
Frontier Vietnam Environmental Research

REPORT 29

Sustainable Tourism in Bai Tu Long Bay National Park

Workshop proceedings



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Ministry of Agriculture and Rural Development

Forest Protection Department

Darwin Initiative: Department for Environment

and Rural Affairs, UK

Bai Tu Long Bay National Park Authority

Frontier-Vietnam

Institute of Ecology and Biological Resources

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Frontier-Vietnam

Since 1993, Frontier-Vietnam has implemented extensive biodiversity surveys, natural resource assessments, socio-economic research, environmental education, awareness raising activities and training in protected areas of Northern Vietnam.

Institute of Ecology and Biological Resources

The Institute of Ecology and Biological Resources (IEBR) is an institute under the National Centre for Sciences, Hanoi. IEBR has carried a wide range of biological and ecological research all over Vietnam and has collaborated by a wide range of national and international organisations.

Society for Environmental Exploration

The Society is a non-profit making company limited by guarantee and was formed in 1989. The Society's objectives are to advance field research into environmental issues and implement practical projects contributing to the conservation of natural resources. Projects organised by The society are joint initiatives developed in collaboration with national research agencies in co-operating countries.

Bai Tu Long Biodiversity Awareness Project

The Bai Tu Long Bay Biodiversity Awareness Project (BTLBBAP) aims to raise biodiversity awareness and to facilitate conservation measures in the Bai Tu Long Bay National Park, Van Don District, Quang Ninh. (MAP) It will achieve this through assisting the National Park's many stakeholders to meet the conservation obligations committed to Vietnamese law under the Biodiversity Action Plan, 1994.

Frontier-Vietnam Forest Research Programme

The aim of the programme is to provide the Vietnamese Government with the comprehensive information on the nation's protected areas. Each research expedition assesses the extent and the condition of forest cover, identifies the different species of fauna and flora and maps the forests as a source of food, medicine and building materials for the local people, community based work is also important to assess how reliant communities are on these resources.

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EXECUTIVE SUMMARY

A tourism-training workshop was held to introduce the concept of the sustainable development of tourism and to formulate an agreement among National Park Stakeholders towards a sustainable tourism strategy for Bai Tu Long National Park. Key Stakeholders, such as national park staff, commune leaders, local developers and tourism operators from Bai Tu Long, were invited to attend the series of presentations and discussions. Tourism development is encouraged and welcomed throughout Bai Tu Long by all stakeholders because of the economic benefits which can be derived from this industry. Stakeholders recognised the need for planning, education, community involvement and environmental protection alongside tourism development.

Presentations introduced different types of sustainable tourism development, more specifically ecotourism and community based tourism (CBT), impacts of tourism, environmental management, tourism planning, marine and terrestrial biodiversity, sustainable development and sustainable tourism within Vietnam. A one-day study tour was included in the workshop in order for participants to experience the tourism product and think about existing environmental impacts.

A tourism strategy was instigated based upon sustainable principles agreed by workshop participants. Stakeholders agreed to ‘...encourage environmental regeneration and protection alongside economic and social benefits, through the sustainable development of tourism in Bai Tu Long, using ecotourism and community based tourism as precursors for development’.

Stakeholders suggested zoning tourism activities throughout Bai Tu Long, designating the whole of Bai Tu Long National Park’s core and buffer zone as an ‘activity zone’ - but within this zone designating sanctuary, wilderness and development zones. The next steps for Bai Tu Long stakeholders is to establish a tourism project management committee, continue with consultation and communication and launch a tourism monitoring programme.

This three-day workshop facilitated capacity building and education of Bai Tu Long stakeholders as well as the communication and exchange of ideas. It appears that prior to the sustainable development of tourism in Bai Tu Long, a strategy should be agreed and written between provincial and local stakeholders based on ideas generated through this workshop. Stringent planning and legislation need to accompany any plans. In addition to a sustainable strategy, it is suggested that a tourism mediator should be employed to assist communication, education, training, environmental management and monitoring issues.

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Bai Tu Long National Park Authority

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Vice Director:	Mr. Pham Tuan Hung
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Head of Forest Protection Department:	Mr. Pham Van Sy
Head of Conversation Department:	Mr. Nguyen Dinh Ung
Head of General Department:	Mr. Luong Xuan Chin

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SNV Sustainable Tourism Advisor:	Mr. Douglas Hainsworth
Institute for Tourism Development Research:	Ms. Pham Le Thao
Facilitator:	Ms. Bui Thi Quynh Giao
Facilitator:	Ms. Pham Bich Nga
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ACRONYMS

BTL	Bai Tu Long
BTL NPA	Bai Tu Long National Park Authority
BTLBNP	Bai Tu Long Bay National Park
BTLBBAP	Bai Tu Long Bay Biodiversity Awareness Project
CBT	Community Based Tourism
FFI	Flora Fauna International
FIPI	Forest Inventory and Planning Institute
FPD	Forest Protection Department
HIO	Hanoi Institute of Oceanography
NPA	National Park Authority
SNV	Netherlands Development Organisation
WWF	World Wildlife Fund

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23	Jady Smith	FFI	Eco-tourism Advisor
24	Le Anh Duc	Van Hai Co.	Vice-Director
25	Nguyen Trung Thanh	FIPI	Staff
26	Nguyen Van Cu	HIO	Staff
27	Nguyen Thi Thu Thao	ITD	Staff

1.0 INTRODUCTION

Since 1975 tourism within Vietnam has increased at a steady pace (Thi Son, 1997). During the late 1980's to early 1990's this pace has increased at an alarming rate (Thi Son, 1997). Current estimates for 2010 cite nine million visitors which will generate 11.80 billion USD – 12% GDP (Canh, 1997). Therefore, the economic benefits are great to Vietnam. As a result, tourism is an important component of the Vietnamese economy (Buckley, 1999). During the early 1990's a tourism strategy to encourage the development of tourism facilities throughout Vietnam was been developed (ITDR, 1994), it is hoped that tourism will provide a means for the local people to meet their basic needs and to improve the standard of living.

Vietnam has abundant natural and cultural tourism assets (Canh, 1997; Thi Son, 1997) such as biodiversity, rivers, mountains, 3260KM of coastline and cultural traditions of over 50 ethnic communities. Over 50% of domestic and 30% international tourism is nature-based (Buckley, 1999). Therefore, it is important to develop the tourism industry at the same time as protecting the natural resource, which makes it so popular. Nature-based tourism relies on national parks and protected areas. One such national park, which is both experiencing a growth in tourism and is planning numerous tourism developments is Bai Tu Long Bay National Park (BTLBNP), a regional icon found in the Van Don district, Quang Ninh Province. BTLBNP was declared a national park by the Prime Minister in June 2001 and was opened on 25th April 2002.

BTLBNP, hereafter known as Bai Tu Long (BTL), was established to protect and restore the natural advantages of the area, raise species diversity, raise awareness of the park, and to encourage recreation and tourism in the hope that economic benefits will be achieved for both the province and district. In fact, BTL is posed to be the economic spearhead for the Van Don district, with provincial and district members hoping that BTL will be the desired destination for foreign and domestic tourists. Conservation and protection alongside tourism and development appears contradictory in nature. Therefore, it is imperative that current and future tourism developments and practices conform to environmental strategy and management to ensure both the environmental and social sustainability as well as the protection of economic viability.

During an assessment of current tourism practices and potential ecotourism developments in BTL and surrounding buffer zones (Appendix 1), it was recognised that the area's beauty, integrity, biodiversity and aesthetics are at risk from tourism development. Local communities, provincial and district members as well as national park staff and developers have earmarked key locations throughout BTL for development. These developments appear unsustainable. It is appreciated that there are local social and environmental problems. Although tourism is seen as a solution to social problems its credibility for solving environmental problems is questioned. It appears that the development of tourism will not solve past, and current environmental problems of degradation, habitat loss, hunting and logging, but intensify conditions creating severe environmental devastation. It is therefore, imperative that the concept of the sustainable development of tourism, more specifically ecotourism and community based tourism, is introduced to, as well as adapted and implemented by, BTL stakeholders.

It can be concluded from interviews with local commune leaders, members of the national park and district officials, that the primary reason for the development of tourism in BTL is economic. Local commune leaders, members of the national park management team and district officials all recognize that BTL has great tourism potential because of its landscape and natural beauty. Therefore from September 15th to the 17th 2003, a training workshop was held for tourism stakeholders of BTL at the People's Committee Building, Cai Rong, Van Don District, Quang Ninh. The workshop was held to produce agreement among National Park Stakeholders on a sustainable tourism strategy for BTL and surrounding buffer zone communes, through the development of ecotourism and community based tourism.

A complete plan for the workshop can be found in Appendix II.

2.0 PROCEEDINGS

Day 1

After an introduction by Mr. Pham Tuan Hung, Vice Director of BTL and Miss Emma Gardner, Ecotourism Consultant for Frontier-Vietnam, a series of presentations were given which introduced ecotourism, community based tourism (CBT), marine and terrestrial biodiversity, environmental management, sustainable development and the reality of sustainable tourism in Vietnam.

A full transcript of Emma Gardner’s introduction can be found in Appendix III.

To start the morning Ms. Nga and Mr. Nam, FFI Project Officers, led an icebreaker activity called ‘The Fishing Game’, which dealt with the philosophy of planning and sustainability. The participants were divided into two groups. Each group was provided with ten sweets - the sweets represented fish. Ms. Nga explained that there were two fishing seasons. In the first season people could catch as many fish as they wanted too. The participants were asked to count how many fish they had caught, Ms. Nga then explained that in the second season the number of fish left will double.

The first group caught nine fish, leaving one fish, the second group caught all the fish. Therefore, during the second season the first group would have two fish, whilst the second group would have none. The first group was asked why they left one fish – had they planned for the next season - whereas the second group was asked to think about conservation and sustainability for the next generation.

The game activity went well, participants enjoyed the game and were left thinking about their actions. This set the precedent for sustainability, planning – and conservation.

After the icebreaker activity, Mr. Jady Smith Project Manager FFI, introduced the morning’s first presentation ‘Ecotourism: An Introduction’. Mr. Smith began with a series of definitions comparing mass tourism and alternative tourism, stressing that mass tourism is considered to be conventional or mainstream, the type of tourism that caters to the most people. Whereas alternative tourism is any option to mass tourism, which addresses socio-cultural and environmental negative impacts, therefore, deals with environmental and cultural aspects.

After these definitions participants were asked to write their own definition and understanding of ecotourism. After five minutes Ms. Nga and Mr. Nam, FFI staff, collected participants notes and summarised their findings for Mr. Smith (Table 1).

Table 1 Ecotourism: An introduction, participants understanding

Discussion: What is your understanding and interpretation of ecotourism
Details: Each participant was asked to write down his or her understanding, interpretation and definition of ecotourism.

Mr Jady Smith’s Interpretation: -

On the whole participants had a good understanding on what ecotourism is, although there were a number of definitions offered which characterised ecotourism. This is replicated throughout the world and within academia. There is no one accepted definition and understanding on what ecotourism is. Encouragingly, participants did note important concepts on what their understanding of ecotourism is – education, nature, protection and satisfaction. Overall this is a positive response.

The presentation continued to introduce ecotourism as: -

- Nature based;
- Having community benefit;
- Having an element of environmental education;
- Being ecologically sustainable; and,
- Allowing tourist satisfaction.

Mr. Smith then split the participants into two groups to discuss a current ‘Ecotourism resort development’. The groups were given publicity material from the ecotourism resort development in Bai Tu Long, groups were then asked to address five questions (Table 2). The two groups were asked to reconvene, so that their findings could be presented to the group as a whole.

Table 2 Working Example of an Ecotourism Resort

<p>Discussion: Can this resort, which advertises as ‘Ecotourism’ be classed as ecotourism?</p>
<p>Details: Two groups were given a promotional leaflet to address the following questions:- Are there natural areas? <i>None, Some, Lots</i> Does it provide community benefit? <i>None, Some, Lots</i> Is there any environmental education? <i>None, Some, Lots</i> Do they conduct environmental management? <i>None, Some, Lots</i> Are tourists satisfied? <i>None, Some, Lots</i></p>
<p>Group one: Are there natural areas? <i>Lots</i> Does it provide community benefit? <i>Lots</i> Is there any environmental education? <i>None</i> Cont over... Table 2 cont. Do they conduct environmental management? <i>Some</i> Are tourists satisfied? <i>None</i> The brochure doesn’t agree completely with Jady’s interpretation of what ecotourism is. The group also agrees that it isn’t exactly ecotourism.</p> <p>Group two: Are there natural areas? <i>Lots</i> Does it provide community benefit? <i>Some</i> Is there any environmental education? <i>None</i> Do they conduct environmental management? <i>Some</i> Are tourists satisfied? <i>Lots</i> Overall participants in this group think that the resort should be proud of what it has</p>

achieved, they participate well in protecting the environment.

