



ENHANCING THE INDIGENOUS PEOPLE PARTICIPATION IN COMMUNITY TOURISM DEVELOPMENT IN THE WESTERN DISTRICTS, HA GIANG PROVINCE, VIETNAM

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Abstract

The indigenous people's participation plays an important role for community tourism development. The study conducted to investigate people in Hoang Su Phi district and Xin Man district, Ha Giang province, Vietnam. The research team found that the number of households providing tourism services is less than 10%, although tourism income is high. People said that they are willing to participate in providing tourism services but limited capacity, poor infrastructure making them less daring in developing community tourism in the locality. Therefore, solutions related to improving infrastructure, promoting local tourism, supporting capital and knowledge for people participating in tourism activities will achieved many positive results.

Keywords: Community tourism, indigenous people, tourism services, participation

INTRODUCTION

According to Vietnam Rural Industries Research and Development Institute (2012), “*Community tourism is a form of tourism organized by the community itself, managing and mastering to bring economic benefits and protect the common environment through the introduction of features to visitors local characteristics (landscape, culture, etc). Community tourism is based on curiosity, the desire of tourists to learn more about the daily life of people from different cultures. Community tourism often links with urban people to rural areas to enjoy life there for a certain period of time*”.

Community tourism is a type of tourism organized by the community, based on nature and local culture in order to protect environment. Community tourism features mastery, attention to allocating broad benefits and improving the quality of life for the community. With tourists, community tourism provides opportunities to learn, raise awareness about the environment and cultural exchange, experience the daily life of the community. One advantage of this form is that local people can directly participate in tourism models such as: making tour guides, catering, resting for tourists at home, organizing special festivals. typical of the region, etc; thereby enhancing their income and contributing to local economic development. This type of tourism has been implemented in many localities throughout the country, including Ha Giang province, which has many potentials for developing community tourism.

Ha Giang is a mountainous province in the Northeast of Vietnam with diverse topography and geology that gives nature here many features with the nuance of painted land. The topography of Hoang Su Phi and Xin Man is located on a fault system of the western edge of Tay Con Linh range, so there are many hot mineral water circuits with physicochemical properties and quality that have been measured and tested well, this is a precious natural resource can be exploited to create health resorts. Not only that, terraced fields and Shan Tuyet tea forest are the beautiful scenery that attracts tourists to this place. A unique feature in the Western districts of Ha Giang province is that there are many ethnic groups living together such as Tay, Nung, Dao, HMong, La Chi ... with the traditional diverse customs and preservation by local people. It has created a diversity of traditional culture with typical festivals such as the going to field ceremony, the ritual ceremony, the love market, and the fair market. Therefore, prioritizing local tourism development towards community tourism is becoming a suitable direction to focus on development for leader of the Western districts, Ha Giang province. However, difficult transportation, no widespread tourism promotion, no strong cooperation among stakeholders, especially low indigenous people’s participation in community tourism development are the main reasons that the community tourism development results in the Western districts in Ha Giang province were not achieved as expected. So what is the level of

indigenous people's participation in community tourism development today? How do indigenous people perceive and expect about community tourism development? Which solution promotes people's participation in community tourism development in the Western districts, Ha Giang province in the future? All will be presented in the article.

The researchers conducted a survey in Hoang Su Phi and Xin Man to have specific results. Thereby, the results point out the remaining issues and preventing indigenous people's participation in community tourism development in the locality. The solutions will be the basis for community tourism in the Western districts of Ha Giang province becoming more professional and the key economic sector of the locality

RESEARCH METHODOLOGY

Research Design

The study adopted a descriptive research design.

The Data

Secondary data

Secondary data were collected from the documents of Ha Giang Provincial People's Committee; Ha Giang Department of Culture, Sports and Tourism; People's Committees of Hoang Su Phi and Xin Man districts, Hoang Su District Culture Department Obesity and Sickness; specialized books and articles related to community tourism.

Primary data

In the survey, the stratified random sampling method was used (randomly select a large number of representative units in all units of the overall population to investigate and then use calculated and extrapolated results collected into characteristics of the whole overall).

Sampling

To determine the sample size, the study used the following Solovin formula:

$$n = \frac{1}{\Delta^2 + \frac{1}{N}}$$

Where

N: Overall

n: Sample size

Δ : Limiting sampling error

The selected sample size is usually smaller than the overall study subject, so there is always an absolute inaccuracy of research results. Therefore, according to Hoang Trong and Chu Nguyen Mau Ngoc (2008), in the research of probability and statistics, when determining the sample size, the limit of sampling error is usually 5% or 3%.

