Objectives:

- Increase local income earning opportunities

- Cultural revitalization
- Increase awareness of sustainability issues related to tourism development, and,
 - Enhance local governance

Activities:

Starting Date: February 2004

Awareness Raising Community-level seminars on tourism impacts and management, Study tours/exchange visits to other communities involved in tourism.

Community Planning An APPA (Appreciative Participative Planning and Action) was taken to identify community tourism development potentials and interests as well as to develop action plans to bring these potentials into reality.

Community Organization activities were conducted to establish the three Tourism Service Teams and a Community Tourism Management Board.

Activities Continued

Entry Point Activities focused and initiated community involvement. Providing the Cultural Performance Team with traditional costumes and musical instruments and cleaning and organizing the waterfall area

Training on community-level planning, traditional dance performance, safe food preparation, hosting skills, basic accounting and management

Product Development included forming the Cultural Performance, Food Service, Waterfall Management Teams, and building of a Community Cultural House

Partnership Building was necessary to ensure efficient project implementation and high quality results

Community Organization and Management Formation of Tourism Service Teams

- Based on APPA exercises, local interests, and tourism development potentials
 - Youth Union Members/ Resettled HHs

- Voluntary Selection
= 3 teams were formed
- Support from others (elders provided training)
- *Spontaneous formation of Children's Team*

Community Tourism Management Board

Community Cultural House

Cultural Performance Team

Benefit Sharing:

Cultural Performances

Cultural Interactions

Results to Date

- Diversified local income earning opportunities
- Increased market for local products
- Voluntary donations (non-monetary)
- Cultural revitalization
- Enhanced local governance capacity
- Enhanced community pride and social capital
- Savings in the Community Fund (recently used)

Lessons to Date

Factors of Success

- Partnerships and Cooperations
- Non-monetary benefits
- Community-based process
- Enthusiasm of Community

Challenges

- New concepts of Community-based Tourism
- Unfamiliarity with long-term thinking like sustainability and saving
- Introduction of new revenue stream to community

Thank You

Any Questions?

SNV (Netherlands Development Organization)

www.snv.org.vn