Mr. Jady Smith's Interpretation: -

Both groups agree that the resort is set in, and incorporates, a lot of natural area; it also employs a number of people, therefore increases the amount of local jobs and raises awareness in the community. However, there is little environmental education and management. It can be concluded that at the moment the BTL ecotourism resort is an example of ecotourism - but only because nobody else is doing it better in the region. As tourism increases and ecotourism standards materialise in Vietnam, tourism developments, which claim to be practising ecotourism, will not be.

The presentation continued after the group activities by raising issues from the first and second group activity as well as introducing the benefits and threats associated with ecotourism. The presentation concluded 'The future of ecotourism'.

A transcript Mr. Jady Smith's presentation can be found in Appendix VI.

Mr. Douglas Hainsworth from SNV, the Netherlands Development Organisation, gave the second presentation of the day – 'Community Based Tourism'. Mr. Hainsworth introduced the concept of community based tourism (CBT) by discussing the benefits available, and the roles for, stakeholders in CBT development. Benefits include: -

- Improved quality of life;
- Cultural and environmental conservation;
- Diversified product;
- Increased tourism revenue; and,
- Environmental education and awareness.

Stakeholders include: -

- Communities;
- Private sector;
- Government; and,
- Development organisations.

The presentation continued by outlining the barriers to CBT at the planning and local level. Barriers at the planning level include: -

- Lack of awareness;
- Capability recognition; and,
- Agreement.

Barriers at the local level include: -

- Lack of vision and training;
- Low level of interest and awareness;
- Cultural barriers; and,
- Economic factors.

Mr. Hainsworth's presentation concluded with factors that contribute to successful CBT development and solutions. Successful CBT development include: -

- Complete tourism package;
- Good community leadership;
- Support and participation of local government;
- Sufficient funds; and,
- Widespread community support

Solutions include: -

- Local involvement in design;
- Clearly definable policies;
- Comprehensive marketing strategy;
- Effective resource management; and,
- Cooperation between stakeholders.

After his presentation, Mr Hainsworth asked the group to split into three groups so that the differing attitudes, and understandings, of BTL stakeholders towards CBT could be observed (Table 3). The three groups were then asked to reconvene, where their findings were presented to the group as a whole. The exercise proved to be a very interesting, worthwhile and enlightening exercise. Mr Hainsworth feels that CBT can be successfully developed throughout BTL.

Table 3 Community Based Tourism and Local Stakeholders

<p>Discussion: Different stakeholder attitudes to CBT</p>
<p>Details: Participants were broke into three groups, business group (tourism company representatives), community group (commune and district representatives) and science group (national park staff, HIO and FIPI representatives). Each group discussed, and presented their answers on, the following questions: - 1. What do you expect from CBT? 2. What do you think you have to contribute to the development of CBT? 3. What support do you think you need from other groups? Results from each group were presented to the workshop participants.</p>
<p>Cont over... Table 2 cont.</p>
<p>Group one (Business group – tourism company representatives): - 1. What do you expect from CBT? Most importantly for economic benefits, also socio-cultural benefits such as the development of the locality, preservation of the natural environment, protection and preservation of cultural and historical heritage, and jobs in tourism. 2. What do you think you have to contribute to the development of CBT? Infrastructure investment and finance, knowledge and education, and the development of local products. 3. What support do you think you need from other groups? From the National Park – education, how to protect the environment, reforestation and the protection of the mangrove. From the commune and district level – help with the management of plans</p>

Group two (Commune and district representatives):

1. What do you expect from CBT?

CBT to provide opportunities for the local community and economic development, which will lead to improvements in the living standards of the local community. CBT must focus on socio-economic growth - for a long time the local people have been very poor, therefore, it is important to raise living standards.

2. What do you think you have to contribute to the development of CBT?

Create opportunities for development, IE allow developments and policies, which encourage businesses, ensure security, ensure communication, provide labour and provide local speciality products.

3. What support do you think you need from other groups?

From tourism companies – raise awareness within the community re: benefits which arise through tourism

From the National Park – provide community benefits and tourists with information about sea and forest protection and preservation.

Group three (National Park Staff, FIPI & HIO)

1. What do you expect from CBT?

CBT to encourage communication and the exchange of information, knowledge and laws, community awareness and education, and economic benefits.

2. What do you think you have to contribute to the development of CBT?

Guide tourists and tourism activities, educate the community in environmental issues and provide a tourism service.

3. What support do you think you need from other groups?

From the local authority – help with administration, development of the tourism market and to ensure the security of the tourist.

Mr. Douglas Hainsworth's Interpretation: -

All groups had the same expectations of CBT – economic and community benefits. It was interesting to see that there was a relationship between what stakeholders saw they had to contribute to CBT (question 2), with what alternative stakeholders felt was needed to support CBT (question 3). Therefore, there seems to be not only a need and want for CBT, but potential for successful implementation of CBT through communication and partnerships.

A transcript of Mr. Douglas Hainsworth's presentation can be found in Appendix V.

Mr. Tran Chinh Khuoug, Coastal and Marine Officer at WWF delivered the first presentation after lunch. Mr Khuoug introduced marine biodiversity within and around BTL, focussing on mangrove, coral reef and sea grass habitats in detail.

Emphasising the following points: -

- Mangroves throughout BTL have considerably reduced in size over the past few years - this was of concern to both WWF and the local community. Mangroves have a very important role for food supply (for humans and marine life) and coastal protection (mangroves reduce wave size up to 20% there original size).

- Coral reef also has an important role for food supply and coastal protection. Additionally, coral reef is also an important tourism resource.
- Sea grass is an important food source for dugong and sea turtles - important marine species. .

Mr. Khuoug moved on from discussing the importance of these habitats to introducing the impacts of tourism marine biodiversity. Tourism can potentially degrade ecosystems, add to the already evident overexploitation of fisheries and destroy turtle breeding habitats. Coastal infrastructure destroys beaches where sea turtles lay their eggs. Tourism also encourages the sale marine species by-products. It is estimated that 32,000 products are made from sea turtles ingredients. However, by developing tourism sustainably, these natural resources can be protected. Mr. Khuoug emphasised the need to identify, and plan for, the concept of ecotourism as well as involving the local community in all plans and environmental awareness.

After Mr. Khuoug presentation on marine biodiversity, Mr. Cu, HIO scientist, introduced the concept of environmental management. Mr Cu began by introducing the development and history of environmental management in Vietnam, before discussing the relationship between environmental management and the preservation, and development of, tourism resources. Mr. Cu reinforced, and endorsed, messages delivered by Mr. Smith and Mr. Hainsworth during the morning's presentations. He stated that community and ecotourism are important tools for the development of tourism in BTL, as they protect and preserve the natural environment. Although, in a slant to Mr. Hainsworths presentation, although he agreed that the community are integral to CBT, Mr. Cu implied that current CBT practices are not based on the actual community, but on developers and businesses. He reiterated that CBT must not serve developers and businesses and that the level of knowledge, which remains low compared to the rest of the world, needs to be addressed. Mr Cu told participants that it is important to listen to what the community wants, and that government bodies, the UN and businesses have a role in fully supporting ecotourism and CBT.

Reverting back to environmental management, Mr Cu left the group to consider the following proposals: -

- All levels of management should cooperate with planning to implement environmental management;
- The preservation of natural and cultural values are fundamental; and,
- There should be cooperation between managers and scientists.

He concluded that it is important to focus on non-destruction and preservation during the development of BTL as a tourism destination.

Following on the theme of biodiversity, Mr. Ong Thanh, FIPI scientist, discussed BTL's terrestrial biodiversity. Mr. Thanh began by introducing the environmental and geographical features of BTL, which are suitable for the development of the tourism product and tourism facilities. He said that tourism was important for the area, with a need for tourism, which takes advantage of the national ecological and cultural heritage. Mr. Thanh informed the participants that the forests on BTL, although subject to much destruction in the past, are in the process of regeneration, and that it was now important to protect valuable species, as well as to protect and encourage this regeneration. His suggestions were to: -

- Complete the current tourism plan (between FIPI and the national park authority);
- Invest in the preservation of biodiversity;
- Enforce forest protection;
- Attract tourists through promotion and marketing via the Internet and leaflets; and,
- Educate and communicate local communities, which would encourage the protection of environmental and cultural features.

After Mr Thanh's presentation, Ms. Pham Le Thao, on behalf of Prof. Pham Trung Luong, from the Institute for Tourism Development discussed the sustainable development of tourism and the reality of sustainable tourism in Vietnam. Miss Thao introduced the evolution and concepts of sustainable development prior to discussing sustainable tourism, and then continued with examples of sustainability and tourism in Vietnam. Her presentation covered the following five points: -

1. The general concept of sustainable development from the UN to the concept of sustainable tourism;
2. Objectives and principles of sustainable tourism development;
3. Realities of sustainable tourism in Vietnam;
4. Shortcomings and issues of sustainable tourism within Vietnam; and,
5. The solutions for the sustainable development of tourism in BTL.

The following themes emerged from day one: -

- Tourism is encouraged and desired for economic benefits;
- Community and education are imperative for successful tourism development within BTL; and,
- It is necessary to protect natural resources and the environment from, and for, tourism development.

A cameraman from VTV covered the day's proceedings. Mr. Leo Bottrill, Mr. Jady Smith and Mr. Douglas Hainsworth were interviewed.

Day 2

A study tour was originally planned for Wednesday afternoon, but National Park Staff warned of an incoming storm, which would prevent the tour on Wednesday. Therefore, the Wednesday study tour was rescheduled for Tuesday, day two.

Before the study tour commenced Ms. Gardner and the workshop facilitators, Ms. Thao and Ms. Giao led a group discussion (Table 4) to consider both the impacts of tourism throughout BTL and the areas, which would be vulnerable and valuable to tourism development. The group was split into two separate groups, after 40 minutes the groups reconvened and presented their findings to the group as a whole. The group discussion set the scene for the day's study tour; issues discussed were reiterated throughout the tour.

Table 4 The Impacts of Tourism in BTL (1)

<p>Discussion: Consider the impacts of tourism within BTL, highlighting the vulnerable and valuable areas for tourism development.</p>
<p>Details: Participants were split into two groups. They were asked to consider the following questions: - What impacts, both negative and positive, do you think will result from tourism development throughout BTL? Can you recognise areas, which are vulnerable and valuable to tourism development throughout BTL? Groups were asked to write up their answers on A0 paper to present their discussions to the group</p>
<p>Group 1 (Mixed group) Positive impacts</p> <ul style="list-style-type: none"> • Sustainable exploitation of natural resources • Preserve and protect the natural environment (important purpose of ecotourism) • Economic benefits such as jobs • Develop and improve infrastructure • Increase the capacity of local communities • Preserve local culture and traditions <p>Negative impacts</p> <ul style="list-style-type: none"> • Without management, habitat destruction, degradation and disturbance • Encourage social evils <p>Valuable areas</p> <ul style="list-style-type: none"> • Quan Lan beach, Minh Chau, Ngoc Vurg, Bai Dai, Ban Sen, forest on Tra Ngo, Ba MUn, San Ho, Cua Vang, caves • Historical places, Van Don port, Mang River, Pogodas and temples <p>Mangrove on Quan Lan and Tra Ngo</p> <p>Vulnerable</p> <ul style="list-style-type: none"> • Minh Chau and Ngoc Vurg beach – Sea turtle nesting sites • Areas with coral reefs <p>Group 2 (Mixed group) Positive Impacts</p> <ul style="list-style-type: none"> • Popularises BTL beauty • Opportunities for further development • Preservation and improvement of natural resources • Preservation of historical places and local culture <p>Cont. over...</p> <p>Table 4 cont.</p> <ul style="list-style-type: none"> • Creation of jobs for the local community • Raise intelligence • Improve infrastructure • Raise local and national budgets <p>Negative</p> <ul style="list-style-type: none"> • Loss of soil and land to construction

- Polluted waters
- Encourages social evils
- Influence local traditions and customs
 - Influence scenery
- Valuable areas
- Son Hao, Dong Ho (Quan Lan)
 - Ban Sen
 - Minh Chau
 - Ngoc Vung
- Vulnerable areas – did not complete

Ms. Emma Gardner’s interpretation: -

It was interesting to see more positive impacts quoted than negative in both groups. It seems that there is a lack of understanding, or recognition, to the scale of negative impacts, which can result from tourism development. Both groups highlight the economic benefits and the opportunity for further growth. This reinforces that the main desire for tourism development in the area is economic – the environment is a feature to that, but not a priority. It is therefore important to emphasise the role and value that the natural environment has on tourism and the fragility in respect to unplanned, unmanaged tourism development.

