
Construction Research and Development of the Model of Community Tourism in the South Central Coastal Provinces of Vietnam



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ABSTRACT: Community tourism is a relatively new sample of tourism in researching the development of Viet Nam tourism. However, the same sample has been implemented in many localities in the country and has brought many economic benefits that have positive impact on the Vietnamese poverty reduction policy for many years. Theological and practical investigation in model of community tourism is the meaningful work, especially in the condition of applying this in developing the poor economic zones in the Central Coast. Through practical research the models, which have been implemented effectively throughout the country and in some localities in the region, we consider the level of similarities and the ability of making the project come into the reality as well as point out some challenges when deploying this and some advisable solutions.

KEYWORDS: tourism, Community tourism, model of community tourism, South Central coast.

1. INTRODUCTION

In recent years, the Party and the Government of Vietnam have always attached great importance to sustainable tourism development, considering the tourism economy as a key economic sector in the national economic development and international integration strategy. In many world-class tourism models applied by researchers, the model of community-based tourism has been known for several years and is considered one of the government's action programs for the effective poverty reduction policy, through the initiation of regions with difficult economic conditions for tourism.

However, the natural and cultural characteristics as well as the awareness of the people about this new tourism model have not changed that the community tourism activities have not been popular in Vietnam. For that reason, in recent years Vietnam has made studies and explored the practical ability of the model of community tourism with the ability to apply in many localities in Vietnam.

Through theoretical studies on modeling the community tourism in the world and in Vietnam, the practice of community tourism models has been effective in many localities in the country such as Ba Be, Cuc Phuong, Sin Chai ... as well as models in Hoi An, Quang Ngai which are locals in the region. From there, we conduct a potential survey and evaluate the practicality of the project. Thereby we found out that: The South Central Coast region of Vietnam is known as a key economic area that was heavily invested in the late 1990s, spreading across 8 provinces and cities. Localities in the region generally have the capacity to develop tourism, but the reality of exploiting the sector is too difficult due to the obvious similarities that lead to duplication of tourism products. Although this is a key economic region, it has a high level of development differentiation. In the region, only Da Nang is a large urban center, while the rest of small and medium urban areas are difficult economic conditions and unfavorable natural conditions. In the region there are many ethnic minorities, homogeneous rural areas, pristine ecological environment and preserved typical cultural identity... These are the conditions for development research of Community tourism in localities in the region, contributing to improve people's lives and reduce poverty.

2. COMMUNITY TOURISM AND POSITIVE IMPACTS ON ECONOMY AND SOCIETY DEVELOPMENT PROCESS.

So far, there is not yet a basic and complete concept of community tourism. The origin of the term "community tourism" comes from many terms such as "rural tourism", "village tourism", "public tourism" ... which are models of business development rural areas. These different concepts depend on the researcher, the geographic area or the projects. Community tourism, however, is determined on a number of general principles, such as the principle of sustainability, participation and the interests of the local community. In conclusion, public tourism is a form of tourism that gives visitors an experience of local life in which local communities engage directly in tourism and gain socio-economic benefits, take responsibility for protecting natural resources, environment and local culture.

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In fact, many of the world's ecological and cultural resources exist in a threatened state, and indigenous communities are very vulnerable. Community tourism is a form of eco-cultural tourism that emphasizes the development of local communities and allows people greater access and control over the operation and development of tourism. They also have the power to share more benefits from tourism. Community tourism should promote sustainable use and collective responsibility, but it also includes personal initiatives in the community.

Public tourism is distinguished from other types of organized tourism, mainly through two dimensions of scale and economic composition. In mass tourism, travel companies profit, design, finance, construction, hotel operators, restaurants, theme parks, transportation and other travel services while in community tourism, it is the families, artisans and craftsmen that are the main service providers.

In the public tourism, tourists visit the locality, directly meeting and sharing knowledge of indigenous culture. Local people will have the opportunity to contribute more to their local development, and they will be proud of their contribution to socio-economic development.

At present, some concepts are considered relatively complete, including the REST concept: "Community tourism is a tourism that takes into account environmental, cultural and social sustainability. It is managed and owned by the community itself for the benefit of the community for the purpose of giving the visitor the ability to perceive and understand the community and the life of the community"¹.

