

# Aus4Equality|GREAT Partnering for Change



## An Inclusive Approach to Tourism Destination Management in Moc Chau Department of Culture and Information of Moc Chau

### Opportunity

Tourist visitor numbers have been increasing in Moc Chau in recent years, driven by Vietnam's growing middle class and improved road access from Hanoi. The area's diverse ethnic cultures and stunning mountainous, rural setting are key attractions.

**Locally produced food items such as tea, dairy, fruit and vegetables is also seeing Moc Chau emerge as a food tourism destination. Peak visitation periods are centred around the plum blossom season and holiday weekends and the area is proving popular as a 'selfie' destination.**

### Solutions for Change

- » Support a sector-wide approach to inclusive tourism destination management and community-based tourism development
- » Establish regular and open dialogue between local government, tourism businesses and communities
- » Community-based tourism development and gender inclusivity policy development support
- » Develop business linkages to connect women to tourism markets

### Expected Results

- » **Increased income** for 288 people, including 58 ethnic minority women
- » Minimum 80% of women report **increased confidence**

### Challenges

The potential for further growth within Moc Chau's tourism sector is constrained by limited quality accommodation options, a lack of organised tourism experiences and available information for visitors, all of which are needed to encourage tourists to stay longer. There is a need for greater tourism industry expertise to be built across all stakeholders - business, government and communities. There is also a role for local government in leading the sector's development, specifically in working with local communities and tour companies to develop community-based tourism in Moc Chau. The local government and the Moc Chau Tourism Management Board also have an important role to provide destination coordination and management oversight.

It is essential that women, particularly ethnic minority women, benefit from any growth in the tourism sector. Currently, women are not well connected to the tourist market and an inclusive approach to any tourism activity planning is needed to ensure women are involved and supported.

The project will work with women as it creates new community-based tourism attractions, develops a food trail and introduces practical short course training. A night market will help create additional activities for tourists and will provide an outlet for the sale of the high-quality produce and handicrafts of the region.

