

Researching The Possibility Of Participating In Tourism Development Of The Local Resident in Cu Vai Village, Xa Ho Commune, Tram Tau District, Yen Bai Province, Vietnam.

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Abstract:

The article has used a questionnaire designed according to the Likert scale to interview the willingness to participate of households in Cu Vai village as well as the community's material resources that can be mobilized in tourism development activities. The results show that 100% of surveyed households are willing to participate in tourism development, of which 10 households are willing to participate in providing accommodation services, 7 households are ready to provide food services. The level of willingness to mobilize available financial resources of households reaches 120 million VND/household, of which 4 households have the ability to invest up to 400 million VND to improve facilities for tourism. The research results also show that the biggest barrier for the community to participate in development in Cu Vai village is the capacity level of the workers. Therefore, it is necessary to have the support of local authorities in improving the qualifications, awareness and professional skills of the local community.

Keywords: Community attitudes, Cu Vai Village, Community Based Tourism, Participation, Tourism Development

1. Introduction

Economic development and conservation and promotion of indigenous cultural values in ethnic minority communities have become urgent requirements in the current context (CPCC, 2014; PBPC, 2019). The cause of national renewal, initiated and led by our Party, has brought about many changes in all aspects of the country. However, the life of the ethnic minority community in general, especially the ethnic minority community in the mountainous areas, still faces many difficulties (CEM, 2021). In addition, the negative impact of the market economy and the process of international integration has eroded many indigenous cultural values on a large scale (T. Cong, 2018; T. Phong, 2019; N. S. Trung and V. H. Van, 2020...). In the face of the requirement of economic development coupled with cultural preservation, community-based tourism or its other forms of expression is considered an effective solution to balance the dual goals mentioned above (S. Ghoddousi et al, 2017; N. T. T. Hoai, 2020)...

Community-based tourism (CBT) is a type of tourism that promotes the participation of local people in all stages of tourism activities through exploiting the available values of that community in the destination space (C. T. Huy, 2017). In Vietnam, CBT has been widely studied and implemented in all regions of the country and has brought many positive impacts on the economic and cultural life of ethnic minority communities (N. T. N. Anh and D. H. Yen, 2020). The development of CBT is in the general development strategy of the tourism - economic sector, which has been paid special attention by the Party and State and considers it "a spearhead economic sector", "creating a driving force to promote economic development". socio-economic" (PBPC, 2017).

Cu Vai is a village of the Mong ethnic group in Xa Ho commune, Tram Tau district, Yen Bai province. The village possesses beautiful natural landscapes, fresh and cool climate, and unique traditional cultural features that are preserved almost intact of the Mong people. In recent years, many tourists have come here to explore the unspoiled natural scenery and experience the unique cultural nuances of the local people. However, up to now, tourism activities here still take place spontaneously, with many potential risks of unsustainability in terms of the natural and cultural environment.

With theoretical and practical problems raised in Cu Vai village, it is very necessary to study and develop community-based tourism in Cu Vai village, Xa Ho commune, Tram Tau district, Yen Bai province in a systematic and scientific manner. contribute to protecting natural resources, preserving indigenous cultural values, creating sustainable

income for the community. Theoretically, the development of community-based tourism has many different approaches, in which the community participation approach is very important to ensure benefits as well as in accordance with the available capacity. community (C. T. Huy, 2017).

2. An overview

2.1. Researching about community based tourism development

For research works on CBT, there are different research directions, depending on the perspective, point of view and purpose. But in general, there are some outstanding approaches as follows:

- Approach to community participation in CBT development:

With this approach, the destination community is considered as the most important component or the key to sustainable tourism development according to the authors Murphy (1985), McIntyre. G et al (1993), Muhanna (2007), Niezgodna and Czernek (2008), Matarrita-Cascante et al (2010). Figgis and Bushell even further assert that "the development of tourism and conservation that negates the rights and involvement of local communities is self-defeating, otherwise it is also illegal" (quoting the Muganda M et al, 2013). Therefore, the key issue is how to effectively engage the community in this type of tourism. According to Hamzah and Khalifah, to develop CBT requires a systematic approach from researching the community's suitability to ensuring opportunities for the community to participate in tourism activities (Hamzah A., Khalifah Z, 2009). Another important criterion is the distribution of benefits to all households in the community and the ownership and management of businesses belonging to the community according to Goodwin and Santilli's argument (Goodwin and Santilli, 2009). Along with that Matarrita-Cascante et al. (2010), McIntyre et al. (1993), Muhanna (2007), Niezgodna and Czernek (2008) all believe that in order to achieve the goal of sustainable tourism development, local communities must need to participate in the decision-making process. On the other hand, Scheyvens.R (1999) mentioned the issue that local communities must have control measures over tourism and share benefits fairly. This author also proposes a framework for empowering local communities in four dimensions (economic, psychological, social and political). According to Foucat (2002), when assessing the sustainability of the community-based eco-tourism management project in Ventanilla (Mexico), she found that the biggest challenge for projects to be sustainable is: cohesion: community cohesion, equitable benefit sharing, commitment to management and conservation, within specific economic, political, social and environmental contexts. The Asia Foundation and the Vietnam Rural Industry Development Institute (2012) also highly recommend the participation of local communities in the planning and management of CBT as a prerequisite for successful implementation of CBT in the locality.

Meanwhile, CBT researchers in Thailand often emphasize the elements of community capacity. Wirudchawong (2012) pointed out: communities selected to participate in CBT development must undergo a number of training steps to develop awareness and customer service skills and work with tourism stakeholders. Suansri (2003) also emphasized, the community selected to develop CBT needs to be very well prepared in terms of skills, especially the right to change or suspend tourism activities if it develops beyond the community's management capacity and brings negative consequences. to negative effects.

However, it can be seen that, in many documents on community development and CBT, the authors often focus a lot on the importance of community participation or non-participation in the planning and development process. In tourism, there is little research on practical ways for local communities to participate, how to participate, and to what extent or at a macro level as studied by Mbaiwa (2005) and Timothy (1999) comments by Michael Muganda et al (2013). Only a few studies by Aref and Redzuan (2009), Matarrita-Cascante et al. (2010) and Tosun (2006) have taken it a step further to examine community participation in tourism development in the region. base level. In these studies, Tosun found that local trade unions preferred the role of workers and entrepreneurs in the tourism industry. This can be seen, there is a huge gap in the theory of CBT development.

- Approach on the basis of tourism resources (determining conditions for development):

This is a very popular research direction, focusing on determining the necessary conditions for the development of CBT: according to John Mock (according Vo Que, 2006) to develop a CBT needs an area of wild natural resources. and LCs - people who have lived for thousands of years, for generations on that territory. Sharing the same opinion with John Mock, Damira Raeva (2005), when summarizing the effectiveness of the project "Supporting CBR in Kyrgyzstan", said that the community approach is only suitable for rural areas, where there are few alternative sources of income. and close social relationships. According to the CBT development manual of the Asia Foundation and the Vietnam Institute of Rural Industry Research and Development (2012), areas with tourism resources (cultural and natural) are places where tourism can be done. However, this document also emphasizes that in order to ensure the formation and development of CBT, in addition to the above mentioned tourism resources, there must be good infrastructure elements (accommodation, traffic, information, guest services in the CBT area). or adjacent, health and safety in the CBT area and vicinity, human resources, procurement, transportation services, water, energy and drainage, financial resources). Tran Duc Thanh et al. (2014, pp.49-54) also pointed out that to develop CBT, it is necessary to have tourism resources, technical infrastructure elements, transportation, support services, willingness to participate in the community and policy guidelines. of the government.

Thus, according to this approach to develop CBT, it is necessary to have tourism resources, local communities and an appropriate territorial space as well as other supporting factors.