In reference to the second question, group 1 considered valuable areas as vulnerable areas also. The question was meant to distinguish between the two, although these answers were important in themselves. It seems that areas, which are valuable to tourism, will be developed, even though they are seen as vulnerable.

These results highlight the need for training about, and acknowledgment of, impacts, planning, management and zoning.

After the group discussion, the workshop bus picked up participants to transport them to Cai Rong Pier, where the national park boat was waiting. The boat sailed to Minh Chau where participants enjoyed time on Minh Chau beach. A bus picked participants up from the beach to take them to the ecotourism resort in Quan Lan, where it was planned further group discussions would continue from the mornings exercise. Unfortunately a storm, which had hit the Island previously, had flooded the resort. Participants were able to walk onto the beach and have a look around for a short period. The bus collected the participants to take them back to the boat. On the way to the boat, one of the participants, a tourism developer, invited everybody to see the area on Quan Lan Island, Son Hao, where his company was developing. During the journey home, participants relaxed before a workshop dinner in Cai Rong. A cameraman from VTV covered the day’s proceedings. During the morning, an additional camera crew from VTV interviewed Ms. Emma Gardner and Mr. Leo Bottrill.

Day 3

Prior to the first presentation of the day, Ms. Emma Gardner recapped on a number of issues relating to the impacts of both tourism and development, using sights from the study tour to reinforce her message. A number of sites, which were degraded due to tourism development as well as logging, limestone blasting and agriculture, were

identified during the study tour. This introduction set the scene for the first presentation and group discussion of the day.

Ms. Emma Gardner gave the first presentation ‘Impacts of Tourism’, a presentation that highlighted and discussed environmental, social and economic impacts of tourism. Ms. Gardner’s presentation emphasised the reason why countries, businesses and individuals encourage tourism development - money and revenue; but added that tourists would only come to clean, safe, unpolluted places, hence money and revenue were dependent on clean, safe and unpolluted places, amongst other things. More so, as tourists seek new horizons it is important for a destination to be unique. Ms. Gardner reconfirmed that BTL is indeed a unique place, which offers much to the tourist, but is at risk of losing it’s natural advantages because of tourism development and past human activities on the natural environment. Environmental, social and economic negative and positive impacts were discussed.

A transcript of Ms. Emma Gardner’s presentation can be found in Appendix VI

The first group discussion of the day followed Ms Gardner’s presentation (Table 5). This discussion concentrated on managing the impacts from tourism development. The group was split into two groups, where they were encouraged to use the discussions and presentation notes from day one and two, as well as examples seen throughout the study tour the previous day. The two groups were asked to reconvene where their discussions were presented to the group as a whole.

Table 5 The Impacts of Tourism in BTL (2)

Discussion: Managing the impacts of tourism and protecting areas from development
Details: Participants were broken into two groups to discuss the following questions:- How would you increase positive impacts and decrease negative impacts? How would you protect vulnerable areas at the same time as exploiting valuable areas?
Group 1 (National Park Staff and tourism companies) Increase positive impacts <ul style="list-style-type: none"> • Improve management ability/skills; • Raise awareness of local communities and tourists through radio and leaflets; • Improve the quality of, and encourage the use of, local products - reduce imports; Select the appropriate facilities maximise energy use; <ul style="list-style-type: none"> • Select tourism which encourages tourists to get close with nature Cont. over... <div style="text-align: right;">Table 5 cont...</div> <ul style="list-style-type: none"> • Encourage ecotourism • Assemble a waste treatment system Decrease negative impacts <ul style="list-style-type: none"> • Use natural resources sustainably • Use zoning system • Enhance monitoring within the zones • Restore existing resources

- Protect vulnerable areas
- Ensure tourism activities are consistent with preservation
- Use tourism guides, signs and billboards to improve the knowledge and understanding of the area

Protect vulnerable areas – no suggestion given

Exploiting valuable areas – no suggestions given

Group 2 (Commune and district representative)

Increase positive impacts

- Set up a mechanism of cooperation among administrative levels and sectors
- Zoning and planning for tourism development
- Improve management skills
- Policies to encourage investment
- Encourage local people to participate in the tourism product
- Invest/restore historical places and places of cultural value
- Set up policies for sharing tourism profits, reinvestment, development and preservation

Decrease negative impacts

- Raise awareness of community in protecting and preserving natural resources, the environment and cultural values
- Check, control against environmental violation (needs community involvement)

Protect vulnerable areas

- Introduce the protection measures to tourists
- Ensure proper fining is in place
- Prevent violation (suggest moving sea turtle nesting beaches to distant Islands)
- Build a waste treatment centre
- Set up standards for tourism facilities

Exploiting valuable areas

Ms. Emma Gardner's Interpretation: -

There are a number of good suggestions, which would encourage positive impacts and minimise negative impacts, however there seems to be a lack of theory, tools and management to carry out these ideas. There also seems to be a lack of understanding relating to specific negative impacts.

Ms. Emma Gardner delivered the final presentation of the day 'Tourism Assessment, Environmental management and Zoning', where the findings of her ecotourism assessment were presented alongside techniques such as environmental management and zoning tourism development and activities. Ms Gardner's presentation began detailing her ecotourism assessment; current impacts, which may hinder tourism development were discussed. Her presentation continued discussing the potential to zone tourism development throughout BTL. This methodology was introduced to the group, with suggestions, based on her assessment, discussed. Ms Gardner's presentation finished by introducing environmental management; the benefits to both businesses and the environment and the methodology of environmental management in the workplace.

*A transcript of Ms. Emma Gardner’s presentation can be found in Appendix VII
 Details of the ecotourism assessment carried out by Ms. Emma Gardner can be found in Appendix VII*

A group discussion, which dealt with the issues of tourism throughout BTL, tourism development and a tourism strategy, concluded the three-day workshop. Table 6 details the discussion. For this discussion the group was not split into smaller groups, but discussed as a whole. Facilitators led the discussions and surmised participant’s responses.

Table 6 The Sustainable Development of Tourism Strategy for Bai Tu Long

<p>Discussion: In order to develop a strategy for the sustainable development of tourism throughout Bai Tu Long it is important to consider a number of questions.</p>
<p>Details: As one group let us discuss the following questions, to arrive at a general consensus:- Let us agree on an aim for this strategy Let us agree on the objectives of this strategy Why do you, the stakeholders of BTL, want tourism? What does BTL offer the tourists? How would you suggest zoning activities throughout BTL? What do you think are the next steps in implementing this strategy?</p>
<p>The aim of this strategy is to: - Encourage environmental regeneration and protection alongside economic and social benefits, through the sustainable development of tourism in BTL; using ecotourism and community based tourism as precursors for development</p> <p>The objectives of this strategy are: -</p> <ol style="list-style-type: none"> 1. To increase the capacity of the stakeholders of BTL, through training, education and communication, to understand and value the natural environment and aesthetics, as well as social and economic opportunities which can arise through carefully managed tourism; 2. To preserve and enhance the natural environment and aesthetics of BTL; 3. To manage both negative and positive impacts, mitigating negative whilst encouraging positive impacts; and, <p>Cont Over... Table 6 Cont.</p> <ol style="list-style-type: none"> 4. To ensure appropriate monitoring mechanisms exist to follow the progress and impacts of tourism for the long-term. <p>Why do you, the stakeholders of Bai Tu Long, want tourism?</p> <ul style="list-style-type: none"> • To develop the local economy, tourism is a profitable industry; • To meet the needs of the local people, improve the standard of living; • To develop local culture; and,

- To utilize the potential beautiful natural scenery.

What does Bai Tu Long offer the tourists?

- Satisfaction;
- Time to relax;
- Explore and discover the beauty;
- Experience the culture; and,
- Raise awareness of natural environment.

Zoning tourism activities throughout Bai Tu Long: -

The whole of BTL National Park's core and buffer zone should be designated as an 'Activity Zone', but within this zones there should be separate sanctuary, wilderness and development zones.

Ba Mun - separated into a sanctuary *and* a wilderness zone. A sanctuary zoned used for environmental education, with trails developed through the wilderness zone.

Tra Ngo - a wilderness zone to be used for environmental education; as there are both limestone and soil substrata.

Throughout the areas, which are not designated wilderness or sanctuary, activities such as sailing, swimming, climbing, hiking, mountain biking, caving, fishing and camping, should be encouraged as well as sports such as tennis, volleyball and badminton.

Walking, educational tours such as geological, environmental and cultural tours, sailing, swimming and diving should be encouraged in all the regenerating area of the national park.

The developed areas of Van Don Island and Quan Lan Island will be kept as development zones, where the majority of the tourism infrastructure and accommodation is found. These zones should be encouraged to adopt the principles of environmental management.

Next steps

1. Set up a tourism project management committee;
2. Continue to plan for the sustainable development of tourism throughout BTL;
3. Consult businesses, regular communications to discuss plans and the directions development should take – from a local community and business direction; and,
4. Establish monitoring for existing and future tourism developments, activities and tourism numbers.

Ms Emma Gardner's Interpretation: -

Participants recognised that there will be numerous environmental and social impacts associated with tourism development in BTL. Impacts such as environmental degradation, waste production and the use of natural resources as well as the appearance of social evils such as drugs and prostitution. Therefore, communication, partnerships, working together, planning, management and zoning are methods, which are needed to prevent negative, and encourage positive impacts. The participants were enthused by a strategy and encourage the development of this

strategy. It is evident from the suggestions given towards the tourism strategy that participants have learnt from presentations and group discussions delivered during the three-day workshop. The suggestions leave me optimistic, even though there is still much to be done. The success of the sustainable development of tourism throughout BTL depends on actions taken after this workshop. It is suggested that work on a strategy begins as soon as possible to benefit from the enthusiasm seen, lessons learnt, and communications initiated during the workshop.

3. ACTIONS

It is inevitable that tourism development will occur throughout BTL; it would be naïve to think otherwise. In order to reduce the impacts that unplanned, unsustainable tourism development can have on localities this three-day workshop allowed: -

- Capacity building and education of BTL stakeholders;
- Communication and exchange of ideas between stakeholders of BTL;
- Theory of planned sustainable tourism development to be introduced and discussed;
- The suggestion of principles which could guide and encourage sustainable development; and,
- The introduction of sustainable tools such as environmental management and zoning

What seem to be missing are the practicalities – putting this theory into practice. The following suggestions should encourage the successful implementation of the sustainable development of tourism throughout BTL: -

Tourism strategy

Through group discussions, a number of ideas and theories towards a sustainable tourism strategy were devised. These ideas should be presented to provincial level where they can be agreed upon, encouraged and implemented. An overall strategy should be written which is based on ideas generated through this workshop as well as stringent planning and legislation to formulate a holistic regional action plan for the sustainable development of tourism. This plan should be marketed to ensure appropriate environmental and community protection as well as economic benefits for the local community.

Mediator

Communication between the stakeholders (including outside organisations, such as FFI and WWF) was very positive. Stakeholders want tourism throughout BTL, but they also want to protect the aesthetics and the natural environment. Therefore, an enthusiastic mediator is needed to keep this communication in the manner that was experienced throughout the workshop. This mediator can keep communication on the right path, the path to sustainable tourism development. The mediator will have additional roles such as:-

- Turning words into action;
- Reinforcing the need for effective protection of BTL's natural environment and beauty;
- Creating partnerships; and,
- Encouraging, guiding and advising on planning, zoning, environmental management and monitoring issues.

Planning

Zoning has been suggested throughout BTL. This needs careful consideration and more specific designation. Once complete appropriate planning and legalisation needs to accompany this zoning.

Monitoring and mitigating techniques

Tourism numbers, the impacts of tourism development and tourists, and the relationship of the local communities with tourism need to be continually monitored. Any adverse impacts recorded need to have appropriate mitigation measures employed. This will require a number of environmental and socio-economic indicators to be devised and implemented. A partnership with an outside body such as a university or international NGO would permit successful implementation. Monitoring and mitigation are precursors to long-term successful sustainable tourism industry in BTL.

