

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

SVN and Sustainable Pro-poor Tourism

- **Global**

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



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



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

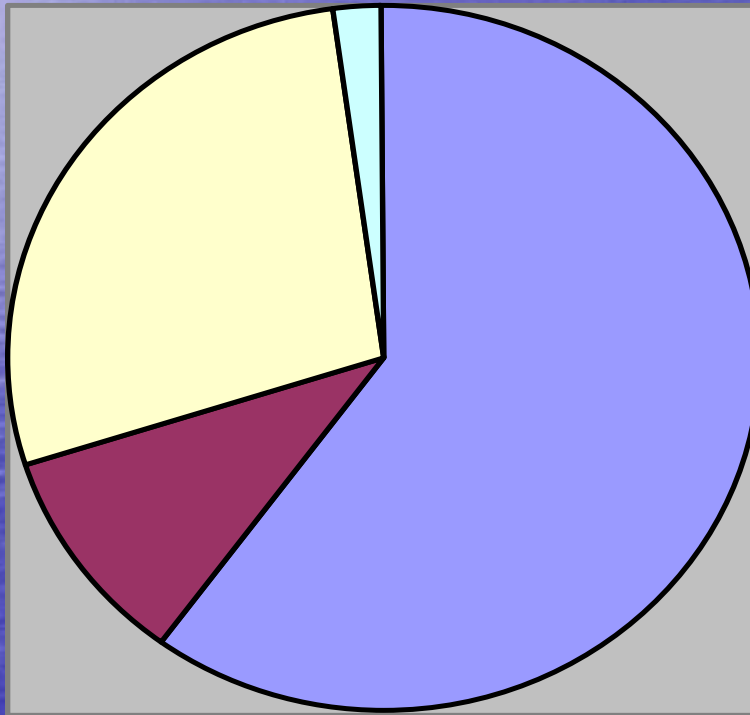


Visitors participating in
traditional dance



Sharing in games

Benefit Sharing: Cultural Performances



- Preformer'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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