- Approaches from the perspective of economics and tourism management:

It is a fact that, not all CBT development projects are successful, many of them are failures. Mader points out that rural CBT takes place in disadvantaged areas, created with good intentions, but some projects are abandoned when political pressure, jealousy increases or there are no tourists. The developers can talk about integrating the community into tourism but they themselves rarely go into the community and wonder what the community really wants, instead the activities are imposed in an arbitrary manner, machinery from the top down (referred to Pimrawee, 2005, p.21). Scientists have also pointed out the limitations of this form of tourism, first of all, the difficulty of scale, will CBT continue to occupy a small segment, or will be able to absorb a larger number of visitors. and thereby providing more job opportunities for the community is still a big question (The Mountain Institute, 1998, pp.12). So how to develop effective CBT, and make this form of tourism really promote its role. This is a question that has attracted the attention of many scholars.

Nicole Häusler finds that in funding offers from CBT businesses in Africa and Asia, donors often consider issues of participation, gender, empowerment and capacity building against criteria lack of a business plan, management, marketing strategy, product development, target audience and cooperation with private businesses or media channels (cited [Spenceley A., 2009, pp. 34]). Meanwhile, as David Barkin notes, tourism can rarely be the main, or primary source of income for the community. Instead, "tourism must be part of a broader concept of a mountain economy that takes into account the sustainable exploitation of resources, the satisfaction of basic needs (self-sufficiency) and local management". management (as well as control and leadership)" (referred to The Mountain Institute, 1998, pp.8). In Scotland, according to Bryden, tourism works for community development because it exists alongside other land-use businesses (see The Mountain Institute, 1998, pp.9).

Also from an economic perspective, Damira Raeva (2005) pointed out, for the project (CBT) to be effective before implementation, it is necessary to analyze the potential for tourism development in the region through conducting market research. and requires the commitment of potential stakeholders. Boronyak et al. (2010) said that, in order for CBT to play its role, it is necessary to create an effective management team; establish a quality control regulation for each part of the management cycle; manage risks and changing circumstances; There is a need to conduct ongoing reviews of management. These authors also emphasize that CBT requires a long-term approach, aiming to maximize benefits for local communities and limit the negative impacts of tourism on communities as well as resources - the environment. theirs.

In summary, from an economic and management perspective to develop CBT, it is necessary to conduct market research, set up business strategies, associate tourism with other local economic sectors, build a management team. , and most importantly to have an approach tailored to each stage of development.

- Approach to research the participation of parties in the development of CBT:

For CBT to truly benefit communities and conservation, it is important to identify the parties involved in or influencing tourism destinations. This is also a research issue that is mentioned by many scientific works on CBT development. According to Pimrawee (2005), there are 4 stakeholders involved in the development of CBT, including: local communities, decision makers, tourism operators and tourists. As for Eileen Gutierrez et al. (2005), 27 components and factors affect and affect a tourist destination. Boronyak et al (2010) also pointed out 11 parties involved in the development of CBT.

Although there are many different views on the stakeholders involved in CBT development, the number is more or less due to the level of detail in the studies. In essence, the development of CBT may need to consider the following basic components: local communities, governments at all levels, tourism companies, supporting actors, and tourists.

2.2. Factors affecting participation of local community

The research results of Latip et al. (2018) show that the understanding and awareness of indigenous people about conservation and tourism development as well as their socio-economic impacts have a positive and mainly influence on the participation in tourism. community involvement in tourism development.

According to the review results of N.D.H. Dung and T.T.T Ha (2019), people's awareness and attitude is one of the most important factors affecting their participation in tourism development. local calendar. These two factors are both recognized by domestic and foreign scholars and included in research models on the support or participation of local communities in tourism development.

Along with two factors of community awareness and attitude towards local tourism development, Zhang (2010) has developed a model to analyze the influence of individual participation characteristics on the decision to participate in planning. tourism of local communities with 3 additional factors: demographic characteristics, assessment of current participation and self-assessment of tourism knowledge.

According to the synthesis of Mai Le Quyen (2017), there are 3 main groups of factors affecting the community's participation in tourism activities, including: 1) factors of organizing tourism business activities (information for people, cooperation between parties, centralization of subsidies in tourism management); 2) elements of the general mechanism and household resources (cooperation mechanism, qualified human resources, finance, participation costs, supporting experts); 3) cultural/cognitive factors (community's perception of tourism, interest level, habits, customs, etc.).