To conclude, it seems that all the participants were aware of the concept of natural tourism, ecotourism, sustainability, benefits from tourism and the need for community involvement. Yet group discussions gave interesting insights into the environmental philosophy of BTL stakeholders. Economic benefits are the primary reasons for tourism development in BTL. It is important therefore, for planning and legalisation to protect the natural environment and aesthetics, and for education and communication to continue in the manner of this three-day workshop.

4.0 APPENDICES

APPENDIX I

An ecotourism feasibility report of Bai Tu Long

Emma Gardner

Bai Tu Long (BTL) is found in the Quang Ninh Province, Van Don District of Vietnam. BTL was transformed and constructed from Ba Mun nature reserve. Ba Mun was originally given status as a nature reserve to protect the forest. BTL was opened on 25th April 2002. BTL is approximately 16,000 ha in size, 6,000 ha of terrestrial environment and 10,000 ha of marine. BTL comprises of approximately 40 limestone and soil strata islands, each with their own intrinsic value to offer.

BTL is financed at provincial level and managed by the Forest Protection Department (FPD). The ministry of planning and investment, and the department of tourism also have jurisdiction in the park. The national park comprises of a core and buffer zone. There is no development permitted within the core zone, whereas development is encouraged in the buffer zones. All of the communes within BTL are found within the buffer zones. There are no communes in the core zone, although there are two dwellings, one on Sau Nam and the other one on Minh Chau. The core zone is legally utilised for fishing and transport, and illegally used for hunting and logging.

Plans to develop BTL have been in existence since the mid 1990's, when FIPI planned to develop Ba Mun - prior to its establishment as a national park. It is rumoured that officials from the tourism and planning departments visited the area of Bai Tu Long and could not believe its beauty, an untapped resource for tourism development. These officials encouraged the development of tourism facilities within BTL. Tourism developments are in the process of construction throughout the whole of BTL, furthermore there is talk of tourism development in every commune. The area of BTL is at risk of being overwhelmed by tourism development. A study was undertaken to investigate the ecotourism feasibility of BTL during the summer of 2003.

Survey methodologies

A baseline assessment (Table 7) was completed during August 18th – August 25th 2003 and 1st – 3rd September 2003 of Bai Tu Long National Park and surrounding buffer zones, to investigate current status of ecotourism activities and practices, and potential ecotourism development and activities throughout the national park.

The baseline assessment investigated existing environmental, social and economic conditions as well as the attitudes of local communes towards the environment and tourism. Natural features, which may have ecotourism potential, were identified.

Table 7 Ecotourism assessment details

Date of assessment:	18 th – 25 th August 2003 1 st – 3 rd September 2003
Assessment conducted by:	Ms. Emma Louise Gardner
With the help of:	Mr. Leo Bottrill (21 st – 25 th August) Mr. Le Xuan Dung (18 th – 25 th August & 1 st – 3 rd September) Mr. Ngo Van Dinh (18 th – 20 th August) Ms. Katherine Cooper (1 st – 3 rd September) Mr. Stephen Ryder (1 st – 3 rd September)
Assessment activities:	Meetings with commune leaders Rapid environmental assessment of the Islands
Meetings with:	Ha Long commune leader Van Yen commune leader Minh Chau commune secretary Quan Lan commune leader Mr Hung Vice Director National Park Mr Li District Vice Director
Island assessments of:	Van Don (Villages/towns of Cai Rong, Van Yen, Ha Long) Quan Lan (Villages/towns Minh Chau, Quan Lan) Ba Mun Sau Nam Sau Dong Tra Ngo Lon (Luon Cai de Cave) & Tra Ngo Nho Mun Ha Nam Tra Co

Mr. Ly, Vice Director of the Province, Mr. Hung, Vice Director of the FPD and Mr. Dinh, Head of Science at the FPD, were interviewed to find out the current status of tourism development, proposed development plans and the state local environmental, social and economic conditions. These interviews provided a background to both the assessments and interviews with commune leaders.

Commune leaders, or commune representative in their absence, were interviewed during August and September 2003. Questions, which raised issues and attitudes towards current tourism practices, future tourism developments and desires, economic activities and relationships with the national park, were broached.

Once the data from interviews had been collected and analysed, several Islands within and around Bai Tu Long were assessed (see Table 8 for a list of Islands). Each Island was visited with Mr Dinh where he gave a brief synopsis of National Park knowledge, which covered past impacts and uses as well as current biodiversity status. Notes on the current environmental and socio-economic status were made.

On Islands, which had no existing tourism facilities or infrastructure, a rapid environmental assessment was conducted which comprised of the identification of past and current impacts followed by the predication of impacts, potential changes and necessary infrastructure development if tourism was developed. Impact matrices were used during the Island assessments. From these notes different types of ecotourism activities, sites, objectives and zoning could be assessed.

On Islands where tourism facilities were in existence, these facilities were audited for environmental best practice. Environmental and socio-economic impacts were also considered and noted. Past and current impacts followed by the predication of impacts, potential changes, resource conflicts and necessary infrastructure development if tourism was developed on the Island were also considered. As above, different types of ecotourism activities, sites, objectives and zoning could be assessed.

Research outcomes

Overview of stakeholders: Local communes

Table 8 details the five main communes within and around BTL, which were included in this assessment. .

Table 8 Bai Tu Long Bay National Park and Buffer Zone Communes

<i>Commune</i>	<i>Island</i>	<i>Location</i>
Ban Sen	Ban Sen	Buffer zone
Ha Long	Van Don	Buffer zone
Minh Chau	Quan Lan	Core zone & Buffer Zone
Quan Lan	Quan Lan	Buffer zone
Van Yen	Van Don	Buffer zone

Ban Sen

Ban Sen commune is the largest and poorest commune in BTL. There is little infrastructure and means of economic development on the Island. There is currently no tourism on the Island. The main economic activities are fishing and forest products.

Ha Long has seen the most tourism development in the area. This commune appears to have more wealth and less social problems than Van Yen and Ban Sen. The FPD headquarters are also very near to Ha Long commune, therefore it is expected there is more communication between the two. The main economic activities in Ha Long are fishing, tourism and marine transportation. The Ha Long commune also have ownership rights to a small Island within BTL core zone. The commune chairman expressed his desires to incorporate this Island within their tourism plans and facilities.

Minh Chau

The ferry port which from Cai Rong port to Quan Lan Island is located in Minh Chau. The majority of people in Minh Chau work in the fishing industry. The current major economic development is exploitation of marine resources, agriculture and forestry. Local people are keen to encourage tourism in the region to increase socio-economic development. Frontier Vietnam have recently completed the construction of an educational centre for use by the local community, FPD and national park environmental education. The most beautiful parts of Minh Chau are fortunately in the core zone, although a large amount of the area is the buffer zone. The commune is found within the buffer zone. Minh Chau appreciates the revenues from tourism, but feel that potential economic benefits are restricted by development restrictions.

Quan Lan

Quan Lan, alongside Ha Long are the wealthier communes in BTL. The commune leader attributes some of this wealth to the development of tourism in the area; two Vietnamese companies have recently invested 80 billion dong into Quan Lan. The Quan Lan tourism developments have provided a lot of jobs in the area, especially for the younger generation. Quan Lan has the most guesthouses on the Island, even though there appear to be no restaurants in the village centre. The main economic activity of Quan Lan is tourism, farming and off-shore fishing. There is also a large sand mining quarry in Quan Lan.

Van Yen is one of the poorest communes within BTL. Van Yen has a high degree of poverty, which leads to logging and hunting within the surrounding forests. They are making the first steps towards tourism; current economic activities are growing fruit trees and harvesting forest products. Van Yen are very encouraged by Ha Long economic success via the development of the tourism industry. They are keen to encourage development to improve their socio-economic status.

Overview of stakeholders: The Forest Protection Department

The Forest Protection Department (FPD) also known as the National Park Authority (NPA) have their main office in Cai Rong, Van Don. There are also posts and offices within and around BTL core zone; a main ranger station can be found in Minh Chau, Quan Lan Island. The FPD also have two speedboats for their patrols and a larger boat, which can carry over thirty people. The FPD management and staff see their most important responsibility to *'...undertake effective management, prevent damage and disturbance affecting the natural landscape and resources of the park, and then gradually expand investment and development projects in the park'*.

The FPD management and staff have regular meetings with members of the five buffer communes (Table 8). These meetings enable the park to update local commune members on park activities and adjust park strategies for the benefit of the local communes. Commune members hold a wealth of information, therefore it is important that both their views are heard and that they understand the Park's activities. There is still a need to strengthen local environmental awareness across the communes. Regular newsletters, published by Frontier Vietnam, are distributed to the communes on a quarterly basis. Teaching material, provided by Frontier Vietnam, is in the process of being distributed to the local schools. It is envisaged that these methods of communication and education will strengthen local awareness. Frontier Vietnam have also held law enforcement and biodiversity workshops in Bai Tu Long which provided education on legislation and biodiversity issues as well as details on biodiversity monitoring techniques and methods of raising legislative and biodiversity awareness within the local commune.

Bai Tu Long Islands

Ba Mun

Ba Mun is the largest Island found within the core zone of BTL. Ba Mun is a non-limestone island, with the highest forest cover of all the Islands within BTL. Upon examination of Ba Mun the main visible impact is logging. There appears to be little, if any, primary forest cover left. The best forest cover is found in the inaccessible parts of the Island. There are good accessible spots on the west side of the Island, which is the side we accessed; there is evidence of frequent use. An old logging/hunting path was found, but this had become over grown for passage. Even though the Island seems ideal for trails and camping development – even large-scale accommodation, this is advised against. The Island is in the process of regeneration, which should be encouraged. The size and scale of the Island could prove to be a very valuable natural resource in the future.

Tra Ngo Lon & Tra Ngo Nho

Tra Ngo Lon and Nho have both soil and limestone strata, although Tra Ngo Nho is primarily limestone. This leads to unique forest species. We accessed the east side of Tra Ngo via a sandy beach. This area appears to be quite undisturbed, this may be due to inaccessibility from this beach into the interior. The Islands around Tra Ngo are scarred from limestone blasting. There appears to be evidence of recent blasting. There is no evidence of limestone blasting on any of the Tra Ngo sites we visited and sailed around. There is evidence of logging at the accessible sites within Tra Ngo. Within Tra Ngo there is a cave, which leads to lush mangrove. We could not access this site via boat or on foot. Hopefully this is the same for most people, which would therefore preserve this supposedly unique and beautiful site. It is advised that these Islands are preserved for the future, and areas, which have been damaged by human activity, are left to regenerate.

Sau Nam

Sau Nam was accessed by boat, a frequent access point for boats. There is one dwelling on Sau Nam. Two people live here and other people visit frequently throughout the year. These people have a 50-year lease to harvest eucalyptus on the Island. This section of the Island is very degenerated. There is evidence of much logging and agriculture (fruit trees). Once we passed the dwelling and walked up into

the forest, the forest became more mature with a thick understorey. There is a lot of forest regeneration on Sau Nam, although great human disturbance is visible. It is advised that this Island is utilised for tourism activities. There is potential for environmental education, trails and habitat creation activities. Low impact, managed and monitored camping may also benefit BTL. Sau Nam could be used as an ambassador Island for BTL, where activities are concentrated and managed, to detract and deter attention for the Islands, which are in need of regeneration. Tourism may provide the inhabitants of Sau Nam with an alternative financial means.

Hon Chin

Approximately five minutes, by speedboat, west of Sau Nam is a small Island called Hon Chin. The Island is mainly scrubland. There are no large trees and no climax communities. Even though the area does not have any human presence or recent activity. It is a beautiful, tranquil Island in the process of regeneration. Beautiful white beaches and clear blue sea surround this Island, and is aesthetically unique compared to the other Islands within BTL. It is advised that this Island is left to regenerate. It's size and current ecological condition does not permit any large-scale development or agricultural schemes. It is imperative, if tourism is allowed to develop throughout, and within BTL core and buffer zone, that Islands and areas are left alone to act as biological sinks - Islands and areas of different sizes, state of succession, habitat and diversity. Hon Chin is such an Island, which should be left alone.

