

« Community-Based Tourism and sustainable development in a globalized context »

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Homestay rather than community-based tourism? The case of Vietnam.

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Introduction

- ▶ No simplistic opposing of a « good » tourism (the community-based tourism) and a « bad » tourism (mass tourism)
- ▶ Implementation of community-based tourism (CBT) projects in different African countries and in Ecuador for a French NGO (9 years)
- ▶ Community-based tourism is fashionable since the nineties, viewed as a magical tool :
 - ▶ By international and national institutions, donors, NGOs
 - ▶ More surprisingly by many scholars too
- ▶ In Vietnam ?

Introduction

- ▶ Questioning :
 - ▶ Why so much popularity (not so much with the tourists) ?
 - ▶ Doesn't homestay suit more to Vietnam than CBT ?
- ▶ To answer :
 - ▶ According to the academic literature
 - ▶ What is CBT, its characteristics, the difficulties, the failures...
 - ▶ What is homestay and the difference with CBT
 - ▶ The case of Vietnam
 - ▶ CBT in Vietnam
 - ▶ Homestay in Vietnam
 - ▶ Conclusion : CBT or homestay in Vietnam ?

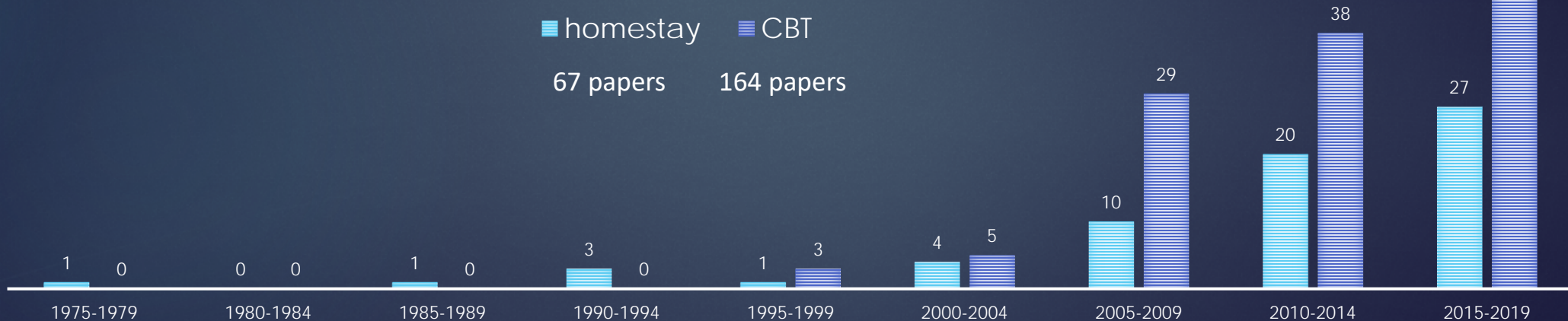
1. What is Community-Based Tourism ?

Background

- ▶ In the 60s and 70s : dissemination of tourism
- ▶ 80 and early 90 : criticisms of "mass tourism"
- ▶ Since the mid-90s: support for ecotourism and community-based tourism
 - ▶ Contributes to the fight against poverty
 - ▶ participates in sustainable development
 - ▶ *"'the local community' has become for many the appropriate context level for the development of sustainable tourism"* (Richards & Hall 2000)
- ▶ Community-based tourism = magical solution ?