Meanwhile, N.D.H. Dung and T.T.T Ha (2019) give five factors affecting community participation including: Knowledge of local tourism; Attitudes towards tourism development; Tourism service capacity; Decision making ability; Stakeholder trust; Accessibility to visitors.

On the basis of inheriting the results of previous studies, combined with practical assessment in the study area, the thesis focuses on analyzing the following two groups of basic factors:

(1) Resources of the household: expressed through the factors of financial potential, the number of laborers that can be provided, the available facilities, etc.

(2) Community awareness and attitudes about tourism: reflected in the community's understanding of tourism, income expectations, willingness to trade off and accept risks...

In addition, the demographic characteristics (age, education, main occupation) of the local people are also analyzed to understand the ability of the community to participate in tourism activities.

3. Study area, research methodology

In this report, we have used the traditional survey questions (questionnaire) was used to collect information from 24 household in research area. This questionnaire includes 14 items which were designed to measure the respondent's degree of agreement or disagreement toward tourism development. The responses were scored on a five-point Likert scale ranging from 0 for "strongly disagree" to 4 for "strongly agree"

The study area is Cu Vai village of Xa Ho commune, Tram Tau district, Yen Bai province, Viet Nam which located at the north-west of Vietnam, where far from Hanoi around 250 km in north-west. Cu Vai is located at an altitude of over 1000m above sea level where has the cool climate in the summer and covered with white clouds all year round. Beside, this village is surrounded by mountain ranges and forests, terraced fields.

Cu Vai is a resettlement village which established in 2013, at present, it has nearly 50 Mong ethnic households with 278 people. The main production activities of the community are planting maize, cultivating wet rice, planting fruit trees, raising cattle and poultry. The actual survey data shows that the average income of households here is still low, ranging from 700,000 VND to 5 million VND/household/month.

The factor that makes the biggest attraction of Cu Vai village is the wild and majestic natural landscape. Cu Vai is named in Thai, which means a band of clouds stretching across the sky, representing the topography of the village, lying in the middle of the sky. Cu Vai has high mountains, blue sky, surrounded by mountains, with endless old forests. In this land, at any time whether it is early morning or midday, there are always white clouds floating around the village. Another great attraction comes from the natural feature of the village is the cool climate in summer, located at an altitude of over 1000m, so the average air temperature in summer does not exceed 20°C.

In addition to the charming beauty from the majestic and poetic natural landscape, Cu Vai also contains a hidden beauty that comes from the cultural traditions of the local residents. The Mong people here still keep almost intact the typical cultural nuances of their people. Although newly built in 2013, all the houses here show the traditional architecture of the Mong people. In addition, folk songs, traditional costumes and musical instruments also contribute to the attraction for tourists.

Another remarkable point is that the attractiveness of Cu Vai is also supported by nearby tourist attractions, including: Thai villages with attractive Northwest cuisine; Tram Tau hot spring resort; Eo Gio pine hill in Tram Tau town; Ta Xua peak (Ban Cong commune), Ta Chi Nhu peak (Xa Ho commune), Hang De Cho waterfall in Lang Nhi commune; Community tourism version in Hat Luu commune...

With the above advantages, Cu Vai has many advantages to develop tourism products to explore nature (walking, climbing, checkin), experience local culture and partly resort tourism. .

4. Result and Discussion

4.1. Current status of local resident's participation in tourism development

The survey results show that the level of community participation in tourism activities is still very limited. Out of a total of nearly 50 households residing in the village, only 3 households are providing accommodation services (houses with rooms for tourists to rent – homestay) and meals for guests. According to calculations, each house is capable of receiving about 30 guests at most with the rental price of 50,000 VND / person / night. In addition, these households also provide additional transportation services and take guests to visit the Northwest mountainous landscape.

Tourists coming to Cu Vai village are mainly groups with size of 5-10 people. Visitors often come on weekends with the main purpose of sightseeing, taking photos - hunting clouds. Consumption of guests in Cu Vai is low, averaging about 100-300 thousand VND/person/day with two main services: overnight stay at homestay and eating.