Quan Lan

Quan Lan Island is greatly developed compared to the rest of BTL buffer (not including Van Don) and core zone. The north part of Quan Lan is located within the core zone of the national Park. There is no major development, although there is one dwelling and the FPD headquarters. In the core zone of Quan Lan Island there is no logging, but recent evidence of sand mining. The sand dunes where sand is mined from are part of one of the best and most beautiful beaches of Quan Lan. This beach is relatively undisturbed with surrounding mature forest. As we travelled further into Quan Lan Island evidence of much human activity is ubiquitous. The only undisturbed part of the Island is the surrounding coastline. The beaches on Quan Lan are beautiful white sand, with unique well established sand dune systems. It seems that there is already much development on Quan Lan. Further development should be concentrated in these areas. The beaches and sand dune systems need protection all development should be prohibited.

There are over 40 Islands in BTL, many could not be accessed due to landscape and time constraints. The majority of Islands were viewed from the speedboat. A number of Islands were completely encircled and notes made. The conclusions for the Islands appear the same. Ideally development within the core zone should be prohibited and all Islands should be left to regenerate. Realistically this cannot, and will not, be the case. Local people have, and continue to, ravage all accessible sites throughout BTL. Current threats are outlined below.

Current threats

- Illegal logging on all Islands, in all habitats.
- Limestone blasting. Dynamite is used on limestone Islands to obtain limestone for decoration and cement purposes.

- **Hunting.** Although the number of wildlife species has dramatically decreased there is still a lot of hunting. On one assessment three hunters were seen after an unsuccessful hunting trip.
- **Waste and sewage dumping.** In some parts of the waters of BTL, oil is visible floating on the water. Rubbish from boats, houseboats and the mainland are also seen floating in the water.
- **Aquaculture.** There are currently over 180 rafted fisheries within and around Bai Tu Long; each rafted fishery has approximately 1,500 cages. Aquaculture is very important, providing jobs and increasing investment in the area. There is also great economic potential for the region, during 2002 aquaculture contributed 58.4 billion dong – an 18% increase since 1997. In the Van Yen commune a whole mangrove system has been destroyed for the aquaculture industry.
- **Tourism.** See below.

Tourism

The FPD and currently working with FIPI to produce a tourism plan for BTL, these plans are developing so-called 'Ecotourism'. This raises concerns for both the environment and local communities if the developments follow the same design and management as existing ecotourism resorts in BTL. Data collected suggests that current 'Ecotourism resorts' are not practising ecotourism, but are based on a form of nature-tourism, where the resorts are located around natural features.

From interviews and conversations with Mr Dinh, it appears that there are a number of tourism accommodations and facilities planned for Islands within the core zone of the Park - Islands such as Hon Chin, a small Island opposite Sau Nam. Hon Chin is a small Island, with inaccessible routes; development on this Island is strongly discouraged due to its size, lack of infrastructure and current unspoilt beauty. Mr Dinh also mentioned that there were a number of accommodations planned for Quan Lan Island; both in Minh Chau and Quan Lan communes. Completion of the plans is expected in December 2003.

There are a number of proposed tourism developments (separate to the FPD and FIPI plans), that are either in the initial stages of planning permission or development. All plans are for the Quan Lan Island. Of concern is their location. It seems that key tourism locations are sited on the unspoilt and turtle nesting beaches of Soi Hai. One development is already in the process of clearing vegetation for access to the site. The scale of the development covers the whole of the beach for accommodation huts, bathing and dining facilities. Walkways are also planned.

Tourism seems to be in the process of development without any prior impact assessments and environmental guidelines. An initial conclusion to the data collected, both impact assessments and interviews, accentuates that the beauty, integrity, landscape, tranquillity, diversity and uniqueness of BTL will be ruined by tourism development. Planned and current tourism activities are not working alongside the potentials of BTL, but hindering the sustainability of tourism development.

Current tourism activities

Current tourism activities are only found on Van Don and Quan Lan Island. Tourism facilities, which were assessed, were: -

- ATI Company Ecotourism resort in the Quan Lan commune, Quan Lan Island;
- ATI Company Ecotourism resort in the Ha Long commune, Van Don; and,
- Newly developed beach tourism resort in the Ha Long commune.

Not one of these tourism resorts practices ecotourism, there is no evidence of environmental management, environmental education or environmental protection. Socio-economic benefits are visible, local products were seen to be delivered and local people were employed, there were also a number of guests and visitors which would contribute to the economy of the communes.

The ecotourism resort in Ha Long was still under construction, even though it was open for business. Excessive use of resources and construction involving land movement and change was visible. These areas seem to be suffering from the impacts of development. No management practices, to consider future environmental impacts and practices, were evident.

The design of these resorts appears to cash in on the nature theme, for example the tables, chairs and accommodation huts appear to be built out of trees and natural resources. However on closer examination, they were all plastic. Each resort also has a stage and karaoke system. Noise, light and waste were also visible.

There are a number of hotels found within Cai Rong port and ten basic guest house in Quan Lan. These hotels were not assessed, although one hotel was visited, and like the ecotourism resorts, there appeared to be no environmental management or measures to reduce environmental and social impacts. Plans for tourism development in Minh Chau have recently been turned down, although one undisclosed person has purchased two plots of land with tourism motives in mind. The FPD also own one of the best beaches on Minh Chau. From general conversation, the FPD have ideas and a keenness to develop tourism on this beach.

Natural features

There is not much biodiversity within BTL. Past records indicate a rich flora and fauna. It is quite rare to hear birds singing, to see lots of marine life and to hear wildlife in the forests. With regeneration the historical rich wildlife of the past may return. On a positive note, the butterflies are both spectacular and numerous. Therefore, the main feature of BTL is its aesthetic beauty; the scenery is quite unique and dynamic. Each Island appears to be different; the colours of the land and sea are breathtaking. The area is currently quite tranquil and peaceful, although with the scale of current and proposed development this may not always be the case.

Management recommendations and good practice guidelines

It is suggested that there needs to be communication between FPD, local commune, specialists and developers, a zoning strategy for tourism development, and environmental management throughout BTL. These steps are imperative; otherwise the future of BTL will follow the same path as the World Heritage Site Halong Bay and Cat Ba National Park.

A number of ecotourism activities were considered and suggested for BTL core and buffer zone.

Ecotourism zoning and potential ecotourism activities

Zoning is an appropriate mechanism to influence the sitting and type of tourism development, and by confining development to specified areas where environmental impact would be minimised. Therefore, a zoning system will contribute to protecting the environment and managing tourism throughout BTL. The following categories are suggested for zoning BTL: -

Sanctuary	People excluded, high level of protection
Wilderness	Visitors permitted on foot, high level of protection
Activity	Visitors encouraged in various, low impact, compatible ways, high level of management
Development	Tourism facilities, activities and accommodation, high level of management

Table 9 details ecotourism activities that were considered throughout the ecotourism assessment. From the data collected, the following zoning scheme is suggested for the Islands of BTL: -

- Ba Mun, Big and Little Tra Ngo = Sanctuary zones, to allow these Islands to regenerate naturally. However, in the long-term, parts of Ba Mun can be re-zoned to ‘Wilderness’, where carefully designed trails allow tourists to visit the Island.
- Ba Mun = Eventually Wilderness.
- Sau Nam and undeveloped parts of Quan Lan and Minh Chau = Wilderness, incorporating activities which are limited to foot such as hiking, village stays, climbing, photography, painting as well as water activities such as swimming, fishing, regulated sailing & diving.
- Ban Sen and the developed parts of Quan Lan and Minh Chau = Activity, activities such as climbing; display centres, restaurants and dining, sports (badminton, mountain biking) and camping
- Van Don Island and the developed parts of Quan Lan = Development, infrastructure and facilities already exist
- Ban Sen = There is the potential for some development within Ban Sen. Ban Sen is the poorest commune, the natural environment on this Island has been severely degraded. It may be advantageous to both the environment and local communities to encourage environmentally sensitive development alongside environmental improvements. Inhibiting the success of this is the need for massive investment, as there is limited infrastructure throughout Ban Sen

Additionally, Ben Sen, Van Yan and Minh Chau could benefit from low-impact, low scale community tourism. This would provide extra economic input for the local community. Douglas Hainsworth at SNV is currently exploring this idea.

Community involvement

It is important to increase the pride and responsibility of BTL through awareness, education and knowledge. It is suggested that the results of this study are relayed to the stakeholders of BTL via a workshop in the hope that lessons will be learnt, good practice sought and sustainability principles adopted. It is also important to consider the value of a tourism committee, which comprises of a cross section of the

community and relevant stakeholders to continue the legacy of the workshop. Otherwise the unsustainable development of the tourism industry within and around BTL will be at the detriment to the local environment, community and economy. BTL has the potential to be a unique, beautiful and successful internationally renowned tourism destination; current practices are risking this potential.

Table 9 Potential Eco-tourism Activities for Bai Tu Long

Activity	Zone	Potential revenue	Community involvement	Provisions to be made
Archery	3	2	3	I ²
Camping	2 & 3	2	1	I ² & Tr
Climbing	3	2	4	I ² , T & Tr
Community/village hikes & stays	3 & 4	1	1	A, I ² , T & Tr
Corporate retreats	3 & 4	1	2	A, I ² , T & Tr
Educational school tours	2 & 3	2	3	I ² , Tr,
Fishing		1	2	I ² , T
Habitat recreation participation	1	2	3	I ² , T, Tr
Hotel accommodation – back packing	4	2	2	A, I ¹ , T
Hotel accommodation – luxury	4	1	3	A, I ¹ , T
Island boat trips & dining	3 & 4	1	2	I ² , T
Kayak	2, 3 & 4	1	3	I ² , T
Museum & displays	3 & 4	2	3	I
Orienteering	2, 3 & 4	2	2	I ² , T, Tr
Painting courses and tours	2, 3 & 4	1	4	I ² , T
Photography – courses and tours	2, 3 & 4	1	4	I ² , T
Restaurants – local cuisine	3 & 4	2	1	I ¹ , T
Sailing – charters	2, 3 & 4	1	3	I ² , T
Sailing – tours	2, 3 & 4	1	3	I ² , T
Spa/health facilities	4	1	4	A, I ¹ , T
Sports – badminton	3 & 4	2	4	I ²
Sports – cross country run	2, 3 & 4	2	4	I ² , Tr
Sports – mountain bike	2, 3 & 4	2	4	I ² , Tr
Sports – volley ball	3 & 4	2	4	I ²
Sunbathing, swimming & diving	3 & 4	2	4	I ²
Trails – guided	2, 3 & 4	2	1	I ² , T, Tr
Trails – Island hopping	2, 3 & 4	2	2	I ² , T, Tr
Trails – marked wilderness	2	2	1	I ² , T, Tr

Zones 1=Sanctuary, 2=Wilderness, 3=Activity, 4=Development; Potential revenue 1=High, 2=Low; Community involvement 1=Complete community involvement, 2=75% community and/or 25% outside involvement, 3=50% community and/or 50% outside involvement, 4=25% community and/or 75% outside involvement, 5=No community involvement; Provisions to be made A=Accommodation, I¹=High degree of infrastructure, I²=Low degree of infrastructure, T=Transport, TR=Trails;

APPENDIX II

SUSTAINABLE TOURISM IN BAI TU LONG TRAINING WORKSHOP TIMETABLE

15th – 17th September People’s Committee Building, Cai Rong, Van Don Island, Van Don District Quang Ninh Province

DAY 1

07.30 – 07.45

· Bus picks up speakers and invited participants from the Hotel and transports them to workshop venue, People’s Committee Building, Cai Rong Town, Van Don District.

08.00 – 08.15

· Introduction to the Training Workshop
(*Mr. Hung – Vice Director, Bai Tu Long National Park*)

08:15 – 08:20

· Introduction to the Purpose of the Workshop and Summary the Programme
(*Ms. Emma Gardner, Ecotourism Consultant, Frontier-Vietnam*)

08:20 – 09:45

· Presentation and Group Discussion – Ecotourism: An Introduction
(*Mr. Jady Smith, Project Manager, FFI*)

09:45 – 10:10

· Coffee and Tea Break

10:10 – 12:00

· Presentation and Group Discussion – Community Based Tourism
(*Mr. Douglas Hainsworth, Advisor Sustainable Tourism Development, SNV*)

12:00 – 14:00

· Lunch

14:00 – 14:30

· Marine Biodiversity within Bai Tu Long
(*Mr. Tran Chinh Khuoug, Coastal and Marine Programme, WWF*)

14:30 – 15:00

· An Introduction into General and Environmental Management
(*Mr. Cu, Scientist, HIO*)

< Short Break >

15:10 – 15:20

· Terrestrial Biodiversity Throughout Bai Tu Long
(*Mr. Ong Thanh, Scientist, FIPI*)

15:20 – 16:00

· Sustainable Tourism Development in Vietnam
(*Pham Le Thao, on behalf of, Prof. Pham Trung Luong, Institute for Tourism Development Research*)

DAY 1 END

DAY 2

07:30 – 07:45

· Bus picks up speakers and invited participants from the Hotel and transports them to workshop venue, People’s Committee Building, Cai Rong Town, Van Don District.