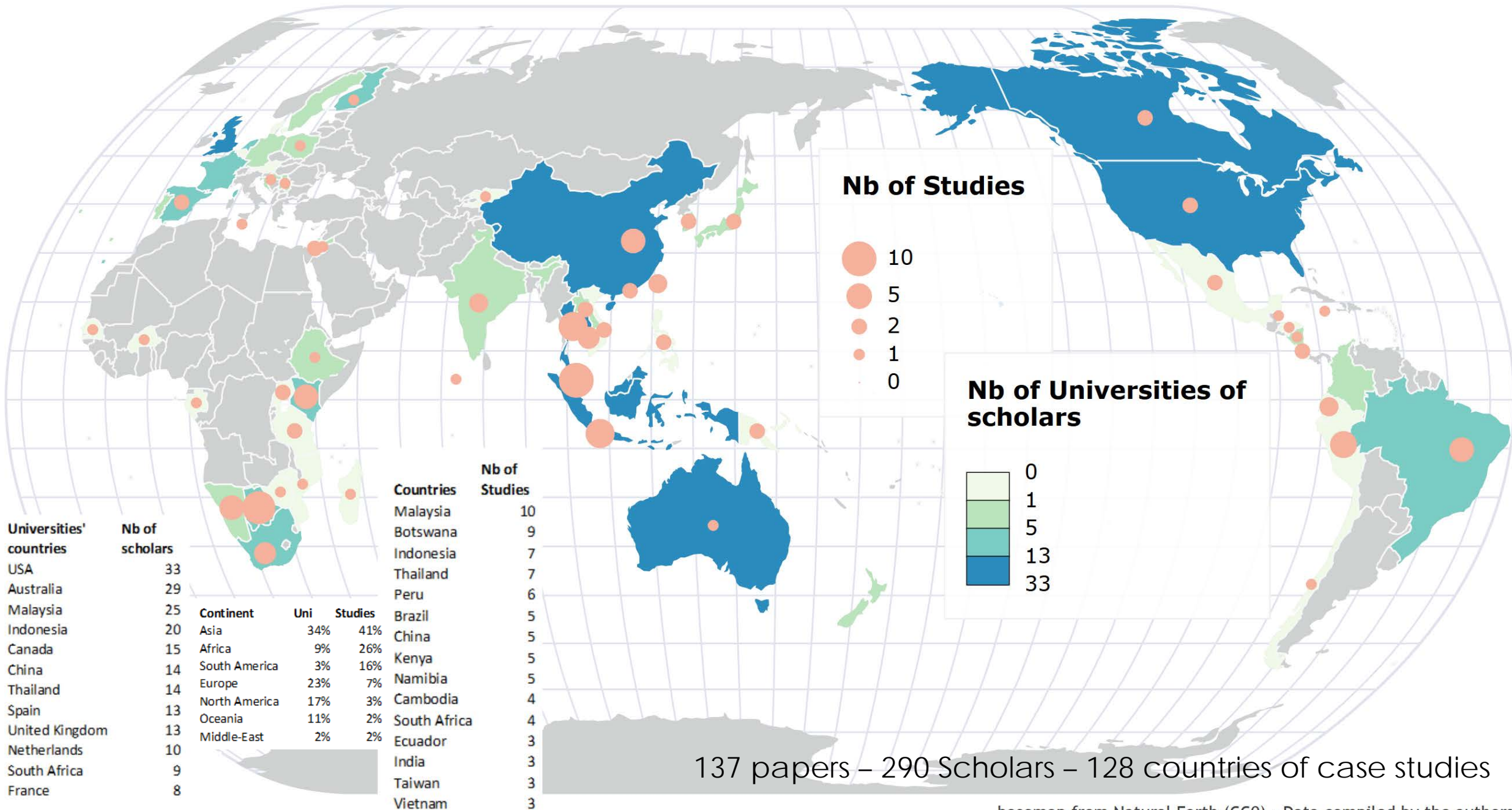
1. What is Community-Based Tourism ?

Nb of acadamic papers with "Community-Based Tourism" and "homestay" as keyword or in the title in the journals of Science Direct, TandF, Sage & Wiley platforms



Homestay rather than community-based tourism in Vietnam ?

Affiliations of scholars & Countries of case studies



Universities' countries	Nb of scholars
USA	33
Australia	29
Malaysia	25
Indonesia	20
Canada	15
China	14
Thailand	14
Spain	13
United Kingdom	13
Netherlands	10
South Africa	9
France	8

Continent	Uni	Studies
Asia	34%	41%
Africa	9%	26%
South America	3%	16%
Europe	23%	7%
North America	17%	3%
Oceania	11%	2%
Middle-East	2%	2%

Countries	Nb of Studies
Malaysia	10
Botswana	9
Indonesia	7
Thailand	7
Peru	6
Brazil	5
China	5
Kenya	5
Namibia	5
Cambodia	4
South Africa	4
Ecuador	3
India	3
Taiwan	3
Vietnam	3

137 papers – 290 Scholars – 128 countries of case studies

1. What is Community-Based Tourism ?

The sources :


- ▶ 19 academic papers published between 2005 and 2019
- ▶ 7 handbooks published between 2000 and 2013
 - ▶ Handbooks are primarily designed to outsiders of communities : "CBT practitioners", "tourism planners", "field-based staff", "NGOS", "donors", "industry players", ...