Subjects of the study are people living in 2 districts (Hoang Su Phi and Xin Man) in the Western of Ha Giang province, including households who have participated in tourism activities and households that have not participated.

Investigation location

The researchers conducted the study in the 8 communes of 2 districts (Hoang Su Phi and Xin Man), including Khuon Lung commune, Quang Nguyen commune, Nam Dan commune, Ban Ngo commune, Che La and Ho communes. Thau, Ban Lau commune, Nam Son commune in Vietnam.

Investigation method

Direct interview were conducted. The number of samples were 400, the valid samples were 400 (accounting for 100.0%).

Analysis method

With the collected data, the authors conduct data summarization by Excel, graph the results of the investigation process and disaggregate statistics with criteria such as: special survey households, people's awareness of community tourism, expectations and levels of willingness to participate in community tourism development. Data was analyzed using comparative method, descriptive statistics to explain the results obtained from the questionnaire by software SPSS 20.0.

RESULTS AND DISCUSSION

Reality of community tourism development in the Western districts, Ha Giang province

In recent years, Hoang Su Phi district and Xin Man district, Ha Giang province are actively carrying out tourism activities, especially community tourism development. Although tourism development has a low starting point, infrastructure is still difficult; but tourism development activities in Ha Giang province in general and Western districts in particular have achieved some remarkable results.

Table 1. Results of tourism business activities in the Western districts, Ha Giang province

Content	Hoang Su Phi district			Xin Man district		
	Year	Year	Comparison	Year	Year	Comparison
	2017	2018	2018/2017 (%)	2017	2018	2018/2017 (%)
1. Number of tourist (number of turns)	15.328	18.418	120,16	28.060	32.056	114,24
<i>Where:</i>						
- International tourist (number of turns)	4.718	6.645	140,84	5.685	9.202	161,86
- Domestic tourist (number of turns)	10.610	11.773	110,96	22.375	22.845	102,14
2. Tourism revenue (billion dong)	17,25	24,04	139,34	14,034	16,04	114,26

Source: Cultural office of Hoang Su Phi district and Xin Man district

Coming to Hoang Su Phi and Xin Man, tourists can not only discover and explore diverse landscapes, historical, cultural and natural relics; but also be immersed in the life of cultural identity, unique ethnicity of the people here. Over 2 years, the number of tourists coming to Hoang Su Phi district increased by 20.6%, equivalent to 2090 turns. In particular, International tourists accounted for over 36%, the rest were domestic tourists. Revenue from tourism business for Hoang Su Phi district in 2018 was 24.04 billion VND, increased 139.34%, compared to 2017. The same is a Western district, Ha Giang province, but the number of tourists in were 28060 turns, about 80% higher than Hoang Su Phi district in 2017. However, the increase in the number of tourists to Xin Man district in 2018 compared to 2017 was only 14.24%. It is worth mentioning that the number of international visitors coming to Xin Man is quite modest, accounting for only about 20% of the total visitors. Because transportation is still very difficult, the tourists coming to Xin Man district are mostly young people, they travel by themselves, so the expenses for tourism services arise very little and the stay time is under 1 day. Therefore, in 2018, the revenue from tourism activities of Xin Man district increased by 14.26% compared to 2017, but only 66.71% of the revenue from tourism activities of Hoang Su Phi district. In the coming time, in order to develop tourism in general and community tourism in particular in the Western districts, Ha Giang province, to develop well, to exploit the potentials and strengths, that require synchronous coordination between organizations and individuals in the implementation process.

Assessment the level of people's participation in community tourism development in the districts

Investigation subjects characteristics

a. General information about the investigation subject

The study conducted an interview for 01 survey form for each household, including people who participated and did not participate in providing tourism services, according to which: the interviewees are Kinh ethnic group accounting for 47.86%; Nung ethnic group accounting for 25.67% and ethnic minority people accounting for for 19.79%. Among the survey participants, the proportion of non-trained respondents is quite high (26.6%). Low levels of education have a significant impact on awareness of the potential of community tourism development, the impact of community tourism and people's willingness to participate in tourism development.

