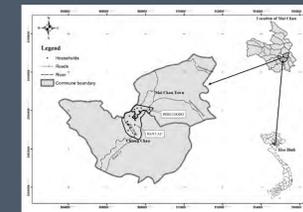




# A Case Study on Community Tourism and Sustainable Development from Mai Chau, Vietnam



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## ABSTRACT

During the summer of 2014 we went to Mai Chau village in Hoa Binh Province of Vietnam to conduct study on community-based tourism (CBT) and sustainable development. Using the Dutch Disease model in economics, we examined the Impacts of a “boom” industry on an agricultural society. The team assessed whether CBT in Mai Chau has been successful in terms of its **impacts on poverty and inequality, education, political institutions, and on sustainable development**. This will provide for valuable information regarding the use of CBT as a way to help poor rural villages develop.



## METHODS

- Two rounds of interviews (Through Translation)
- First round of interviews
  - Basic facts: history, demography, economy, development of industry
  - Key informant interviews, conversation with local residents
- Second round of interviews
  - Analyze information in step 1 to formulate testable hypotheses
  - Revise questionnaire to conduct small household survey
  - How community tourism has affected their welfare
- Qualitative Approach

## LITERATURE REVIEW

- Community Based Tourism (CBT) has the potential to be “pro-poor” (Hampton 2003), but this is widely contested.
- Literature concentrates on donor-funded CBT with much higher frequency than on private sector CBT (Harrison and Schipani 2007, 199).
- Lack of literature on Southeast Asia



## BACKGROUND



### Community Based Tourism (CBT)

- (1986) Liberalization of Vietnamese Economy
- (1994) Boom and spread of CBT
  - Small literature on CBT
  - Lack of focus in Southeast Asia
- Asian economies are rapidly growing
- Deserves attention



## RESULTS

### Impact on agriculture as predicted by the Dutch Disease model was not found.

- There is no apparent decline in the agricultural industry
- It is ambiguous as to whether this model can be used in similar communities.



## POVERTY AND INEQUALITY

### Findings:

- Tourism has a small poverty-reducing impact but increases inequality.
- Because of barriers to entry in the tourism industry (access to capital, land allotment, home location and social connections), some residents benefit greatly while others only receive marginal gains from tourism.
- While small, the poorest residents are able to earn extra income and thus poverty is improved slightly from CBT.



## EDUCATION

### Findings:

- CBT raises incomes of some households (especially those running homestay businesses) and increases the affordability of college education.
- There is no significant evidence showing that homestay businesses raise the demand for family labor and hence parents prohibit their children to go to college.

## INSTITUTIONS

### Findings:

- Family network plays an important role in determining whether or not a family can successfully enter and survive in the Homestay business.
- There exists Dynastic-like families in Mai Chau who dominate much of the homestay industry.
  - In Pom Coong village, one family controls most of industry.



## SUSTAINABILITY

### Findings:

- The Village of Ban Lac adopts strict property laws (similar to Historic Districts of American cities) to maintain the cultural aesthetics of traditional stilt houses--the main draw of Mai Chau tourism--providing a “public good” which surrounding villages “free ride” on.
- The long-term sustainability of Mai Chau tourism depends on their ability to solve this free-riding problem.