

SUSTAINABLE AND RESPONSIBLE TOURISM IN CENTRAL VIET NAM



AT A GLANCE

- **Partners**
Quang Nam Provincial People's Committee,
Thua Thien - Hue Provincial People's Committee
- **Donors**
Government of Luxembourg,
One Plan Fund – One UN in Viet Nam
- **Duration**
2014-2016
- **Geographical focus**
Quang Nam and Thua Thien - Hue provinces



PROJECT OBJECTIVES

While Quang Nam and Hue provinces experienced rapid tourism growth in the past decade, there have been significant gaps in development between the tourism hubs in the core zones of World Heritage sites and the less advantaged, rural and mountainous areas.

This project is built on the continuous support from the United Nations which has focused on Quang Nam, and extends support to Thua Thien - Hue with a main focus on rural and remote areas in the two provinces. The project will contribute to improving the livelihoods of local communities while ensuring that the use of cultural resources and environment are sustainable.

The project significantly contributes to addressing development issues through the following strategies:

- Narrowing the tourism development gaps between coastal and in-land/remote areas;
- Reducing poverty through creating employment opportunities, increasing incomes and improving livelihoods for local people, especially vulnerable groups;
- Promoting green and environmentally friendly tourism products;
- Supporting human resource development in tourism;
- Strengthening the role of cultural heritage in sustainable development; and
- Promoting gender equality.



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PROJECT OUTCOMES

- Enhancing skills and employability of workers and competitiveness of businesses in the tourism sector, especially for vulnerable groups including local tribal women, for local socio-economic development;
- Increasing sales of handicraft products for local artisans, especially women groups;
- Pro-poor development of the hospitality and travel industry for rural and inland tourism;
- Preservation and promotion of cultural resources for tourism markets; and
- Enhancing public awareness of sustainable tourism.