4.2. Community resources

In terms of financial potential and ability to mobilize capital for tourism development: although it is a Hmong village

with agricultural production as the main activity, the income of households in the village is quite high compared to the income level. the average of the mountainous people (Figure 1).

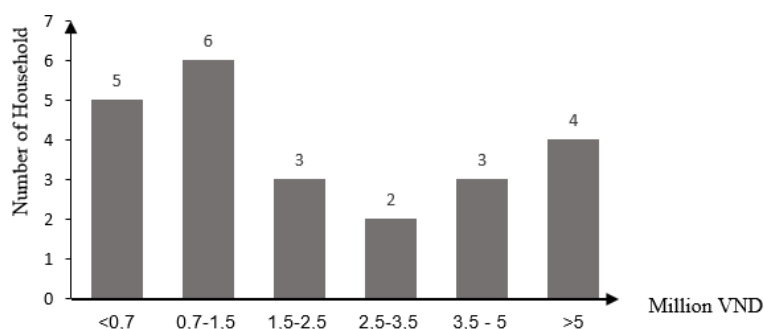


Figure 1. Average income of local resident

According to actual research, people's income comes mainly from buffalo raising. Each family usually has a herd of buffalo from a few to a few dozen. This is considered the biggest asset of the households in the village. According to the survey data of the research team, the willingness to mobilize investment capital for tourism is also quite high (Figure 2). Specifically, the average capital that each household can mobilize is up to 130 million VND/household. In which, the lowest is 20 million VND/household, especially 3 households are willing to invest over 400 million VND to develop tourism.

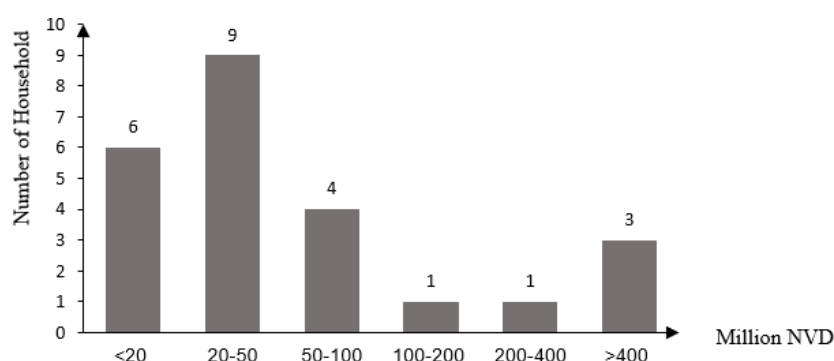


Figure 2. The ability to raise capital of local resident

Regarding the ability to provide accommodation services: in the village there are about 30 houses on stilts designed and built according to the traditional Hmong architecture, the structure and quality of the houses are still relatively good. The average area of each house is from 175 - 250m², with full toilet and bathroom areas. All houses in the village use the national electricity grid, with stable power quality, ensuring the needs of the accommodation business. According to Vietnamese standards (TCVN 7800: 2017), the minimum area for overnight guests is 1.52m²/pax, so if renovated, each house in Cu Vai village can serve about 30-70 guests /night. This is considered the most feasible service for households in the village in the short term. According to the survey results of the research team, there are 10 households willing to participate in providing accommodation services for tourists (homestay).

Regarding the ability to provide food services: in natural production conditions, self-sufficiency with many environmentally friendly food sources is one of the factors that make up the attraction for tourists. Besides, the traditional recipes of the Mong people are also curious points worth learning of visitors. According to the survey results of the research team, in terms of local food sources, with popular dishes, the average serving capacity is about 5 guests/day/household. For larger groups of guests, advance preparation is required. In the village, there are 7 households willing to participate in providing food services and 6 households wanting to participate in providing food for tourists.