Under the concept of ASEAN standards on community tourism. In terms of international relations, the tourism economy mainly relies on small and medium enterprises. Businesses provide products and services for tourists to visit, and so on. "Community tourism is a form of tourism that seeks to empower communities to manage their growth of tourism and achieve goals related to welfare and sustainable economic, social and environmental development"². Accordingly, community tourism is not only a partnership between tourism businesses and local communities, but also includes community support for tourism businesses and vice versa, the enterprise also supports the community to improve collective well-being. Thus, community tourism will empower local communities to identify and secure the future of the local economy and society through fee-for-service activities and often organize the Performing local traditions, customs and lifestyles; conservation of natural and cultural resources; fostering a fair, beneficial interaction between host communities and visitors.

In summary, community tourism is understood to be community-owned, operated, managed or operated tourism. This activity contributes to the well-being of the community by supporting sustainable livelihoods and protecting valuable cultural and social traditions and cultural heritage resources. Community tourism provides visitors with local life experiences in which local communities participate directly in tourism activities and obtain socio-economic benefits from their tourism activities and take responsibility for the protection of natural resources, the environment and the local culture. Applying the development and development of community tourism model is seen as a mode of poverty alleviation and has many positive effects, in which the majority of impacts form and promote the effect of the response to the principles of sustainable development, in particular, brings about social, environmental and economic benefits. These three "pillars" are based on the concept of a "triple bottom line" that has been developed by international organizations such as APEC and the United Nations³. Specifically, the benefits that community tourism has brought about are:

Firstly, community tourism contributes to improving people's income. This model of tourism will contribute significantly to income generation, especially in difficult, remote, difficult and border areas of the island, which is easy to see. Through tourism, communities are becoming more familiar with the creation of tourism products besides pure agricultural and self-sufficient products. The community offers travel products that they have never thought of before, such as renting accommodation, sharing meals, making and purchasing traditional products, etc. Through these activities, the income of the people will be raised next to the fixed income. It is extremely important that this model of tourism reduces human pressure on natural resources and the local views.

Secondly, community tourism contributes to promoting social justice. By providing the entire community with the benefits of providing tourism and infrastructure services, regardless of whether they are actively involved in these tourism activities, they live in the community and enjoy general social welfare. This can be understood that, in the process of building and exploiting the community tourism model, it is always associated with the process of reinvestment in the improvement of infrastructure, electricity, roads and clean water... Because of this, people in the community are benefiting from this model, even if they do not have or do not participate in this model of tourism.

¹ Community-based tourism: A Success, Harold Goodwin and Rosa Santilli, ICRT, Occational Paper 6, 1997

² Nguyen Thi Lan Huong (2016), Study experience in community tourism development in some localities in Vietnam, <http://www.itdr.org.vn/vi/kinh-nghiem-ptdl/kinh-nghiem-trong-nuoc/1216-xay-dung-mo-hinh-du-lich-cong-dong-trong-phat-trien-cua-dia-phuong-va-kinh-nghiem-phat-trien-du-lich-cong-dong-o-mot-so-dia-phuong.html>

³ ESRT Program 2013, Vietnamese community tourism handbook: market-based approach, p.06

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Thirdly, community tourism creates more jobs and reallocates local labor. Community tourism businesses create local employment opportunities through participation in the creation of tourism products and direct management. Community tourism can help to change the local employment structure and improve the quality of work in local areas, reducing rural-urban migration.

In purely agricultural areas, community livelihoods associated with agricultural economics do not require professional expertise. Knowledge life is generally low and slow to change, people's lives exist many issues such as superstition... so far with new requirements force people to change awareness. Higher education requirements are set out, popularizing the knowledge of tourism. As income is improved, living conditions are stabilized, the state of remittances has been resolved, the burden and pressure on the problem of urban population will be solved.

Fourthly, community tourism contributes to the protection of cultural heritage and the ecological environment. Community tourism contributes to the restoration and development of traditional cultural and occupational values, including the protection of natural resources and the environment. Community tourism creates opportunities for cultural and economic exchanges between Vietnam and other countries. This is an important factor in preserving and promoting traditional cultural values and developing opportunities for economic development in poor areas.

