



Research Notes

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Community-based Tourism is a Key Development Driver for the Cham Community in Ninh Thuan, Vietnam



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ABSTRACT: Community-based tourism (CBT) is a well-established type of tourism in many countries around the world, including Vietnam. Despite its potential, the development of CBT in the Cham community in Ninh Thuan province has yet to reach its full potential due to the rich and diverse tourism resources in the area. This study aims to assess the needs for CBT development in the Cham community of Ninh Thuan from the perspectives of local stakeholders. The research method used a mixed approach of qualitative and quantitative data collection, including field surveys, semi-structured interviews, and questionnaires, with a focus on the Cham community and local authorities. The findings indicate that the Cham community's cultural resources have great potential for CBT development and that the community is eager to participate in tourism activities. However, several key barriers, such as the lack of technical facilities, limited participation from local authorities, and insufficient knowledge, skills, and finance, prevent the community from participating in tourism activities. Thus, it is necessary for authorities to implement policies to improve tourism facilities, enhance tourism promotion, and support the community to participate in these activities. These recommendations will help to enhance the development of CBT in Ninh Thuan in the future.

KEYWORDS: community-based tourism; sustainable development; local perception; Cham community; Vietnam

Introduction

Tourism has emerged as a leading economic sector, generating substantial economic benefits and contributing to Gross Domestic Product (GDP) growth and foreign investment. With a focus on sustainable tourism development, many nations, including Vietnam, are prioritizing the development of community-based tourism (CBT) (Kingdom et al., 2016; Salazar, 2012; Government of Vietnam, 2017). CBT not only provides financial advantages but also supports environmental conservation, cultural preservation, and the active involvement of local communities in the tourism industry. In Vietnam, several provinces and cities, such as

Lao Cai, Ha Giang, and Hoa Binh, have successfully developed CBT and it has become a prominent tourism product in these areas. These successful examples can serve as great lessons for other destinations that are looking to develop CBT, including Ninh Thuan province, which is home to the largest population of Cham residents in Vietnam, accounting for 67.7% of the total Cham population in the country (Quang, 2022). The region of Ninh Thuan boasts an abundance of natural beauty, including mountainous terrain, lush forests, and stunning coastlines. Furthermore, it is home to the rich cultural heritage of the Cham community, whose traditional customs and practices are still vigorously preserved and passed down through generations. The initiation of CBT in Ninh Thuan has so far yielded a multitude of positive outcomes, including the preservation and promotion of natural resources and cultural values, as well as the stimulation of local economies through the consumption of traditional crafts and agricultural products. In recognition of these benefits, the leaders of Ninh Thuan have put forth policies aimed at developing CBT as a central economic sector. As per Resolution No. 04-NQ/TU, issued by the province on August 31, 2021, the focus is on “developing Cham cultural tourism products and traditional crafts; linking tourism progress with conservation; and promoting of heritage values and national cultural identity”. However, despite these favorable conditions, the development of CBT in Ninh Thuan remains largely untapped and fragmented. This is especially evident in the limited involvement of the Cham community in tourism activities, as they continue to focus primarily on agriculture. Moreover, there remains a lack of coordination and collaboration between the Cham community and relevant stakeholders. Given these factors, it is imperative to evaluate and address the needs of the Cham community in engaging in CBT and to propose sustainable solutions for the future development of Cham CBT in Ninh Thuan. This research will aim to accomplish this by conducting a thorough analysis of the needs and barriers faced by the Cham community and presenting recommendations for the development of CBT in the region.

