

## Feasibility Study on Development of Tourist- related Handicraft Industries Along the West-East Corridor

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ASIA **SEED**

## What's the West-East Corridor (WEC)?

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- "Hanoi Plan of Action" at the Dec. 98 ASEAN Summit
- To lessen the development level gap within the ASEAN members
- To decrease poverty and economic & social disparity
- Improvement of each country's regional economy are indispensable!!



## Why “Handicraft” and “Tourism” for the WEC development?

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- Attract tourists to WEC handicraft village to promote traditional local industries
    - Preserving traditional technology
    - Creating jobs
    - Environment friendly development
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## Feasibility Study in Vietnam to make a **good model** for WEC!

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- Efforts to attract tourists
  - Creation of job opportunities for the villagers, status of living standard improvements, and the consequential change in the environmental impact
  - How to balance tourism promotion and preservation of tradition
  - How to develop human resources with regard to villagers and local policy makers to achieve the above successes
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## Study Team

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- VNAT, Vietnam
  - Tourism Department, National Economics University, Vietnam
  - Design
    - Dr. Sunanta Fabre, MFLU, Thailand
  - Tourism and Preservation of Tradition
    - Dr. Akira Ueda, Chiba U., Japan
  - Management and Business
    - Mr. Stephen Paterson, NUM, Cambodia
  - Overall Project Management
    - Dr. Ho Hoang Hoa, Ms. Sayaka Fukuda and Ms. Chigusa Ikeuchi, Asia SEED
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## What is the role of the university?

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## Select Model Villages among 9 Handicraft Villages nearby Hanoi

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SWOT Analysis in the following points:

- History and Tradition
  - Craftsmanship and Personal Story
  - Village Atmosphere
  - Location
  - Infrastructure
  - Community Support
  - Product Quality (Diversity, Design, Uniqueness)
  - Traditional Method of Production
  - Market (Domestic/Foreign Tourist/ Export)
  - Financial Services
  - Regional Relevance
  - Lack of External Support
  - Households involved in production
  - Future Direction
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## Target villages 1: Phu Vinh village

### Handicraft Village Tourism Development

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- 300 years History
  - 85% villagers are involved
  - Factory for Import/Export
  - SMEs in the village
    - Mr. Cuu
  - 8 artisan craftsmen
    - Mr. Trung
    - Mr. Tinh
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## Target villages 2: Ninh Hai (Embroidery)

### Handicraft Village nearby Famous Tourism Place

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- ❑ 300 years History
- ❑ Next to the tourism destination of Tam Coc Bich Dong
- ❑ More than 60% villagers are involved
- ❑ Factory for Import/Export
- ❑ SMEs in the village
- ❑ Artisan craftsmen



## What will be our goal today?

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- ❑ Share ideas among Government/Handicraft Village people/ Tour Operators/ Study Team
    - Various "success elements and problems"
  - ❑ Presentation by the Study Team
    - Marketing Aspect
    - Design Aspect
    - Balanced Tourism Development with Cultural Preservation
    - Recommendation from the local university
  - ❑ Group Discussion
    - Government/ Handicraft Village/ Tour Operators
    - Vision of Village Craft Tourism in next 5 years in Vietnam
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