Besides, community tourism also promotes and improves the image of the local people and the country of Vietnam to the world. At the same time, it provides goods, promotes market activities, shortens the level of development delays in rural areas today.

Community tourism has many positive impacts on the economy, culture, society and the environment. However, without good management measures, community tourism is likely to pose many risks. Cost of living and land prices, disruption of the natural environment, pollution and waste, increased noise, traffic congestion, and so on. It is also important to take into account social risks such as increased crime, the loss of community identity, the degradation of cultural values, and the need for real-life research and assessment for projects.

3. SOUTH CENTRAL COAST - POTENTIAL FOR DEVELOPING AND PROMOTING COMMUNITY TOURISM MODEL ASSOCIATED WITH GREEN TOURISM DEVELOPMENT

South Central Coast - Vietnam is a region with abundant tourism resources with outstanding potential to build and develop a model of community tourism. This is an area of great advantage in marine tourism, where there are many beautiful beaches stretching from Da Nang to Khanh Hoa such as Xuan Thieu, My Khe, Non Nuoc (Da Nang); Sa Huynh, My Khe (Quang Ngai), Hoang Hau, Ghenh Rang, Cat Hai (Binh Dinh); Long Thuy, Xuan Dai, Vung Ro (Phu Yen); Van Phong, Cam Ranh, Nha Trang (Khanh Hoa). Especially, in 2006 Danang beach was voted as one of the six most beautiful beaches in the world by Forbes magazine. And October, 2011, An Bang beach of Hoi An city (Quang Nam province) is also CNNGo website voted in the top 50 most beautiful beaches in the world...

In addition, there are many beautiful bays, islands and peninsulas of international caliber such as Nha Trang Bay, Xuan Dai Bay, Da Dia, or islands and peninsulas such as Hoang Sa, Son Tra peninsula, The Cu Lao Cham (Quang Nam - recognized as a biosphere reserve in the world); Ly Son Island (Quang Ngai); Phuong Mai peninsula (Binh Dinh); Truong Sa, Hon Tre (Khanh Hoa) islands ... These are ideal conditions for potential provinces to develop island tourism, sports and leisure attract domestic tourists and abroad. In the region, there are some conservation areas such as Deo Ca Nature Reserve, Ba Na - Nui Chua Nature Reserve, Son Tra Nature Reserve, Bach Ma National Park... contributing to the diversification of tourism products in the area.

In addition to the advantages of natural resources, this is also an area of great human value. In the region there are many historical relics, festivals associated with the sea culture, the imprint of Cham culture ... In the sea culture, fishermen community living in the region has formed a lifestyle associated with the culture of sea for a long time. For example, the festival of Quang Ngai (Quang Ngai), the Ong Bak (Quang Nam) festival or the fishery festival ... are regularly held every year as an integral part of the festiva. Provinces in the region retain the imprint of Cham culture. The monuments Cham tower can be referred to as the tower of My An, My Son, Chien Dan tower, Khuong My tower (Quang Nam), Phu Llok tower, Little tower tower, Binh Lam tower, Canh Tien tower, Long, Twin Towers (Binh Dinh), Nhan Tower (Phu Yen), Ponagar Tower (Nha Trang), Cham Tower (Ninh Thuan), Especially the Museum of Cham Sculpture in Da Nang, where many artifacts and sculptures of the Kingdom of Champa are stored and displayed.

Especially, in the area which was converged to two world cultural heritages recognized by UNESCO as Hoi An Ancient Town and My Son Relic Site ... are favorable conditions to develop the tourism industry into a spearhead economic sector. Cultural centers of the region in coastal cities, traditional craft villages combined with tangible and intangible cultural heritages create an extremely rich and fascinating human resource of the region's unique features which are attractive to tourists. The separation due to the terrain and the difficulties of transportation have created gaps in economic development, especially the efficient exploitation of the unique potentials of each region and each locality in which there is potential for tourism. . Based on the study of the overall potential of the region, it can be seen that the South Central Coast is an area rich in tourism potential and diversified but only exploited strongly in marine tourism potential. The current effective tourism models belong to the large corporations, tourism companies with foreign investment, deployed in areas with favorable transport conditions, the economic center of the region.