Literature Review

The advent of community-based tourism (CBT) in Vietnam has garnered attention in recent years as a type of tourism that balances economic development with cultural preservation and social responsibility. Despite its roots dating back to the 1990s, the definition and use of CBT has been a matter of contention among tourism scholars and managers. Nevertheless, the Law on Tourism of Vietnam (2017) officially recognizes CBT as a form of tourism that is "based on the cultural values of the community and managed, operated, and benefited by the community." This approach to tourism has proven successful in rural areas both domestically and internationally, promoting sustainable development by prioritizing social, environmental, and cultural considerations. CBT is locally-owned and operated, providing visitors with a unique opportunity to engage with and learn about local customs and ways of life (Hinch & Prentice, 2008; Truong, Hall, & Garry, 2014).

Additionally, CBT has been seen to have a positive impact on the preservation of cultural and natural heritage. It enables local communities to retain their cultural and traditional values, which is particularly important in regions where cultural tourism is a significant part of the tourism industry (Kingdom et al., 2016). Furthermore, CBT has been found to support the

development of local economies, create employment opportunities and raise the standard of living for local residents (Lee and Jan, 2019). It has also been observed to enhance the capacity of local communities to manage their resources, providing a sustainable source of income for future generations (Hinch & Prentice, 2008). Despite the potential benefits of CBT, its implementation can be a challenge. In some cases, the development of CBT is hindered by a lack of understanding of the needs and interests of local communities, leading to initiatives that are not well received by locals (Salazar, 2012). Additionally, CBT requires a high level of cooperation and coordination between government agencies, local communities, and other stakeholders, which can be difficult to achieve (Lee & Jan, 2019). The lack of proper planning and management can also result in negative impacts on the environment and cultural heritage (Kingdom et al., 2016).

Studies suggest that the involvement of local communities in CBT is crucial in achieving a successful and sustainable outcome. This type of tourism emphasizes community control over development and decision-making processes, promoting equal distribution of benefits among all stakeholders (Carius & Job, 2019; Pearce, 1992). The high level of participation allows local communities to have a voice in the design and implementation of tourism projects, ensuring that their cultural values, environmental concerns, and economic interests are protected and incorporated. As a result, CBT has become an important example of sustainable tourism development (Lee & Jan, 2019).

Pearce, Moscardo & Ross (1996) argue that the lack of community capacity and inadequate understanding of tourism and its impact hinder the successful development of tourism in underdeveloped countries. Community capacity building plays a crucial role in enabling local individuals and organizations to participate in tourism activities and align their development with the interests of their community. The objective of CBT is to empower the local community and enhance their ability to shape their own tourism development, as stated by Dolezal & Novelli (2022), Pearce and Moscardo & Ross (1996) and Scheyvens (2022) contend that the key challenge to successful tourism development in underdeveloped countries is the lack of community capacity and insufficient knowledge about the impacts of tourism. CBT aims to address these issues by focusing on the capacity development of local communities, individuals, and organizations to participate in and shape tourism initiatives according to their community interests. Dolezal and Novelli (2022) and Scheyvens (2002) assert that the ultimate objective of CBT is to empower local communities. In the context of tourism, Timothy (2007) stresses that for CBT to be successful, it is crucial for the local community to have control over decision-making and the operation of tourism development.

Community participation plays a vital role in CBT and sustainable tourism development (Dolezal & Novelli, 2022; Scheyvens, 2002). Engaging the community helps to mitigate conflicts and misunderstandings between host communities, tourists, and local authorities (Crawford, 2001; Jamal & Stronz, 2009; Pearce et al., 1996). By promoting cooperation and knowledge sharing between individuals and destinations, negative impacts can be minimized

and the economic recovery of host communities can be enhanced (Hinch & Prentice, 2008). On the other hand, neglecting community input in tourism development can result in conflicts between tourists and hosts, leading to a decline in tourism at the destination (Cole, 2006; Salazar, 2012).

In Vietnam, the development of CBT has drawn significant attention from researchers. Discussions surrounding the concept of CBT have been ongoing since the first workshop was held in Hanoi in 2003. The outcomes of the workshop, which focused on sharing lessons learned from developing Vietnam's CBT, emphasized the importance of sustainable culture and nature preservation, community ownership, economic benefits for the community, and increased awareness through the support of NGOs and state management agencies. This marked a turning point in the exploitation of Vietnam's tourism potential and many provinces have successfully implemented the CBT development model, solidifying its growth and success.

