



Aus4Equality|GREAT Partnering for Change



Policy Development to Support the Sustainable Development of Tourism, Attract Investment and Empower Women

Department of Culture, Sports and Tourism of Lao Cai

Opportunity

Lao Cai, particularly Sa Pa, is very much on the map for both domestic and international visitors. The growing middle class in Vietnam and neighbouring China is underpinning the tourism industry, supported by improved road access and local services. Given the sector’s job creation potential, there is a real opportunity to develop tourism to bring benefits to ethnic minority women, including those living in more remote areas of the Province. Tourism development, done responsibly, can also help maintain areas of high conservation value and protect local culture.

There is a need to take a gender focussed approach to policy development. Onsite tour guide certification provides a specific opportunity for ethnic minority women that have largely been excluded from formal tour guiding due to the requirement of having tertiary education.

Solutions for Change

- » Review current tourism policies and regulations
- » Organise public-private community dialogues, consultations, and workshops to develop and finalise proposed tourism policies
- » Examine best practice experiences of tourism policy development from Ha Giang and Quang Ninh
- » Collaborate with tourism training institutions to develop, test and finalise a practical training toolkit, curriculum and program for onsite tour guides
- » Disseminate new policies and monitor and evaluate the impacts

Challenges

Tourism development, and the engagement of ethnic minority women, have been constrained by a lack of investment and current policy settings. To drive community-based tourism, there is a need for more government support as well as access to finance and training for local households. It is also difficult for international tourists to enter the border area of Lao Cai, restricting the dispersal of visitors and tourism spend.

While the education requirement has been waived for onsite guides under a 2018 national law, there needs to be provincial policies and training to open up this opportunity to ethnic minority women.

Effective policy development takes time, and it is essential to have a participatory approach so that policies take into account the needs and aspirations of all stakeholders, including ethnic minority women.

Expected Results

- » Three tourism policy groups developed, adopted and implemented
- » Improved access for visitors to border areas, generating increased income for local communities
- » Onsite tour guide training provides increased income opportunities for ethnic minority women



Provincial People’s Committee
Lao Cai Province