08:00 – 09:00

· Group Discussion ‘Positive and Negative Impacts in Bai Tu Long’

09:00 – 09:15

· Transport to pier

09:30 – 17:00

· Study Tour of Bai Tu Long Bay

· FPD boat to pick participants up at Cai Rong Pier to travel via BTL to Quan Lan Island

· Tour of Quan Lan Island, Minh Chau Beach – Quan Lan Ecotourism Resort

18:00 – 20:30

· Participants Dinner

DAY 2 END

DAY 3

07:30 – 07:45

· Bus picks up speakers and invited participants from the Hotel and transports them to workshop venue, People’s Committee Building, Cai Rong Town, Van Don District.

08:00 – 08:20

· Negative and Positive Impacts of tourism

(Ms. Emma Gardner, Ecotourism Consultant Frontier Vietnam)

08:20 – 08:50

· Group Discussion ‘Impacts of Tourism’

08:50 – 09:20

· Tourism Assessment, Environmental management and Zoning

(Ms. Emma Gardner, Ecotourism Consultant Frontier Vietnam)

09:20 – 09:50

· Coffee and Tea Break

09:50 – 12:45

· Group Discussion ‘Tourism Strategy’

13:00 – 14:30

· End of Workshop Lunch

NOTE: The 3 days were co-ordinated by facilitator’s, Ms Pham Le Thao, and Ms Bui Thi Quynh Giao.

APPENDIX III

Introductory address

Emma Gardner

Good Morning,

Thank you Mr Hung for your introduction. I would also like to welcome you all, on behalf of Frontier-Vietnam and the Bai Tu Long National Park Authority, to this four-day workshop. This workshop will discuss the potential for, and the implementation of, sustainable tourism throughout Bai Tu Long Bay – both in the buffer and core zones. It is hoped that we can work together to ensure the long-term viability of the local environment, community and economy of Bai Tu Long.

I have been here for two months now and the beauty of Bai Tu Long astounds me still. I feel that it is very important to work together to preserve and protect this beauty as well as encourage environmental and community regeneration. When I hear of tourism development, initially the thought of preservation, protection, regeneration and development seems paradoxical – yet upon further consideration possibility reigns. Through the presentations, group discussions and hard work over the next four days, it is hoped that I am not wrong, it is hoped that possibility does indeed reign.

I recognize that the area's beauty, integrity, biodiversity and aesthetics are at risk from tourism development, but through the concept of the sustainable development of tourism, more specifically ecotourism and community based tourism, which we will be introduced over the next few days, the fragility, beauty and diversity of the aesthetics, natural environment and local communities found in Bai Tu Long will remain.

I hope you share my vision over the next few days, but more importantly I hope you enjoy yourselves.

Thank you

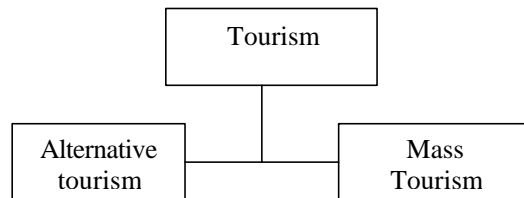
APPENDIX IV

Ecotourism: An Introduction (PowerPoint slides)

Mr. Jady Smith, Project Manager, FFI (Flora Fauna International)

1. Ecotourism - Introduction
 - Tourism – Mass & Alternative
 - Why ecotourism?
 - Ecotourism timeline
 - Ecotourism definition & labels
 - Ecotourism - Principles
 - Ecotourism - Questions
 - Ecotourism – Potential benefits
 - Ecotourism – Potential threats
 - Ecotourism – Reality & Future

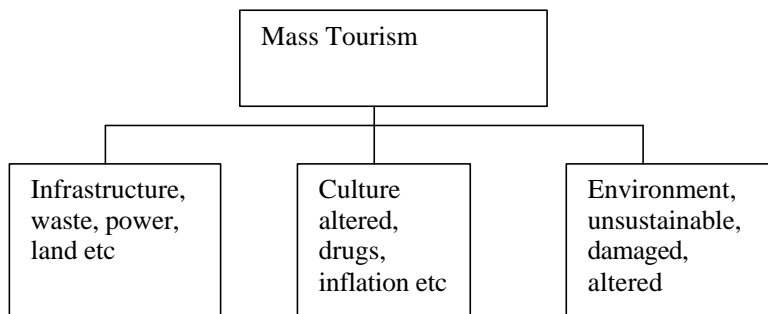
2. Tourism Choices



3. Mass Tourism

Mass Tourism is considered to be conventional or main-stream tourism. It is the type of tourism that caters to the most tourists, however as it serves so many people, negative impacts of tourism are associated with mass tourism.

4. Mass Tourism



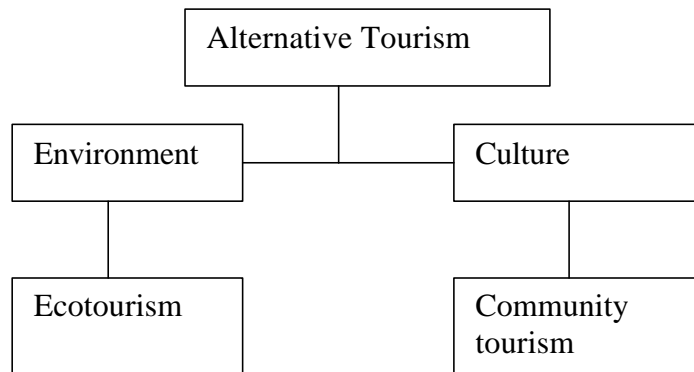
5. Alternative Tourism

Alternative tourism is any option to mass tourism, however two main forms originally emerged from it:

- Socio-cultural - addresses corroding effects of mass tourism on the cultural value systems of the host communities, and
- Environmental - addresses the environmental destruction caused by tourists.

Ecotourism primarily seeks to reduce environmental destruction, and limit cultural impacts.

6.



7. Why Ecotourism?

- Tourism is the largest industry in the world and ecotourism is the fastest growing tourist sector.
- Domestic & international tourism is increasing
- It is a smaller scale alternative to mass tourism
- It can reduce negative environmental & cultural impacts and be a more sustainable form of tourism.

8. Ecotourism - Timeline

- 1970's - Alternative tourism (alternatives to mass tourism)
- 1980's - Ecotourism theory & practice developing
- 1987 - Sustainable development links to ecotourism
- 1980's & 90's - Multiple definitions for ecotourism & others – nature based, community, sustainable, pro poor,
- 1990's - Ecotourism codes of conduct & accreditation systems – Green Globe, Ecotourism Association,
- 1990's - Rapid expansion of 'so-called' ecotourism, but evidence that ecotourism not necessarily better
- Now - Move to sustainable tourism (ecotourism is a part of), still searching for sustainable approaches

9. Ecotourism – Definitions

“Ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.”

Green Globe Ecotourism Standards 2002

10. Ecotourism – Definitions (Cont.)

“Purposeful travel to natural areas to understand the culture and natural history of the environment; taking care not to alter the integrity of the ecosystem; producing economic opportunities that make the conservation of natural resources beneficial to local people.”

Ecotourism society 1991

11. Ecotourism - Labels

- Nature based tourism
- Conservation supporting tourism
- Environmentally aware tourism
- Sustainably run tourism

12. Ecotourism Principles

- Nature Based
- Community Benefit
- Environmental Education
- Ecologically Sustainable
- Tourist Satisfaction

13. Nature Based

- Ecotourism is based on the natural environment with a focus on its biological, physical and cultural features.
- Ecotourism occurs in, and depends on, a natural setting, if the natural setting is damaged ecotourism will reduce or stop.
- Conservation of the natural resource is essential to the long term success of ecotourism, as such ecotourism should directly contribute to local conservation.

14. Community Benefit

- The involvement of the local communities not only benefits the community and the environment but also improves the tourist experience.
- Local communities can provide knowledge, services, facilities and products for the tourists.
- Benefits to the community should outweigh the costs of tourism to the community.

15. Environmental Education

- Ecotourism attracts people who wish to learn about and interact with the natural environment.
- Education is a key component of ecotourism, which distinguishes it from nature based tourism. This may include interpretation of the local environment and promotion of conservation messages.
- Education is also an important management tool to reduce the impacts of tourism.

16. Ecologically Sustainable

- All tourism should seek to be ecologically sustainable and ecotourism is at the forefront of this movement.
- Ecotourism seeks to develop its tourism capacity and the quality of its products without adversely affecting the environment.
- Planning to reduce environmental impacts, such as waste management, water & power use, location, construction materials and capacity, is important for ecotourism.

17. Tourist Satisfaction

- Satisfaction of the visitor is essential to long term viability of the ecotourism industry.
- Unsatisfied tourists tell other tourists and can significantly reduce tourism to places and areas.
- Visitor safety, accuracy in information, customer service, accreditation and expectations should all be considered in ensuring tourist satisfaction.
- Ecotourism accreditation is an important way for tourists to know tourist facilities and services are of a certain standard.

18. Ecotourism – Questions

Are there any natural areas?

None Some Lots

Does it provide community benefits?

None Some Lots

Is there any environmental education?

None Some Lots

Do they conduct environmental management?

None Some Lots

Are tourists satisfied?

None Some Lots

19. Ecotourism – Potential Benefits

- Environmental management, (Sustainable)
- Funds for protection,
- Community benefit,
- Environmental education

20. Ecotourism – Potential Threats

- Environmental degradation,
- Economic inequity,
- Negative socio-cultural change, and
- Instability

21. Ecotourism – Reality

- There are few well-documented cases where ecotourism has provided substantial social or economic benefits. In some cases, ecotourism has led to ecological damage and environmental degradation, negative impacts on local culture, and creation of local economic hardships.
- It is important to try and reduce the negative environmental and cultural impacts of tourism, ecotourism is one way to try and do this.

22. Ecotourism – Future

Any approaches to ecotourism require good planning and cooperation for them to be successful.

Ecotourism may not always be successful, but it is important to try to reduce the impacts of tourism.

Good Luck!

APPENDIX V

Community Based Tourism

**Mr Douglas Hainsworth, Advisor Sustainable Tourism Development, SNV
(Netherlands Development Organisation)**

I. Benefits Available from CBT-ET Development

Communities

Improved quality of life: expanded employment and income opportunities

Cultural and environmental conservation

Equitable management to local resources

Improved local governance

Private Sector

Diversified products

Improved quality of products

Sustainable resource management

Government

Increased tourism revenues

Support with development programs

Enhanced efficiency of governance

Development Organizations

Range of benefits available

Rural benefits

Integration into existing programmes

Protected Areas

Reduced pressure on natural resources

Environmental education and awareness raising

Support of scientific research

II. CBT -ET Stakeholders

Local Stakeholders

Direct Involvement local people with employment and income directly related to local tourism industry.

Indirect Involvement local people not directly involved in tourism activities who however experience the impacts of tourism in their community.

Development Organizations

INGOs involved in rural development, environmental and cultural conservation.

Local Mass organizations and community groups

Government Agencies

Tourism ministry

Tourism board

Environmental ministry-protected area agencies

Local municipalities

Agencies to manage indigenous lands and participants in government decisions

Private Sector

Travel agencies

Inbound tour operators

Outbound tour operators

Tour leaders and guides

Developers
 Hoteliers
 Consultants, academic, researchers

Tourists

International
 Domestic
 Recreation

III. Roles for Stakeholder in CBT-ET Development

Governments

- Steering tourism planning through strategic priorities and coordinating policies to facilitate sustainable tourism development.
- Creating better legal and regulatory frameworks for sustainable tourism development.
- Promoting community involvement in tourism.
- Promoting small business development.
- Learning from successful examples in other areas.
- Briefing other stakeholders on tourism issues, and awareness raising.
- Opening lines of communication within the government and between institutions.