In conclusion, the existing literature on CBT highlights its potential as a tool for promoting sustainable and equitable tourism development. CBT focuses on the active participation of local communities in the decision-making process, ensuring that the benefits of tourism are distributed equally and that communities take ownership of the development process. Research has shown that the high level of community involvement in the planning and implementation of tourism initiatives can reduce conflicts and minimize negative impacts, while promoting economic growth and cultural preservation. CBT has been successfully applied in various regions and continues to be a promising approach to sustainable tourism development (Carius and Job, 2019; Dolezal and Novelli, 2022; Yanes, Zielinski, Diaz Cano, & Kim, 2019); Zielinski, Jeong, & Milanés, 2021).

Methods

Between November 2021 and December 2021, and from May to June 2022. The aim was to gather further insights and perspectives to supplement and validate the findings from the secondary sources.

The survey questionnaire was developed for two target respondent groups, the Cham community and local authorities. It comprises 26 questions, divided into five key sections:

- (1) People's views on community-based tourism,
- (2) The participation of the Cham community in tourism activities
- (3) Potential and current state of Cham CBT development in Ninh Thuan,
- (4) People's needs and expectations in developing community-based tourism,
- (5) Personal information of the respondent.

The questionnaire for local authorities was created to assess their views on community-based tourism in the region, and it comprises 16 questions split into three sections. These sections are:

- (1) An overview of the current status and potential for Cham CBT development in the area.
- (2) The government's policies regarding the development of CBT contracts.
- (3) Personal information of the respondent.

The questions in the questionnaires (Tables 1 and 2) were formulated with the aim of comprehending the views of both the Cham communities and local authorities regarding the development of CBT. The survey was administered through both online and in-person methods, yielding 100 responses that were analyzed using Google Forms. This software facilitates data analysis and graphical representation of results. Additionally, Google Forms' notable advantage is that the survey data is automatically stored in a Google Spreadsheet system, making it convenient for researchers to analyze, tabulate, and present the data graphically (Vasanth and Harinarayana, 2016).

With regards to the sample size, based on data from the Ninh Thuan Provincial Statistics Office, the total population of the province in 2019 is 590,467 individuals. The research employed a household-level sample selection approach through simple random sampling, ensuring that the probability of each unit of the population being selected as part of the sample was equal. Using the formula for sample size calculation, $n = N / (1 + N \cdot e^2)$, where N represents the population and e denotes the standard error (Kotrlík & Higgins, 2001); a sample size of at least 100 participants was determined to be necessary, with a confidence level of 90%.

The questionnaires were administered between November 28, 2021 and December 28, 2021. The surveys were conducted by the survey teams and most of the questionnaires were completed by the respondents after being contacted. However, the response rate was not as high for the local authorities and some of the Cham community questionnaires were incomplete, leading to a lack of information. Invalid survey questionnaires were removed during the analysis of results. The study included the Cham community and local government as its subjects, resulting in a total of 100 collected questionnaires with a response rate of 100%. After cleaning the data, 98% of the questionnaires were obtained, which was sufficient for the analysis of the results.

Table 1: Questionnaire for Cham community (Key questions).

Sample of questions asked
1. How do you understand CBT?
2. What factors/principles are needed when developing CBT?
3. What negative impacts of CBT development do you feel on the lives of local communities?
4. How do you see the positive impact of CBT development on the local Cham community?
5. Do you meet, chat or help Tourists?
6. Do you or your family members participate in tourism activities?

7. To what extent do you or your member participate in tourism activities?
8. Which of the following travel services are you or your family member providing?
9. Does tourism help you to increase your income?
10. Are you satisfied with that level of income?
11. What difficulties do you find in CBT activities in the locality today?
12. Do you have a need/want to develop CBT in your locality? Why?
13. Do you have any other needs/expectations to develop Cham CBT in your locality? Why?
14. In your opinion, what should be done to develop local community tourism?

