Indications of Tourism’s Contributions to Poverty Alleviation:
Some Lessons from Vietnam

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Presentation Overview:

• Introduction to SNV’s interests in Tourism for Poverty Reduction

• Viet Nam Case Study Introduction

• Indications and Indicators of Poverty Reduction through Tourism
Tourism is one of five key practice areas, programs in 18 of 30 countries (Latin America, Africa, Asia), 50 advisors

- Partnership with the WTO on ST-EP
  - Global MOU
  - ST-EP TA Fund 2 million Euro

- Modality
  - TA and capacity building services to Meso-level institutions.
  - Not a donor, nor a direct project implementer
Case Study: Poverty Reduction and Cultural Revitalization in Viet Nam

- **Direct Clients**
  The Department of Tourism of Thua Thien Hue Province

- **Target Group**
  Rural, Ethnic Minority poor in Northcentral Viet Nam

**Partnering Organizations**

- Youth Union, Nam Dong District People’s Committee, Hue Tourism College, Dong Kinh Tourism Company
Kazan Hamlet, Nam Dong District, Thua Thien Hue Province, Central Vietnam

Description

- 26 recently resettled households
- Subsistence agricultural activities and extraction of forest resources
- Amongst the 10% of the poorest communes in Vietnam. (about $1/day)
- Katu ethnic minority group
- Beautiful natural setting

Location

Administrative Divisions
Intervention: Objectives

- **Starting Date:** February 2004

- **Key Objectives:**

  1) **For our direct clients** Provincial Department of Tourism
     Objectives are capacity building and organizational strengthening for sustainable tourism development

  2) **For our target group** the rural poor of Kazan hamlet
     Key objectives include:
     - Increase local income earning opportunities
     - Cultural revitalization
     - Increase awareness of sustainability issues related to tourism development, and,
     - Enhanced local governance
Formation of Tourism Service Teams

• Based on APPA exercises, expression of local interests, and tourism development potentials

• Youth Union Members/ Resettled HHs

• Voluntary Selection
  = 3 teams were formed

• Cultural Team

• Food Service Team

• Waterfall Management Team
Cultural Performance Team

Elders provided training to Youth Union Members

Spontaneous formation of Children’s Team

Greeting Visitors

Cultural Show
Community Organization and Management

Community Tourism Management Board

- Village Head
- Cultural Team (woman)
  - Cultural Teams: 38 Performers (24 women-12 men)
  - Children’s Team
- Waterfall Mgmt. Team
  - Waterfall Mgmt. Team: 8 guides (men) 2 ticket sellers (women)
- Food Service Team
  - Food Service Team: 10 (6 women – 4 men)
- Accountant (woman)

Tourism Service Teams
Community Tourism
Management Board

Democratic Election Process:

- 9 candidates nominated for 5 positions
- Good turn out (98 of 106 HH)
- Transparent process
Community Cultural House

44% from SNV
30% from District PC
26% from the Community

Used for community meetings and other activities
Cultural Interactions

Visitors participating in traditional dance

Sharing in games
Benefit Sharing:
Cultural Performances

- Performer's Wages: 60%
- Costs: 10%
- Community Fund: 28%
- Management Board: 2%
Poverty: Dimensions and Definitions

**Economic:** lack of income and savings

**Social:** lack of social capital

**Cultural:** lack of cultural health and identity

**Environmental:** lack of availability and access to natural resources and a clean environment

**Psychological:** sense of vulnerability and helplessness - disempowerment
Results to Date: Indications of Poverty Reduction

- Diversified local income earning opportunities: 58 in a village of 110 HH, gender, youth
- Increased market for local products: Value added sales of honey and handicrafts
- Savings in the Community Fund: Contributions and savings
- Voluntary donations: Non-monetary – books, food, clothes – distributed to the poorest, non-participating HHs
Results to Date: Indications of Poverty Reduction continued

• Cultural revitalization:
  Cultural activities reestablished, different generations involved, for non-tourism purposes

• Enhanced local governance capacity:
  Processes of democracy and consensus-based decision making established

• Enhanced community pride and social capital:
  A sense of empowerment created
Lessons to Date:

Implications for Assessing Tourism’s Impacts on Poverty Reduction

- Relationship between tourism and poverty
  Are often of a highly qualitative, indirect nature – especially with cultural tourism. Still in a learning process

- Different dimensions of poverty
  Economic, social, cultural, psychological,… a holistic approach and understanding is needed

- Different perspectives on poverty
  Local vs external. Learn from the community
  Take a positive approach and build on the strengths

- Poverty reduction is a process of enhancing choices
  Creating opportunities and the ability for people to choose their route out of poverty
Thank You

SNV (Netherlands Development Organization)
Sustainable Pro-poor Tourism

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