Tourism Companies

- Participation in product and market development to ensure commercial realism.
- Training a skilled work force locally for tourist services.
- Joint ventures with local communities
- Co-financing and in-kind partnerships with other stakeholders
- Purchasing power: choosing local sources goods and community products
- Creating loyalty to a project: Explore long-term investments and sharing of risks and rewards of tourism development
- Work with governments and communities to monitor changes

Development Assistance

- Expertise and knowledge of local issues
- Specialized expert know-how in development and environmental conservation issues
- Direct contact and collaboration with local communities
- Advocacy or Mediation role between local communities and other stakeholders
- Potential access to subsidies and additional sources of financing

Local Communities

- Highly localized knowledge and expertise
- Unique cultures and traditions can be valuable Ecotourism resources.
- Important source of information for monitoring and management of tourism development

Tourists

- Respect local cultures and customs
- Become informed before you arrive
- Search for and select a responsible tour provider
- Follow the codes and conduct of responsible travel

IV. Creating Win-Win Situations

- **Capacity Building** Training and awareness raising amongst all stakeholders

- **Cooperation** The goal is to create mutual and equitable benefits through the strengths of all stakeholders involved. This requires:
 - **Communication** All groups involved should have open lines of communication and share information.
 - **Coordination** All groups involved should contribute their strengths and allow other stakeholders to provide theirs in a effective manner.
 - **Trust** All groups should establish mutual trust through honesty and openness.
- **Long-Term Thinking** Maximized benefits do not come quickly as exploitative benefits. Sustainable resource management and business development requires a few to the future.

V. Barriers to CBT-ET Development at The Planning Level

- **Lack of Awareness** of the dimensions, nature and power of tourism. Tourism has a broad range of impacts, and many can be subtle and qualitative. The negative are often not realized until significant damage has already occurred. *Requires* Awareness raising.
- **Lack of Capability** to determine and manage a sustainable level of development. Tourism involves a wide range of resources and requires many skills and areas of expertise to be managed sustainably. *Requires* Training
- **Lack of Recognition** of tourism's range of impacts and dynamic nature. Tourism tends to grow rapidly, with a wide range of resource requirements and often subtle impacts. *Requires* Training and coordination.
- **Lack of Agreement** between stakeholders over the level and form of development. Tourism has many stakeholders with different interests; often leading too poorly planned and managed growth. *Requires* Coordination.
- **Lack of Involvement** of local communities can produce destructive, unsustainable tourism products that loose the ability to attract tourists. *Requires* Communication and involvement processes.

VI. Barriers to CBT-ET Development at the Local Level

- **Lack of Vision** Often only a few (privileged) people are involved, often with a low level of awareness of possible implications and demands of tourism development.
- **Low Level of Interest and Awareness** Residents must know the principal cost and benefits of tourism and what is required to successfully develop tourism (especially in sensitive cultures)
- **Training** Lack of training = lack of ability to participate
- **Cultural Barriers** Tourist expectation vs. resident's perceptions of tourism's needs and expectations
- **Economic Factors** Issues of ownership and investment

VII. Factors Contributing to Successful CBT-ET Development

- A complete tourism package: The right mix, quality and quantity of attractions, accommodation, accessibility, and services required to attract the desired types and numbers of tourists in order to create the desired local benefits.
- Good community leadership, effective in representing community interests to other stakeholders and maintaining harmonious development within the community.

- Support and participation of local government in creating the right context for tourism development.
- Sufficient funds for tourism development are important for a stall in project development can create disinterest and unfulfilled expectations for locals.
- Coordination and cooperation between communities and local leadership with good mutual understandings and a sharing of interests.
- Coordination and cooperation within the community to enhance community strength, not create disparities and instability.
- Information and technical assistance for tourism development and promotion to help link local projects to the larger tourism system in an equitable way.
- Widespread community support for tourism, with even those not directly involved in tourism activities receiving some benefit from tourism development in their communities.

VIII. Designing Solutions

Identifying Specific Responses to General Problems

- Local involvement in tourism product design, implementation and management.
- Clearly defined policies and programs to coordinate tourism development that creates the equitable distribution of costs and benefits and sustainable resource use.
- Comprehensive marketing strategy. Tourism must be strategically marketed to attract the desired type and volume of tourists. Tourism marketing must also present local communities and attractions in an honest and fair manner.
- Strategically positioned product development. Tourism product should highlight the unique features of an area. It does not always work to copy other developments or transplant ideas from other areas. Diversification works better than replication.
- Effective resource management regulations. Sustainable management of all resources upon which tourism is dependent should be a primary concern.
- Integration and cooperation of all stakeholders. Coordination, supporting cooperation amongst all stakeholders is the best way to encourage equitable and sustainable development.

APPENDIX VI

Impacts of tourism

Emma Gardner

A national and regional desire for tourism is increasing the number of tourism developments, a phenomenon replicated on a global scale.

Yes, tourism results in many economic benefits, which often result in many social advantages, but it is important to recognize, that in addition to these benefits, tourism is responsible for environmental destruction, social obscurity and economic dependence. Therefore, negative AND positive impacts are associated with tourism. Fortunately, once impacts are recognised, through the implementation of appropriate planning, management and monitoring techniques, positive impacts can be encouraged and negative impacts minimised. It is intended that this presentation will briefly introduce the different impacts associated with the tourism industry - but before I introduce general impacts, let us consider why it is important to be concerned with impacts in the first place.

Why tourism? What do tourists bring? – Basically it is about the - ‘business of tourism’ – money, revenue. Tourism brings revenue to the local and national economy.

Tourists arrive in a location – that is after spending money to get there, then spend money whilst at their location. The tourism industry is a unique, dynamic industry, which employs many people from various sectors of the economy. Tourism is a multi-sectoral industry, many other industries serve tourism, for e.g. the food, manufacturing, transport and construction industry; therefore, once established the tourism industry becomes an integral part of the local economy.

Now lets imagine an idyllic tourism spot...

Maybe it is a beach, maybe it is in a city or maybe it is in a forest.

What do tourists like to see?

What facilities do they like to use?

From research and experience, it is widely expected that tourists like to visit clean, safe, pleasant, unique places.

If impacts are not considered, often tourism and the development of tourism produces habitat destruction...

pollution ...

and monotonous accommodation after accommodation.

Researchers have recognised that there is a new form of tourist, one who seeks new adventures, new horizons and unique experiences.

From my experience I can see that Bai Tu Long has the potential. I reinforce the word potential to be one of those destinations. A destination, which, through uniquely managed, marketed and developed tourism can reap economic benefits. BUT it is

fundamental that negative environmental and social impacts are addressed, and planning and development are carefully considered which reflect and respect both the environmental integrity and social diversity of the area.

Negative Environmental Impacts

Depletion of natural resources

- Water

- Energy

- Food

- Raw minerals

- Land

Pollution & degradation of physical landscape

To begin with let us consider environmental impacts such as; the depletion of natural resources - water, energy, food, raw materials and land; pollution and degradation of the physical landscape, through the development and daily operation of tourism facilities. It is important to remember that natural resources do not only provide tourism infrastructure and facilities, but also provide for the basic needs of the local community, therefore any negative impacts will affect both tourism and the local community.

Water

Basic needs of local community & tourists

- Tourism facilities

- Bathing

- Cooking

- Swimming & water sports

- Available & clean

For example water. Water is fundamental not only to meet the basic needs of the local community and tourist, but also to provide for many facilities that are associated with the tourism industry. Water is used in hotels for bathing, cooking, drinking; in swimming pools and for water sports. Water also attracts people, aesthetically i.e. for its visible beauty in the form of lakes, rivers, streams and the coast. In areas where water scarcity is a problem, conflict between water use, local community, and economic development arises.

Pollution

‘..increased or inefficient disposal, above threshold of natural decomposition = pollution’

Water used = water disposed

Released into environment containing chemicals, sewage, oil

The use of natural resources requires disposal, inefficient or increased (above threshold of natural decomposition) disposal results in pollution. A great volume of wastewater is produced through tourism. This water is released into, and absorbed by, the natural environment.

Tourism therefore, not only increases the amount of water taken from the environment, but also increases the amount of water which is absorbed by the environment. This water often contains chemicals and/or biological waste. Water pollution will disrupt tourists visiting destinations. Water pollution is not the only form of pollution derivative from the tourism industry. There is also air, noise and light pollution, as well as the excessive production of solid waste, sewage, oil and chemicals.

Pollution

- Air
- Noise
- Light
- Visual

Tourism development also causes physical impacts. The degradation of ecosystems is already evident here on Van Don Island and throughout BTL. The development of tourism facilities such as accommodation, restaurants and recreation facilities involves sand mining, beach and sand dune erosion, loss of habitat, a deterioration in scenery, soil erosion, mineral extractions and extensive paving.

In addition, road construction can lead to land degradation and loss of wildlife habitats and deterioration of scenery. Construction of accommodation and facilities requires clearing forested land, draining coastal wetland and destroying grasslands. Many tourist activities occur in or around marine areas, such as anchoring, snorkeling, sport fishing, scuba diving, yachting and cruising which can cause direct degradation of marine ecosystems and subsequent impacts on coastal protection and fisheries.

Negative Social Impacts

- Losing cultural identity & values
- Conflict with traditional land-uses
- Standardization
- Rising local prices

Now let us consider social impacts. Impacts such as changing or losing cultural identity and values, in hostile community/tourism relations and conflict with traditional land-uses, standardisation and rising local prices.

Tourism can cause changes in or loss of, local identity and values due to commodification. Commodification: local cultures are turned into commodities via tourism i.e. traditional festivals correspond with tourists.

Standardization: the tourism product, i.e. accommodation, food and facilities, meet the tourists desire to see recognizable features, such as foods, hotel chains and services.

Conflicts with traditional land-uses: Issues arise between developing land for tourist facilities or infrastructure and local traditional land-use such as agriculture and traditional fishing grounds.

Negative Economic Impacts

- Increase local prices
- Leakage
- Economic dependency
- Infrastructure costs

Let us consider negative economic impacts. It may be difficult to imagine that there are any negative economic benefits, the primary reason for tourism is often quoted as increased revenue and increased employment, but negative impacts such as increased prices, leakage, economic dependency and infrastructure costs often result because of tourism.

Economic Leakage

- Purchasing imports reduce local expenditure from tourism
- Infrastructure costs
 - Road
 - Sewage
 - Water
 - Electricity
- Development costs

Leakage: the amount of tourist expenditure that remains locally is reduced because of purchasing imports (food and drinks, e.g. products and facilities to meet tourists standards), wages paid outside the area and profits going to shareholders.

Infrastructure costs: Tourism involves an initial outlay of money for the actual developments, accommodations and facilities, as well as road improvements and infrastructure such as sewage, water and electricity.

Economic dependency: It is unwise and unhealthy for an area to become dependent on one economy. The tourism industry is susceptible to reduced inbound numbers as a result of economic crises, natural disasters such as tropical storms, changing tourism patterns, terrorism and political instability.

There are not only negative impacts but positive impacts...

Environmental

- Preservation
- Education

Social

- Rejuvenate local communities
- Facilities

Economic

- Increased foreign revenue
- Local jobs
- Stimulate infrastructure and local investment

Environmentally tourism can increase the economic value of ecosystems, species and landscapes. People will pay to visit beautiful, unique, species-rich sites more than polluted, damaged and degraded sites.

Socially tourism can foster understanding between different cultures and religions, rejuvenate and strengthen communities and provide facilities and infrastructure.

Economically tourism brings increased foreign revenue, local jobs and stimulates infrastructure investment (infrastructure improvements such as better water, sewage systems, roads, electricity, telephone and public transport networks), all of which can improve the quality of life for local communities.

Impacts, both negative and positive, ultimately determine the success of the tourism industry.

APPENDIX VII

Tourism assessment and environmental management in Bai Tu Long

Emma Gardner

Presentations and group activities have discussed impacts and tourism development in detail. We will now consider both environmental management and zoning, tools, which can help you to deal with both tourism development and impacts.

Before we consider these tools, we shall put previous and future group discussions into context. During August and September I carried out a tourism assessment of BTL.

Tourism Assessment

- The needs and constraints of the area
- Assets of the area
- Zoning

It seems from literature reviewed, conversations with local commune leaders and national park staff that BTL national park was created to protect coastal Islands for conservation and recreational purposes as well as to develop the area for tourism. It was important therefore to look at the needs, constraints and assets of BTL as well as to suggest an appropriate zoning strategy.