Table 2: Questionnaire for local authorities (Key questions).

Sample of questions asked
1. How do you perceive the local Cham community to cooperate in developing CBT?
2. What difficulties do you find in CBT activities in the locality today?
3. What is the current policy/plan for CBT development in the locality?
4. Do you feel that there are any shortcomings in the current policy of Cham community tourism development?
5. How does the Cham community participate in local CBT development?
6. What is your level of participation in the management and development of Cham community tourism in Ninh Thuan?
7. From the perspective of the Government, do you have a need to develop Cham CBT in the locality? Why?
8. What needs/wants do you have from all levels of government to develop Cham CBT?
9. What do you expect from the Cham Community to develop CBT?

The survey data was analyzed using SPSS 26 software, which is a statistical software package commonly used in the social sciences. The analysis included descriptive statistics and frequency analysis of variables in different areas of interest, such as people's views on community-based tourism and its impact, the Cham community's participation in CBT, the current status and potential for Cham CBT development, and people's needs and expectations for developing CBT in Ninh Thuan. Demographic factors were also considered in the analysis.

Semi-structured interviews were also conducted with the Cham community and local authorities, which were recorded in Tables 3 and 4. The interviews with the Cham community covered general information about the interviewee, the current status of Cham CBT in their locality, and their needs for its development. Meanwhile, the interviews with local authorities focused on general information about the interviewees and their policies for supporting CBT development in the district. Ten members of the Cham community were interviewed directly via social media, while the authors sought permission to interview representatives from the

Department of Culture, Sports and Tourism of Ninh Thuan province, as well as leaders from 10 communes, relevant to the development of local Cham community tourism.

Table 3: Sample of questions/topics for the interview of the Cham community.

What are the difficulties when you participate in community tourism?
Would you like to support the tourism business guide documents?
How would you like the infrastructure to be changed or improved?
Do you need to be trained in skills/services to serve tourists?
Do you want to be supported in terms of facilities for tourism business?
Do you have a need to support the development of tourism products? And how do you want to develop it?
What are the difficulties when you participate in community tourism?

Table 4: Sample of questions/topics for the interview of local authority.

Can you provide a more specific rating for the development of Cham CBT in terms of economy, environment, and life? Are there any recent trends or changes that you have noticed in terms of the development of Cham CBT in Ninh Thuan? Additionally, what role do you see local authorities playing in the further development of Cham CBT in the area?
What, in your opinion, are the current challenges facing the development of Cham CBT (such as transportation, accommodation, food and beverage, tour guide proficiency, etc.)?
What steps have the local authorities taken to address these challenges, and what role does the local government play in the development of Cham CBT?
As observed, Ninh Thuan has a diverse range of Cham community-based tourism sites, including Bau Truc Pottery Village, My Nghiep Brocade Village, and Carai Lotus Village. Apart from these, can you inform us if there are any other Cham villages in the province with the potential and needs for community-based tourism development?
What is your opinion on the potential for expanding Cham CBT sites in the future?
Do you have a need to develop Cham CBT in your locality? Why?
Can you tell us about the current policies and directions of the province for the development of Cham CBT, especially after the current Covid-19 epidemic is gradually being controlled?

The interview data analysis was performed for each group of interviewees in turn, based on the interview questionnaire, the authors filtered out the main data noted during the interview, combined with removing the corresponding recordings for responses of each interview to

ensure the accuracy and completeness of the collected data. Then, the data is grouped according to pre-built topics to satisfy the research objectives. All data collected from two parties, including the local Cham community and local authorities, are analyzed and interpreted in detail in the research finding.