Table 2. General information about the investigation subject

No.	Content	Unit	Quantity
1	Average age	Years old	41
2	Sex		
	- Male	%	87,57
	- Female	%	12,43
3	Household head's level education		
	- Untrained	%	26,60
	- Primary school	%	26,07
	- Secondary school	%	28,48
	- High school	%	12,17
	- Vocational school, Intermediate school	%	3,34
	- University	%	3,34
	Ethnic		
4	- Nung	%	25,67
	- Kinh	%	47,86
	- Dao	%	19,79
	- Others	%	6,68

b. Surveyed household income

The main income of households is from agriculture accounting for 93.18%, of which mainly maize, rice, chicken and pig farming with traditional farming methods, so products are favored by tourists. Income from non-agricultural activities of people in 2 districts comes from salary, trade, providing tourism services (eating, sleeping, tour guides). With many conditions to

develop tourism, the years visitors to Hoang Su Phi and Xin Man are increasing, so the income of people from providing tourism services accounts for the largest proportion in the income structure from non-agricultural activities (36.54%).

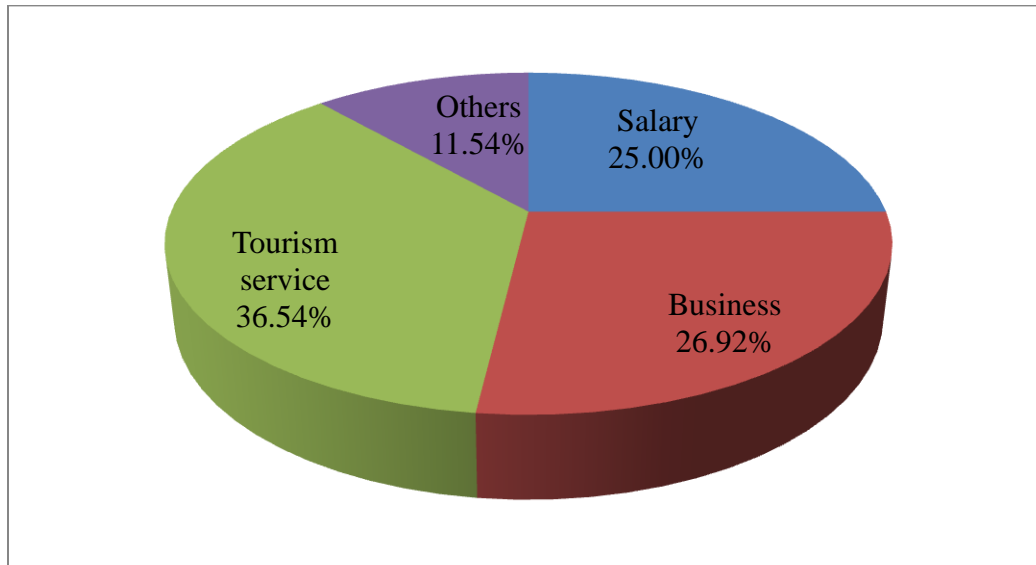


Figure 1. Income structure from non-agricultural activities of the surveyed households

Assessment the results from the tourism services provided by local people

Combining the survey results in 2018, the research team found that 73/748 households (accounting for 9.76%) were interviewed and participated in providing tourism services and benefiting from tourism. This is a very poor number, it reflects the low level of people's participation because the group surveyed in the communes with potential in tourism development. The cause may be people don't have money and knowledge in tourism, afraid of challenges. Moreover, the government has not really participated in promoting and supporting people to develop tourism. However, the profits from tourism activities of households in 2018 reached 4.954,795 thousand VND and tend to increase year by year. In which: Total revenue from tourism activities reached 28.317,808 thousand VND with services such as accommodation, meals, tour guides, selling tourist products, porters ... Total expenditure was 23.363,014 thousand VND used to buy materials to serve customers, hire employees... This income is much higher than the income from agricultural activities, so this will be the basis for households participating in tourism and households not participating oriented community tourism development in the coming time.

At present, there are differences in the experience of households' tourism, which affects the thinking and the number of visitors. Moreover, many households are not aware their role in

community tourism development in the locality; so they often do not attend meetings related to tourism development or participate but do not contribute or build ideas to promote local community tourism development.

Table 3. Households participating tourism business characteristics

No	Content	Unit	Quantity
1	<i>Time for households to participate in tourism business</i>		
	Not participating in tourism business	%	88,24
	Less than 1 year	%	1,60
	From 1 to 5 years	%	4,01
	From 5 to 10 years	%	2,41
	Over 10 years	%	5,08
2	<i>Total number of visitors</i>	turn / household	118
3	<i>% of households participating in meetings related to tourism</i>		
	Forgetting	%	52,94
	Don't attending	%	10,96
	1 times	%	8,02
	2 times	%	9,22
	3 times	%	9,22
	Over 3 times	%	9,63