Tourism Assessment

- Number of negative environmental impacts
- Logging
- Limestone mining
- Hunting
- Pollution
- Habitat degradation

Environmental impacts were identified, which will hinder tourism development, and deteriorate further, if tourism is developed in an insensitive manner. There was evidence of logging, limestone mining, hunting and fishing practices, as well as pesticide run -off, sewage, pollution and habitat degradation. All of which are detrimental to the aesthetics, biodiversity and quality of life of BTL.

All of the Islands have evidence of destructive human activity, although more so in areas such as Van Don island, the shores of Ban Sen, Quan Lan Island, Sau Nam, Little Tra Ngo and Ba Mun. Parts of Van Don Island and commune areas show evidence of complete habitat loss. Islands within the core zone of BTL generally show signs of degradation and fragmentation.

Tourism Assessment

- Few Negative social impacts
- Only poverty
- Noise and disturbance

- Drugs and prostitution
- Few economic impacts
- Need for massive infrastructure

There seem to be few identifiable negative social impacts. In some places there appear to be more drugs and prostitution than other areas as well as more noise and disturbance; a management and awareness strategy can be implemented to rectify the negative aspect of these activities.

Some areas in BTL appear to be quite poor; the development of tourism could benefit. A strategy must be developed that will ensure that these communities benefit from the economic potentials of tourism. The only negative economic impact (and constraint) - which may hinder future tourism development, is the need for massive infrastructure investment. Care must be taken to secure this investment, and to protect local communities from having to pay the costs, via the loss of other financial assistance not associated with tourism.

Current infrastructure i.e. water and electricity supply, sewage and waste facilities do not purport to be sustainable - nor adequate for large tourism growth, both in numbers and developments. I cannot see that the current transport or utility infrastructure can support a growth in tourism numbers. Therefore, to accommodate more tourism both the transport and electricity infrastructure needs to be upgraded; additionally water resources and availability need considered prior to every development. The development of infrastructure alone exerts numerous environmental impacts, requires substantial investment and causes social upheaval and annoyance.

It is important to emphasize that the availability of water should be, and will be, a limiting factor with regards to tourism development in BTL.

Tourism Assessment

- Few resource conflicts
- Important for planning, communication
- Potential for conflicts: water, electricity and land

There was no evidence of any resource conflicts between tourism development, tourists and the local community. This is very positive at this time; although it is imperative that the needs of the local community are incorporated into any development plans. As tourism increases, the risk of resource conflicts may arise. Conflicts for water and electricity supply, as well as traditional land use such as agriculture and fishing may occur as tourism developments increase and legalization, which protects the forests as well as the marine and terrestrial life, is enforced. The needs of the local community must be considered throughout all tourism development. At the same time it is important that communities do not become too dependent on tourism, and that traditions and culture are preserved.

Tourism Assessment

- Needs for the area
- Protect aesthetics
- Protect environment

- Alleviate poverty
- Develop sustainable tourism strategy for the area
- Manage existing tourism facilities in a sustainable manner

Needs for the area seem to be, protection of the aesthetics and environment of BTL; poverty alleviation; the development of a sustainable tourism strategy; and the management of existing tourism facilities.

The constraints for the area seem to be economic investment, lack of integrated holistic sustainable tourism planning, and utility and transport infrastructure.

Tourism Assessment

- One main asset – Beauty of Bai Tu Long
- Biodiversity – needs recovery and protection
- Zoning fundamental to protect aesthetics and protect the biodiversity

BTL has one main asset - it's natural beauty. This alone has great tourist potential alongside the areas beaches and waters. It is important to recognize that throughout the bay visible logging and limestone blasting affects the aesthetics of the area and reduces its value as a tourist destination - nobody wants to look at fallen trees, bare soil and blasted rock.

With respect to biodiversity, BTL is generally in the process of regeneration, therefore the biodiversity – although once very rich, is not as rich as it could, and should be. Therefore, it would be both wise and beneficial to encourage the natural regeneration of BTL through protection, education and preservation.

From a long-term perspective this would eventually add to the asset of the area. It appears that BTL is unique, and it should remain unique, each Island and commune has it's own intrinsic value to offer the tourist. It is therefore necessary to implement appropriate measures along the entire coastal and terrestrial zones of BTL to protect these valuable areas.

It is suggested therefore, that the main development activities, such as accommodation, should be kept to the buffer zone – stringently managed and subject to rigorous planning controls.

Environmental management should be implemented as part of tourism businesses daily operation. The core zone should be used for managed and monitored tourism activities, which are educational, environmentally sensitive, small-scale and restricted to particular areas. Areas within the core and buffer zone need to be under the jurisdiction of a zoning mechanism.

Zoning

Zoning is an appropriate mechanism to influence the sitting and type of tourism development, by confining development to specified areas where environmental impact would be minimised. Therefore, a zoning system will contribute to protecting the environment and managing tourism throughout BTL. The following zoning categories can be used for the zoning BTL: -

Sanctuary	People excluded, high level of protection
Wilderness	Visitors permitted on foot, high level of protection
Activity	Visitors encouraged in various, low impact, compatible ways, high level of management
Development	Tourism facilities, activities and accommodation, high level of management

Zoning

- The natural environment of BTL, which has been subject to habitat destruction, is encouraged to regenerate naturally
- The aesthetics of BTL are protected
- Local communities receive direct benefits from tourism
- Pollution is reduced, almost eradicated

It is suggested that: -

- The natural environment of BTL, which has been subject to habitat destruction, is encouraged to regenerate naturally
- The aesthetics of BTL are protected
- Local communities receive direct benefits from tourism
- Pollution is reduced, almost eradicated
- Therefore to complement the points raised above, the following suggestions are made, with regards to zoning:-
 - Ba Mun, Big and Little Tra Ngo = Sanctuary zones
 - Ba Mun = Eventually Wilderness
 - Sau Nam and Minh Chau community = Wilderness
 - Ban Sen and Quan Lan community = Activity
 - Van Don Island = Development

Ba Mun, big and little Tra Ngo should be zoned as ‘Sanctuary’. Ba Mun and little Tra Ngo should be allowed to regenerate; it may even possible to initiate a mammal re-introductory programme on Ba Mun. If a re-introductory programme is initiated on Ba Mun and if the partnership with the right organization and funding is available, local people could be employed to protect the Island on a daily basis.

Just because areas are categorized as a sanctuary zone, it does not mean there will be no economic benefits. On the contrary, having a preserved, beautiful unique product is becoming a rarity in today’s world. Activities such as photography and painting courses; boat dinner cruises; educational tours (archaeological, geological and environmental); fishing and kayaking can interact from the water, limiting the actual impact of human disturbance on the Island and allowing the Islands to regenerate naturally.

Long-term, half of Ba Mun can be re-zoned to ‘Wilderness’, where carefully designed trails allow tourists to visit the Island and mammal population. The revenue generated from this carefully managed and guided activity can be re-directed into conservation and the local community. Ex-hunters and loggers can be employed to lead these trails, using old logging routes and logging camps -BUT it is important to allow time for Ba Mun to regenerate. Ba Mun has been subject to such a high degree of human induced impacts that it needs time to recover.

Sau Nam and undeveloped parts of Minh Chau and Quan Lan communes should be zoned 'Wilderness', incorporating activities which are limited to foot only such as hiking, village stays, climbing, photography, painting as well as water activities such as swimming, fishing, regulated sailing & diving.

Areas on Ban Sen and developed parts of Minh Chau commune should be categorized as activity zones. Activities such as climbing; display centre, restaurants and dining, sports (badminton, mountain biking) and camping.

Parts of Quan Lan Island, Ban Sen and Van Don Island should be categorized as development zones; some infrastructure and facilities already exist (although there needs to be great investment in infrastructure throughout Ban Sen). Van Yen, Ben Sen and Minh Chau would benefit from low-impact, low scale community tourism, which would provide extra economic input to the local community.

Environmental Management

We will now consider environmental management. Tourism's profitability and longevity depend on a clean environment, the provision of facilities, genuineness and safety at the destination. Unsustainable practices result in adverse environmental, economic, and social impacts such as, unplanned growth, deteriorated environment, loss of wildlife habitat, loss of biodiversity and loss of potential local revenue to multinational companies. Allows the impacts of your business to be managed

Benefits to Bai Tu Long

- Protection of local environment and community
- Increased benefits
- Reduced negative impacts

Sustainable tourism can address these issues, more so if environmental management is in place. Research suggests that environmental management is fundamental to the sustainability of tourism throughout Bai Tu Long.

Environmental management (EM) allows tourism businesses to operate in a manner that reduces the amount of natural resources used and waste produced as well as considers the impacts that business activities have on the local environment and local community. Therefore, EM allows impacts to be managed.

Environmental Management

So what are the benefits to you? We can see what the benefits to BTL will be, the protection of the environment and local community, increased positive benefits and reduced negative impacts. The main benefits are: -

- Reduced costs - costs savings
- Enhanced company image - marketable edge, Unique Selling Point (USP), increase competitiveness and strengthen market positions
- Enhanced overall production - through increased efficiency, good community relations, staff morale
- Guaranteed protection of the environment, a feature on which the tourist product is based.

Environmental Management at the Marriott Worsley Park, England

Just to demonstrate that EM is not just a theoretical concept, but a practical tool utilized throughout the world. My last research and post was at a hotel and golf course, on the outskirts of Manchester, England. This hotel implemented environmental management both in the hotel and on the golf course. As a result, the hotel was awarded a prestigious environmental recognition; the first golf course in the world and first hotel in Europe to receive such recognition. The hotel received lots of publicity, which brought conferences from companies that would only associate with a hotel having an environmental award. Measurable cost savings were made, the hotel saw approximately ¼ cut from their electricity bills.

Today hotels, tourism facilities and attractions are implementing environmental management, experiencing success and benefits. It is a simple process to apply with a little understanding, organization and a huge commitment.

Imagine a sphere; lets call this sphere the tourism product/development. Now lets imagine the inputs which are needed to make this development function - electricity, water, gas and food etc., The inputs enable the tourism development to function, which in turn result in outputs, such as sewage waste, wastewater, plastic bottles, oil and chemicals.

The tourism product caters for tourists who either have good or bad experiences - it is hoped that good experiences are produced more than bad. A successfully managed, environmentally responsible product, more often than not, produces good experiences, and word of mouth is the best most guaranteed form of marketing.

Environmental Management

- Energy efficiency
- Reduce costs
- Education and awareness
- Turning off electrical products
- Solar energy
- Pollution
- Correct waste disposal
- Deterring littering into the sea

Environmental management seeks to reduce inputs by using the inputs efficiently; for example: -

1. By using energy efficiently the amount taken from the natural environment and used by your organization is reduced - reducing the amount of money spent purchasing these resources. Energy efficiency can be both simple to implement through education and awareness; from simply turning off electrical products when they are not in use, to the use solar power.
2. Pollution can be prevented by encouraging the correct waste disposal and deterring littering into the sea. Also by enforcing regular maintenance of boats to prevent oil and chemical leaks. Floating rubbish and surface oil pollution will quickly deter

tourists. On one tour I joined, fellow tourists did not want to swim in the sea because of the polluted water, many people commented and aired their disapproval – these are not the messages that you want spreading.

Environmental Management

- Local community
- Local purchasing
- Communication and dialogue

In addition to inputs and outputs, EM also considers local community needs; for example -encouraging local purchasing which helps the local economy and including the local community in development proposals and dialogue.

As Vietnam proceeds towards entering the World Trade Organization (WTO), and Vietnamese tourism opens up to the global market, environmental performance, having a unique product and environmental management will be important tools to have on your side. There may also be increased environmental regulation and increased use of economic instruments. Economic instruments are great incentives for adapting environmental responsibility, through environmental management.

Environmental Management

- Pollution charges
- Charges for emissions and effluent
- Taxes
- Leaded fuel & pesticides
- Liability
- Fines

Economic instruments such as:-

Pollution charges – charges for emissions produced, effluent discharged

Taxes – on leaded fuel, pesticides. Less tax on less damaging compounds and activities

Liability – As regulations increase, companies are more liable for fines and charges.

- Isn't it better to have systems in place now, before these instruments take place? What an edge you will have if this is the case.

Environmental management, sustainability and impact assessment are happening in Vietnam. The tourism industry in BTL can be at the forefront of environmentally responsible, sustainable development; offering a unique tourism area, having long-term vision and success, leaders in the field.

Opportunities are there, but it is up to individuals like yourself here today. The responsibility for success is in your hands – on your shoulders. The question is 'Do you want it'?

Bai Tu Long Stakeholders

Over to you

5.0 REFERENCES

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