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Meanwhile, the western areas are difficult areas for transportation, the economy has not been invested in researching to exploit the cultural potential by the model tourism community.

Typically, Quang Nam is home to 18 traditional handicraft villages, craft villages bearing local cultural identity and potential in tourism. In fact, only a few villages have been implemented the community tourism models such as Tra Que vegetable village, Kim Bong carpentry or Thanh Ha pottery village. Meanwhile, a range of other professions have the advantage of both natural conditions and the potential for ecotourism development has not been studied to invest. Particular mention may include the village of Dong Binh - Duy Xuyen. Nowadays, this village gradually goes to the butterscotch, but tourists can still be found in large numbers, average every day from 10 to 20 tourists into the village to visit and holiday. Or the professions of sugarcane in Trung Phuoc - Quang Nam, Suoi Tien in Que Son - Quang Nam, Bau Da wine village, Nhon Thap fine art handicraft (Nhon Hau commune), Tay Phuoc Danh hamlet (Dap Da town) Binh Dinh, ... and many other villages.

In addition, there are many ethnic minorities with special cultural characteristics such as Cham people living in Binh Thuan, Ninh Thuan, Phu Yen; The Chu-ru ethnic group is also called Kru, Cho Lo, Thuong, Ru living in Binh Thuan; The Co Tu ethnic group lives in the western part of Quang Nam, the Co ethnic group is called Cua, Trau, Khua, Bong, Bong Mieu and La Thu. They associate with the traditional villages such as brocade weaving, ceramics ... along with space festivals with special potential for development of community tourism model.

The region also has many advantages in terms of labor resources for tourism development, with labor in the industry accounting for nearly 3% of the tourism industry in Vietnam. The number of guides in the area is growing rapidly, so far the region has over 2,200 tour guides with more than 50% of English guides⁴. With these potentials, localities in the region are developing new tourism products from local community products such as brocade, ceramics and other handicrafts. Besides products for people's life, people should be consulted to make products for tourism which are suitable with the tastes of tourists such as ceramic products such as small vase, tea cup and other types of animals, souvenirs. Focusing on household-based investment, building clean water systems and information technology. Conducting linkages between the government and tourism companies to localities to survey, support and realize the full potential of villages and localities.

4. PRACTICAL AND CHALLENGES.

Recent years have shown that community tourism has contributed to improved livelihoods, bringing many benefits to the people in the area. In the area, community tourism has developed and operated very effectively, some of the same types have been developed. Practical study of the models that are operating well in the region today to find similarities, comparative advantage between localities is essential to implement more and more effective model of tourism, exploit the inherent potentials. It is possible to study some models in Hoi An - Quang Nam, Nhon Hai, Nhon Ly, Nhon Chau and Ghenh Rang ward in Binh Dinh province.

In Hoi An City - Quang Nam, Community tourism is a model of tourism is implemented quite early with the projects in Tra Que, Thanh Ha and Kim Bong. In Kim Bong, the community tourism model has attracted a large number of tourists thanks to the traditional carpentry and beautiful riverside scenery.

Kim Bong Carpentry Village has a population of over 400 people with 84 households. This village is famous for the generation of artisans who create distinctive wooden products. Most of the wooden houses in Hoi An were constructed by Kim Bong carpenters. Besides, there are other handicrafts also developed in the area such as making bamboo, weaving mats coloring, making scarves and silk lanterns. Beautiful river scenery with beautiful water features cultural artifacts. With these advantages, ITC has supported the establishment of a local tourism complex with 30 members, which supports the planning and implementation of community tourism activities in Kim Bong. Currently, travelers are visiting Kim Bong increasing in number from 90 to 120 guests a day without charge⁵. The profitability of this tourism model has been remarkably effective, contributing to higher income for the households. In Cu Lao Cham, the community tourism model started in 2009 with homestay in Bai Huong, so far it has spread to residential clusters on the island. In the past few years, the community-based tourism model has been extended to two villages, Van Lang and Thanh Tam Dong (Cam Thanh commune), with ecotourism in association with the nipa and the downstream river Thu Bon Thanh Tay, An My, Son Pho 2 (Cam Chau ward)...