Regarding the ability to provide souvenir sales services: at a potential level, many women in the village still keep and practice traditional crafts, especially weaving and sewing (stitching is the main thing). Products that can be produced and traded on the spot include: scarves, hats, clothes, skirts, blankets, pound... traditional of the Mong people, in addition, products of traditional blacksmithing (knife, national ...) can also become souvenirs for tourists. According to the research team's survey, with the current production level, it takes an average of 10 days (small products) to 6 months, even 1 year (dresses, blankets) for a Hmong woman to produce a product. textile products

Regarding the ability to supply labor resources: Survey survey data of the research team show that, out of 24 household heads interviewed, 21/24 people are aged between 18-60 years old, only 3 heads of households are over 60 years old. year old. In addition, the household size is relatively large, including 7/24 households with a size of 4 people, 6/24 households

with a size of 5 people, 7/24 households with a size of 7 people and 3/24 households with a size of more than 7 people. people are seen as vantage points in the supply of labor force. Regarding education level, there are 7/24 people who have not graduated from lower secondary school, 4 people have graduated from lower secondary school but have not graduated from high school, 8 people have graduated from high school, 2 people have high school diploma. colleges, universities and 3 people graduated from other training systems. With the above survey data, people in Cu Vai village have relatively good ability to receive basic to advanced knowledge and skills in providing local tourism services when trained.

Regarding the ability to provide transportation, navigation, entertainment and tourist services: a survey of people in the village showed that, 3 households have conditions and desire to provide transport rental services, 4 households want to provide guide and carry services for hire, 2 households want to participate in providing entertainment services and 2 households are willing to participate in providing tourist guide services.

4.3. Community's attitude

According to the research team's survey results, the community's awareness and attitudes towards tourism are considered positive. 100% of the household heads interviewed are aware of the manifestation of tourism activities. In fact, in the past time, there have been a number of small groups of tourists coming to Cu Vai village with the main purpose of taking pictures and sightseeing. The consumption of local products is not much, but this also helps the local community to understand more about tourism and its impact on their lives. The remarkable thing is that all the people in the village see their opportunities when tourism develops in the village. This statement is expressed by the figure that 50% of respondents (12/24) "very much want" and 50% "wish" tourism will develop in Cu Vai village.

Regarding the level of willingness to participate in the tourism business, the research team uses 3 questions to survey including: the level of acceptance of career change, the ability to participate in service provision and the level of acceptance. invest in tourism business activities.

On the question of the ability to accept the trade-off of current conditions (changing careers) for investment in tourism development, 5/24 respondents said that they were "very ready" to accept giving up their current job. At present, to switch to tourism, 18 out of 24 people chose the level of "ready" to switch, only 1 person has not made a decision. This shows the great expectation of people on the positive points that tourism can bring about change in their lives. This is considered a very important premise for tourism to develop here, the consensus of the people will bring more favorable factors.

For the question about the ability of individuals and families to participate in the provision of tourism services, 100% of the respondents said that they and their families have the ability to participate in providing at least 1 service. (staying, dining, selling souvenirs, entertainment, renting means of transport, carrying rented luggage, guiding, guiding tourists), of which 30% of households believe that they can provide 3-4 services. These figures show that the community's desire, as well as the perception of their own and their family's capacity in relation to tourism development, is relatively close to actual conditions. Most households are aware of what they need to do and what they can do when participating in tourism development. This is also an initial favorable point for tourism development.

Regarding the degree of acceptance of tourism development investment, 100% of the surveyed household heads confirmed their willingness to invest in tourism service business with an initial capital of from 20 to over 400 million VND. Although the amount of capital that can be invested varies greatly among households in the village, basically, with the minimum amount (20 million VND) can guarantee the initial conditions for the provision of some simple services. simple. Although it is only a survey and survey data, there is no concrete evidence of its ability to be implemented in practice, but it partly shows the willingness and desire as well as the commitment to supply activities. provide tourism services in the available conditions of the community.

5. Conclude

Approaching community participation in tourism development is an approach suitable to the conditions of community tourism development in a mountainous ethnic minority village with limited scale and resources.

The selection of households to participate in providing this type of tourism service should be based on the material and labor conditions of each household.

Solutions to support capital and capacity to serve tourists have a decisive influence on the ability of the community to participate in tourism activities in Cu Vai village.

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