Internationale Weiterbildung und Entwicklung gGmbH

Training Manual for Community-based Tourism

Authors: Nicole Häusler & Wolfgang Strasdas



COMMUNITY BASED TOURISM FOR CONSERVATION AND DEVELOPMENT: A RESOURCE KIT



Guidelines for community-based ecotourism development

The Mountain Institute
WWF International | July 2001

A Toolkit for Monitoring and Managing Community-Based Tourism

A Toolkit for Monitoring and Managing Community-Based Tourism



School of TRAVEL INDUSTRY MANAGEMENT

By LINDA THIRAKHAWAT
Tourism Advisory Services

SNV

Community Based Tourism Handbook

By Poljana Suansri

(Responsible Ecological Social Tour-REST)

Handbook on Community Based Tourism "How to Develop and Sustain CBT"



CBT Standard Handbook

The Thailand Community Based Tourism Institute (CBT-I)

APEC TOURISM WORKING GROUP (TWG02/2008)

CBT-I

CBT-IRDC
Thailand, Sustainable Development and Community Benefits

Homestay rather than community-based tourism in Vietnam ?

1. What is Community-Based Tourism ?

Definitions of CBT : from the 23 references, 16 definitions with a great variability

- ▶ 1997 : "CBT is tourism that takes environmental, social, and cultural **sustainability** into account. It is **managed and owned by the community**, for the community, with the purpose of enabling visitors to increase their **awareness and learn** about the community and local ways of life." (REST)
- ▶ 2017 :
 1. "The enterprise is **located** in an actual community.
 2. The local community **as a majority has been involved** in the planning, development and management of the project.
 3. The local community, **as a majority. is accepting and supportive of CBT.**
 4. The goals and objectives of the project centre around tourism contributing to the **sustainable** development of the community.
 5. **Benefits** derived from CBT **are disbursed evenly and fairly back** to the community.
 6. **The project is transparent, ethically managed and free from corruption.**
 7. **Educational experiences** are provided for visitors, provision is made for minimal disruption concerning everyday community activities, and the protection of tangible and intangible community resources." (Pawson, et al., 2017, p. 383)

1. What is Community-Based Tourism ?

Definitions of CBT : from the 23 references, 16 definitions with a great variability

- ▶ The central element : the involvement of the community
- ▶ With many differences of interpretation...
 1. On what should be this involvement :
 - ▶ Tourist project simply located in the community to a project totally owned by the community
 - ▶ Members of the community just as employees to a control of the project by the community
 2. On how many people of the community should be involved : some? A majority ? A few ?
 3. On who benefits :
 - ▶ Equitable distribution ?
 - ▶ Majority should remains locally ?
 - ▶ Even to not-involved members ?

1. What is Community-Based Tourism ?

Definitions of CBT : from the 23 references, 16 definitions with a great variability

- ▶ Under the name of CBT, there are very different realities :
 - ▶ Exploitation of local resources (natural, cultural and human) by a private business (frequent)
 - ▶ To a project totally imagined and controlled by the community (rare)

It's a nonsense to call the first case CBT

- ▶ To be able to speak about CBT, we consider that the place of the community has to be central in terms of
 - ▶ decision making,
 - ▶ participation in all the phase of the project
 - ▶ and in benefits distribution

2. Why is CBT so difficult to implement ?

- ▶ Many expectations with a high level of requirement :
 - ▶ Preserving the culture
 - ▶ Conserving the environment
 - ▶ Create a more sustainable tourist industry
 - ▶ Reduce the poverty
 - ▶ Empower the members of the community
 - ▶ Increase the awareness of tourists about the community
 - ▶ ...
- ▶ The probability of achieving them is as low as the difficulties are numerous
- ▶ Bet on CBT is opening the Pandora's box (Simons & de Groot, 2015)