Also in Nhon Hai - Binh Dinh, coral reefs in Hon Kho - Nhon Hai has become an attractive eco-tourism destination with activities of swimming, diving, seeing coral reefs, enjoy seafood ... With the goal of raising the awareness and capacity of local authorities and people on the management, protection and proper exploitation of coastal reefs through communication solutions, integrated with the activities of associations and mass organizations. local; set up a pilot model of community participation in management, monitoring and protection of coral reefs in the coral reef area around Hon Kho; A pilot model for tourism and fishery cooperatives has yielded good results. Over the past years, the community tourism management board has cooperated with local

⁴ General Statistics Office 2017. Statistical yearbook (population and labor 2016)

⁵ Do Huan 2018. Diversified community tourism Hoi An, Quang Nam newspaper, <http://baoquangnam.vn/du-lich/201801/da-dang-du-lich-cong-dong-hoi-an-776799/>

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authorities to organize many communication activities which have a great impact on the awareness of coral reef protection in the community. Coral reefs are gradually recovering, attracting a lot of visitors to visit, diving tourism. In particular, the establishment of tourism co-operatives or in other words, community tourism brings income to the people, contributing to the development of tourism services in the locality in a more sustainable and professional way, following the policy of Binh Dinh Province.

Most recently, Quang Ngai province has studied and started to deploy this model of tourism in many localities in the province, specifically in Ly Son Island, Ba To, Nghia Hanh ... to promote the benefits about natural conditions and local cultural values. The ongoing practice in localities in the area is an important experimental basis for us to continue our research, assessment and access to better model implementation in the next sub-region.

Through the practical study, community tourism models have been implemented and achieved good results. The author draws a few assessments:

- From the reality of turnover and the number of visitors coming to craft villages and eco-tourism communities, it is considered that developing a community-based tourism model is the right way to approach the tourist trend of the world, access to cultural values and tourism in harmony with the natural environment.

- In order to build and develop a community tourism model, it is necessary to have theoretical and applied research in each locality. It should fully assess the potential of living conditions, the special characteristics of culture, living space, green environment and enrich the tourism products bearing the stamp of the local community.

- The most difficult to carry out this model of tourism is at the stage of raising capital. At present, the mobilization of community funds for this model is very difficult and not feasible as for models already built in the region. The models in Tra Que, Kim Bong of Hoi An are basically the life of the community is relatively high, this is also close to the famous tourist sites, the deployment and recovery of capital relatively advantage. However, in disadvantaged areas, mountainous areas and islands, which have advantages of cultural and natural potential, people's life is very difficult. It is impossible to mobilize capital from the people.

That is why it is necessary to study linkages with local businesses, call on enterprises to carry out social responsibility through support with the local government investment. In addition to other businesses, tourism enterprises must take the lead in expanding the types of tourism to the population. Initially creating permanent tuor for the community, helping the tourist community build and promote the image.

- Managerial development and benefit sharing need government help. The village head, head of village is the head of the management, administration and welfare division. Need orientation and support for professional training and basic knowledge for managers.

- To invest in the construction of transport and clean water infrastructures, propagate the community on building a green environment, protecting the environment and changing the lifestyle of keeping hygiene. Avoid the status of some community models in Ha Giang, Lang Son were boycotted by visitors can not live together because the lifestyle is not hygienic.

- Building and developing a model of community tourism should have the same contribution of the whole society with the largest role is the community and local authorities.



Figure 1. Community tourism development model in the South Central Coast.

From the practical assessment. We found that the development of community tourism in South Central was highly realistic. However, besides the advantages and achievements, the development and development of community tourism in the South Central Coast - Vietnam is facing some difficulties and challenges must be clarified and corrected.

Firstly, community tourism is the new paradigm to be applied, the lag time may be slow in the first place. That is why it is difficult to be sustainable in areas with difficult conditions and low educational level. As the demand for people's participation is

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increasing, the limited resources will lose their trust and enthusiasm for tourism. While this type of tourism requires long-term and sustainable re-operation and reproduction.