Assessment the ingenious people's participation in community tourism development

a. The people's understanding level in community tourism development

In recent years, indigenous people have recognized the role of tourism in household economy, so the survey results show that high consensus of the interviewed people is that tourism services include providing tourism products/services, participating in festivals, community cultural activities to serve tourists, providing materials and food for eating establishments... playing an important role to develop community tourism and people are willing to participate in providing services. The agreed rate reached over 50% and the rating level achieved an average of 4/5 points (According to Likert scale). However, people also expressed concern about some community tourism development issues such as: not diversified typical traditional products; lacking knowledge in tourism management; lacking capital for investment; restrictions on foreign languages; not investment infrastructure... These are the main obstacles to people's willingness to participate in community tourism development. In the coming time, most of the surveyed households agree to see more tourists in Ha Giang, local infrastructure systems (roads, electricity, water, sewer systems, grooves, communications ...) are improved, supported with

capital, equipment, technical materials for tourism business, trained skills, professional service for tourists, supported with advertising promoting local community tourism, supported by local community tourism development. According to them, these factors motivate people to be more daring participating in community tourism development to increase household income and improve economy local.

Table 4. Household expectations in community tourism development

No.	Content	Rating level (%)					Mean
		1	2	3	4	5	
1	Desiring seeing more tourists in Ha Giang	0,40	0,94	20,19	35,03	43,45	4,20
2	Desiring improving the local infrastructure system (roads, electricity, water, sewer system, communication, etc.)	0,40	0,67	7,09	43,32	48,53	4,39
3	Desiring supporting capital, equipment and technical materials for tourism business	0,27	0,13	21,93	40,64	37,03	4,14
4	Desiring providing documentation on tourism management and business	0,27	0,00	19,39	47,86	32,49	4,12
5	Desiring training skills to serve tourists	0,27	0,00	32,62	25,94	41,18	4,08
6	Desiring supporting the promotion of local community tourism	0,27	0,00	18,98	46,26	34,49	4,15
7	Desiring having decision-making power in local community tourism development	0,67	0,40	35,96	27,54	35,43	3,97
8	Supporting community tourism development	0,27	0,27	8,42	47,59	43,45	4,34

b. The level of people's willingness to participate in developing tourism

The results showed that over 44% of interviewees agreed to be willing to cooperate with other households to develop tourism in the locality; over 48% agreed to be willing to participate in tourism activities implemented by districts and communes; over 45% agreed to be willing to cooperate with tourism enterprises to develop tourism. The surveyed farmers mostly want to participate in tourism cooperation (50.9%), they are not really willing to agree to participate in tourism villages (39.44%) or associations tourism (21.9%). However, when asking about the willingness to extract an income from tourism to pay for local common activities such as spending on management, finding sources of customers, general environmental sanitation ... the households' consent was not high, only about 27%.

Table 5. Household readiness in developing tourism

No.	Content	Mean	No.	Content	Mean
1	You are willing to cooperate with other households to develop tourism in the locality	3,58	4	You are willing to participate in : - Tourism cooperation - Tourist trade village - Local tourism association	3,90 3,35 3,29
2	You are willing to participate in tourism activities implemented by districts and communes	3,78	5	You are willing to extract an income from tourism to spend on local activities such as spending on management, finding sources of customers and general environmental sanitation. ...	3,42
3	You are willing to cooperate with tourism businesses to develop tourism	3,54	6	If a tourism cooperation or a village is established, you are willing to participate in each part of the tourism service provider	3,75

Thus, it can be seen that community tourism brings many benefits to people and localities. Although many households have not yet participated in the provision of tourism services, in the future when the factors related to infrastructure, providing capital and vocational training for people are invested and expanding, people willing to participate in community tourism development in the locality.

CONCLUSION AND RECOMMENDATIONS

Community tourism development is the right direction to develop socio-economic and improve the quality of people's life in Hoang Su Phi and Xin Man. In order to do this, there is a need to cooperate, from many sides including the Government - the base of providing tourism services - indigenous people. For the local people, during the survey, the research team found that the number of households in two districts participating in the provision of tourism services is small, accounting for 9.76% of the total surveyed households. People also found that developing accommodation, catering, developing special festivals are measures to develop community tourism in the Western districts. However, according to local people, there are many subjective and objective reasons that local tourism has not developed as expected related to: infrastructure, people's capacity, the connection between the parties and products tourism. In the future, if the limitations are overcome, local people are willing to participate in the supply, linking with related subjects to bring community tourism in the Western districts becoming bright

spots in the economy. To do this, the paper suggests some specific solutions in each area with the aim improving the quality of community tourism in the locality, encouraging people to participate more in tourism development.

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