2. Why is CBT so difficult to implement ?

List of gasps or reasons for failure

- ▶ Poor governance and poor management: lack of communication between actors, unfair redistribution of benefits, favoritism and nepotism, corruption,...
- ▶ Lack of support from the community
- ▶ Insufficient profits compared to the costs
- ▶ Dependence on NGOs and international aid agencies,
- ▶ Conflicts of use of natural resources, cultural, land, ...
- ▶ Difficulty in understanding the demand and in accessing the market
- ▶ Low quality of services offered

2. Why is CBT so difficult to implement ?

In terms of poverty reduction, a statement of failure (Zapata, Hall, Lindo, & Vanderschaeghe, 2011):

- ▶ “low impact on poverty alleviation”
- ▶ “low life expectancy after external funding ends”
- ▶ “the monopolization of benefits by elites and even the exclusion of the poor from community structures.”

We are far from a magic tool !

2. Why is CBT so difficult to implement ?

Three striking observations

1. the interventionism of a multitude of outsiders : development agencies, NGOs, donors, national and international institutions, consultants,
 - ▶ 60% of CBT in Nicaragua have been founded by outsiders
 - ▶ 40% of CBT in Latin America are supported by NGOs
 - ▶ 80% of an analyze of 53 cases have been founded by outsiders
 - ▶ Community-based Tourism is more top-down approach than bottom-up
 - ▶ Intervention of outsiders can have negative impacts
 - ▶ New forms of social & economic divisions within communities and between communities
 - ▶ Sense of frustration among the community members

2. Why is CBT so difficult to implement ?

Three striking observations

2. As soon as the outsider (NGO, donor,...) withdraw, the end of the project begins :
 - ▶ “the ruling clan fill jobs at the lodges, use project vehicles for personal purposes, and privatize the community’s cooperative store” Zimbabwe (Balint & Mashinya, 2006)
 - ▶ “every village goes back to its business” Tanzania (Salazar, 2011)
 - ▶ conflicting relations between stakeholders emerged and 75% of the locals involved leaved the project Gabon (Payen, 2013)
3. No radical rethink of CBT model
 - ▶ The approach is essentially technical
 - ▶ The CBT world is an imaginary world created by managers
 - ▶ “No considerations for local views and knowledge” (Le, Weaver & Lawton)

3. Community is the blind spot of CBT

- ▶ For us, the main reason of all the difficulties is in the vision of what is community in the mind of project holders and scholars
 - ▶ They have in mind a dreamed, ideal community that has very little to do with the real human group (it's an illusion)
 - ▶ This naïve and unrealistic community is the one from which they imagine, build (or analyze) the CBT
- ▶ It is symptomatic that the concept of community is never defined or questioned even though it is the main concept on which underlies everything : only 6/137 papers define or discuss the concept of community ! (Balint & Mashinya, 2006; Blackstock, 2005; Matarrita-Cascante, Brennan, & Luloff, 2010; Reed, 1997; Salazar, 2011; Sin & Minca, 2014).

3. Community is the blind spot of CBT

- ▶ This idealization of the community
 - ▶ Comes from an irrational desire/nostalgia for a supposed original community (Sin & Minca, 2014)
 - ▶ Results in a systematic association of the community with positive values of “solidarity, warmth, intimacy and autonomy” (Lézé, 2008)
 - ▶ Results in that despite a frequent failure statement of CBT, there’s no radical rethink of CBT model by those caught in the “community illusion”
- ▶ We affirm that CBT is not adapted everywhere and that, in the first place, there must be community-based functioning for a CBT project to be relevant.
- ▶ What about Vietnam ?

4. Experiences of CBT in Vietnam

- ▶ CBT initiated at the peripheral sites in the north by NGOs in the 1980s, with a focus on Eastern European markets (T. H. Bui et Nguyen 2007; Le, Weaver, et Lawton 2016; Pham et Ngo 2017).