The second is the challenge of managing the withdrawal of aid for this type of tourism. When community projects are so heavily dependent on NGOs or donors, the dependency syndrome can occur that makes it difficult for community tourism operators to be independent once the donor withdraw capital. Community tourism organizations must work actively with donors to ensure that they can achieve economic self-sufficiency before foreign aid eventually depletes.

Third, the daily habitual breakdown and adaptability in the beginning. Local people need to meet daily needs, including daily chores and basic livelihood duties. When implementing the model of community tourism, certain impacts on the lives of local people. People are becoming more familiar with receiving more family members, learning to share with visitors about cultural knowledge when this is not a habit.

Fourth, the capacity of operating the model of community tourism in our country through research found that it is relatively weak. In part, the people's life and the level of people's knowledge in the area are not high, while the tourism model is mainly applied in areas with difficult economic conditions.

In addition, when implementing the project, certain difficulties will be encountered such as human resource requirements, investment facilities, disputes and unfairness in benefits, security issues. Environmental protection with profitability issues ... All these challenges need to be properly assessed and evaluated for effective implementation.

5. SOME SUGGESTIONS FOR SOLUTIONS FOR COMMUNITY TOURISM DEVELOPMENT IN THE SOUTH CENTRAL COAST – VIETNAM

Studying, selecting, building and developing a model of community tourism in the South Central Coast is an appropriate way to meet the requirements of developing tourism economy into a spearhead economic sector to promote other economic sectors' developments. However, in order to succeed and bring about sustainable results, there should be unity in researching, leading and coordinating the implementation, finding suitable solutions for each locality.

First of all, local authorities at all levels and the local tourism industry need to study and improve mechanisms and policies to facilitate the development of the project. There should be a financial mechanism for sectoral managers to participate in the field study, study the development orientation of this model in the locality. Each locality prioritizes the policy of attracting investment in community tourism, calling for international non-profit organizations and community organizations to reduce budget pressures. In addition, international organizations, businesses and investors help localities develop the plan and how to implement this model effectively.

Secondly, attention should be paid to building human resources towards community tourism in the direction of socialization of community tourism knowledge in the areas where people have conditions to build projects. In the process of this work, the role of local social organizations should be promoted. Especially the youth union organization in the campaign for young people to set up business. Putting tourism knowledge into one of the regular activities of the local mass organizations, step by step contributing to changing people's awareness.

In addition, the implementation of regional links in human resources training, the link between the school and the employers ... focus on improving the quality and standardization of human resources for tourism. Accordingly, the training of human resources with college, university and above, strengthening language training for human resources and see this is required after graduation.

Thirdly, continue the investment policy of developing tourism infrastructure with focus. Avoid the stormily investment situation, but poor management caused loss or poor quality of works. When implementing certain investment projects, factors affecting the tourism environment must be taken into consideration, trying to limit to the lowest levels of impacts on nature.

Fourth, strengthen the preservation of human cultural heritage. Focus on restoring traditional handicraft villages to create tourist products from handicraft villages. Study to restore traditional Cham culture and festivals in the area.

Fifth, environmental protection, industrial development planning should consider the environmental factors. Towards green investment and growth, this is a requirement for building a sustainable economy in the region. Minimize the polluting industries, set up the management institutions for waste treatment of factories and enterprises. Abandon the free migration and deforestation while the migration phenomenon in the area is still common.

Sixth, renovate and improve the efficiency of promoting community tourism products. Try to highlight the difference in each local community tourism model, the cultural characteristics, cultural festivals and tourism publications of each model or project.

6. CONCLUSION

Community tourism will be a potential tourism model, bringing high economic efficiency for rural areas in the South Central Coast - Vietnam. From theoretical and practical research on economic effectiveness as well as positive impacts on community life in localities implementing the project. Together with practical research on how to implement, how to raise capital, and the role of

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stakeholders. We consider the potential of the project to be very promising, accelerating local socio-economic development, contributing to solving difficulties in poverty reduction policy.

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