4. Experiences of CBT in Vietnam

CTB is a hot trend in Vietnam

CBT in policies of development of Vietnam's tourism (provincial, district)		
Nord	Centre and Central Highlands	South
Dong Van (Ha Giang)	Con Cuong, Nam Dan (Nghe An)	Ben Tre City (Ben Tre)
Son La City (Son La)	Bo Trach (Quang Binh)*	An Binh Island (Vinh Long)**
Dien Bien (Dien Bien)	Bac Ai, Ninh Hai, Nnh Son, Ninh Phuoc (Ninh Thuan)	Tinh Bien, Long Xuyen City (An Giang)
Tam Duong (Lai Chau)	An Nhon, Phu My, Hoai Nhon, Quy Nhon (Binh Dinh)	Thoi Son Island, Cai Be (Tien Giang)
Ba Vi, Son Tay (Hanoi)	Dien Ban, Hoi An, Ly Son (Quang Nam)	Binh Thuy (Can Tho)
Ba Thuoc (Thanh Hoa)	Duc Trong (Lam Dong)	Thap Muoi, Cao Lanh City (Dong Thap)
Da Bac, Mai Chau (Hoa Binh)	Buon Don, Krông Bông (Dak Lak)	
Bac Ha, Sapa (Lao Cai)	Ham Thuan Nam, Phu Quy (Binh Thuan)	
Cat Hai (Hai Phong)		
Ha Long (Quang Ninh)		
Lam Binh (Tuyen Quang)		
Quan Ba (Ha Giang)		
Hoa Lu (Ninh Binh)		
Van Chan (Yen Bai)		
Thuan Thanh, Tien Du, Que Vo, Bac Ninh City (Bac Ninh)		

4. Experiences of CBT in Vietnam

CTB is a hot trend in Vietnam

N ^o	CBT in policies of development of Vietnam's tourism (national, regional)	Source
1	The master plan on Viet Nam tourism development to 2020, vision 2030	(MCST, 2013)
2	Strategy of development of Vietnam's tourism product in 2025 and orientations to 2030	(MCST, 2016)
3	Strategy for agricultural and rural development in the 2011-2020 period (Central Highlands)	(MARD, 2009)
4	Decision No. 2161/QĐ-TTg approving the master plan on development of tourism in Northern Central Vietnam through 2020, with a vision toward 2030	(GV, 2013)
5	Decision No. 2162/QĐ-TTg approving master plan of tourism development of the Central Highlands up to 2020, vision 2030	(GV, 2013)
7	Project of developing tourism products specific to the Mekong Delta region	(MCST, 2015)
8	Decision No 2227 / QĐ-TTg (2016) Approving the overall planning for tourism development in the Mekong delta up to 2020, vision 2030	(GV, 2016)

4. Experiences of CBT in Vietnam

CTB is a hot trend in Vietnam

Solutions of development of CBT	Model of development of CBT
Tourism development associated with poverty reduction in Lao Cai (Thesis) (Pham, 2010)	Proposition of a model of CBT in world heritage sites in Vietnam (Chu, Tran, 2013)
Some solutions to develop CBT associated with poverty education in western Nghe An (Tran, Dau 2014)	Model and solutions of development of CBT in Co To Island (Thesis) (Chu, 2016)
Ecotourism and CBT in Giao Thuy district, Nam Dinh province: reality and land use solutions (Doan, Nguyen, Nguyen, 2015)	
Research of development of CBT in Khe Ro nature reserve (Thesis) (Nguyen, 2015)	
Solutions to develop CBT in the eco-tourism area of Trang An, Ninh Binh province (Thesis) (Le, 2016)	

4. Experiences of CBT in Vietnam

Reasons for failure of projects CBT (research)

Locations	Reasons
Ban Ho (Sapa, Lao Cai)	Tour guide's abuses
Ban Lac (Mai Chau, Hoa Binh)	Excessive commercialization of traditional resources
Lang Doi (Nam Dong, Thua Thien Hue)	Lack of local population's capacities Lack of experiences Weak coordination of stakeholders Lack of marketing
Kim Bong (Hoi An, Quang Nam)	Challenges from managing stakeholder relationships
Thoi Son (Tien Giang)	Lack of marketing and the risk of exclusive contracts
My Hoa Hung, (Long Xuyen, An Giang)	The limitations and risks of exclusive contracts between households and tourist companies; Distributing unfair profits between tourist companies and households causing conflicts and reducing service quality; Poor relationship with the market will not guarantee a large customer base; The intervention of companies in the allocation of customers to share fair profits among households

Source: (Bui et Nguyen 2007)

4. Experiences of CBT in Vietnam

Reason for failure of projects CBT (journal)

Questions	Reasons	Source
Community based tourism at risk of bankruptcy (10/2018)	Lack of management by related organizations, departments and branches after the project ends	http://www.sggp.org.vn/du-lich-cong-dong-truoc-nguy-co-pha-san-552818.html
Community tourism village Triem Tay temporarily stop receiving guests (10/2018)	Conflicts between households in village; among members of Triem Tay Agricultural Cooperative; between cooperatives and commune authorities...	http://vietnamtourism.gov.vn/2018/index.php/items/27499
Failure of community based tourism (10/2018)	Local people can not have enough knowledge, expertise, relationships; and not have enough finance to promote, connect and maintain tourism activities after the project ends.	http://baoquangnam.vn/du-lich/201810/that-bai-du-lich-cong-dong-818648/

5. Homestay suit better to Vietnamese social system

When NGOs stop intervening, the CBT becomes homestay

- ▶ Sapa (Lao Cai): IUCN (2001-2003), SNV (since 2004), CIDA, Hanoi Open University, Field trip: 2010
- ▶ Ta Lai, Dac Lua (Cat Tien, Dong Nai): WWF (2008), Field trip: 2014
- ▶ My Hoa Hung (Long Xuyen City, An Giang); Tan Trung (Phu Tan, An Giang): SNV (2007 - 2009) and (2012 - 2014), Field trip: 2016, Funding: 300,000 euros (Source: <http://moitruongdulich.vn/index.php/item/1679>)

5. Homestay suit better to Vietnamese social system

When NGOs stop intervening, the CBT becomes homestay

- ▶ My Hoa Hung (Long Xuyen, An Giang); Tan Trung (Phu Tan, An Giang)...
- ▶ "My family participated in this tourism project which organized by SNV and the Provincial Farmers' Association. After signing the business contract, we will be funded 250,000,000 VND. We have already received 150,000,000 VND to repair the house, toilette ... We also participated in training on community based tourism. According to the project, the distribution of guests is coordinated by the Provincial Farmers' Association. Guest has to pay 250,000 VND for 1 night + 1 breakfast. The Farmers' Association retained 100,000 VND, we only got 150,000 VND but we had to take care of all the activities, eating, sleeping ... Finally, we did not have much profit. For example, if we receive 2 guests, we will lose capital, if we receive 4 guests, we only get back the money that we invested. So, if guests pay directly 200,000 VND, we receive it immediately because we will have more profit."

Source: Interview with Mr. Tam Ho (Vam Nao, Tan Trung, Phu Tan, An Giang), 2016

5. Homestay suit better to Vietnamese social system

Vietnamese social system

Sense of community	
INDIVIDUAL-FAMILY-VILLAGE-NATION (The Fifth Central Resolution of the Vietnamese Communist Party in 1998)	INDIVIDUAL-FAMILY-VILLAGE-NATION (Vietnamese Communist Party in 2014) <small>Source: (Ho, 2015)</small>

- ▶ Families were the primary economic unit;
- ▶ Vietnamese households are generally modest in size;
- ▶ Nuclear family households are the most common form of living arrangements (Hirschman, Vu, 1996)
- ▶ The homestay corresponds better to this social functioning
 - ▶ Characteristics of the household economy are independent in business scale (T. T. O. Nguyen 2006).

Conclusion

We must start from the local reality to develop projects if we want them to succeed and not project a model imagined and fantasized that does not correspond to the reality of the inhabitants and does not suit them

- ▶ “The day before, I watched television and saw that people operate homestays based on community tourism in An Giang. For example, guests come to Mr. B's house for lunch, then go to Mr. C's house to visit the fruit garden, ... well. Then, finally come to Mr. A's house for dinner and sleep. Mr. B and Mr. C come to Mr. A's house to support Mr. A. That's good. But can it be sustained? Our Vietnamese is not easy! For example: Mr. A's house serves the sleep, has a higher profitability, Mr. B's house serves the lunch will earn less, or Mr. C's house for fruit tour, will benefit less. Then Mr. B and C never accept.
- ▶ Here, Vinh Sang tourist area, the local government is considering developing the community based tourism, but I think it is impossible to do it. If people are not skillful, never done, will break, will dissipate everything. In order to do it, let local people do it themselves, they can live!”

Source: Interview with Mr. Ba, entrepreneur's homestay (An Binh Island, Vinh Long), 2017

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