Overview of the research site

Ninh Thuan is a province located in the South Central Coast region of Vietnam, with borders to Khanh Hoa in the north, Binh Thuan in the south, Lam Dong in the west, and the East Sea to the east (Figure 1). It has a total area of 3,358 km², which is composed of 63.2% mountains and hills, 14.4% semi-mountainous hills, and 22.4% coastal plain. As of 2019, Ninh Thuan had an estimated population of 590,467 people, residing in six districts and one city. The population is primarily made up of the Kinh ethnic group (75.6%), followed by the Cham ethnic group (13%), Raglai ethnic group (11%), and other ethnic groups. The Cham population in Ninh Thuan province makes up 67.7% of the Cham population in Vietnam and is primarily concentrated in 22 villages across 12 communes of the six districts and city.



Figure 1: Map of temples and the location of Ninh Thuan province

Note: Courtesy by Tuyen D. Quang

The rich and diverse culture of the Cham people in Ninh Thuan is an invaluable resource for the province. The Cham people have been successful in preserving their cultural heritage, including their language, writing, and traditional customs and behaviors. This is evident in the recognition of many of their cultural artifacts as national special cultural heritage and national cultural heritage, and even being recognized by UNESCO (Table 5). The unique cultural image of the Cham people in Ninh Thuan makes it a prime location for developing tourism, utilizing the cultural potential of the province

Table 5: The national recognition of Cham cultural heritage in Ninh Thuận province.

No	Cultural heritage	Type of recognition	Year
1	New Year's ritual of the Cham people in Binh Nghia village	National Intangible Cultural Heritage	2021
2	Kate Festival of the Cham ethnic people in Ninh Thuận province	National Intangible Cultural Heritage	2017
3	Traditional pottery art of the Cham people in Bau Truc village	National Intangible Cultural Heritage	2017
		UNESCO intangible cultural heritage in need of urgent safeguarding	2022
4	Po Klong Garai temple	Special National Monument	2016
5	Hoa Lai temple	Special National Monument	2016
6	Po Rome temple	National Architectural Monument	1992

So far, Ninh Thuan province has prioritized economic development goals, with tourism being a leading sector. The unique Cham culture plays a crucial role in attracting tourists and differentiating the region from others in the country. In their tourism development strategy, the local authorities have acknowledged the importance of Cham culture and have taken steps to preserve and promote Cham temples and craft villages, which are considered two of the most significant tourist attractions in the province. These efforts have resulted in economic benefits for both the region and some of the Cham people in the craft villages.

Results and Discussions

The results are presented in three parts: (1). Current status of Cham CBT development in Ninh Thuan (2). CBT development from the perspective of local authorities (3). CBT development from the perspective of the Cham community. Results from questionnaires and interviews are supplemented and presented together.

Overview of the Current Development of Cham Community-Based Tourism in Ninh Thuan Province

According to the survey and interview results, Ninh Thuan currently boasts a diverse range of tourism products related to the Cham community, including Bau Truc Pottery Village, My Nghiep brocade weaving village, Caraih lotus farms, and others. Additionally, there are potential Cham CBT sites in the province such as Po Rome temple in Hau Sanh, Chung My brocade village, Po Klong-Garai temple, herbal medicine village in Phuoc Nhon, ancient coral stone beach Karang in My Nghiep (Ninh Phuoc), Hamu Tanran Cham village, Nam Cuong sand hill (Tuan Tu village), Van Lam village with ancient tomb relics and places of worship, etc. that can be developed into Cham CBT products in the future. The development of Cham CBT also offers opportunities to promote intangible cultural elements such as festivals, traditional music, folk dances, Cham cuisine, etc. to attract both domestic and international tourists seeking to experience the culture, customs, and traditions of the Cham community. This highlights the tremendous potential for the growth of Cham CBT if properly invested and utilized. However, according to the same survey and interview results, the current major challenge facing tourism activities in the Cham community is the limited facilities, followed by the lack of tourism investment and business interest in the area.

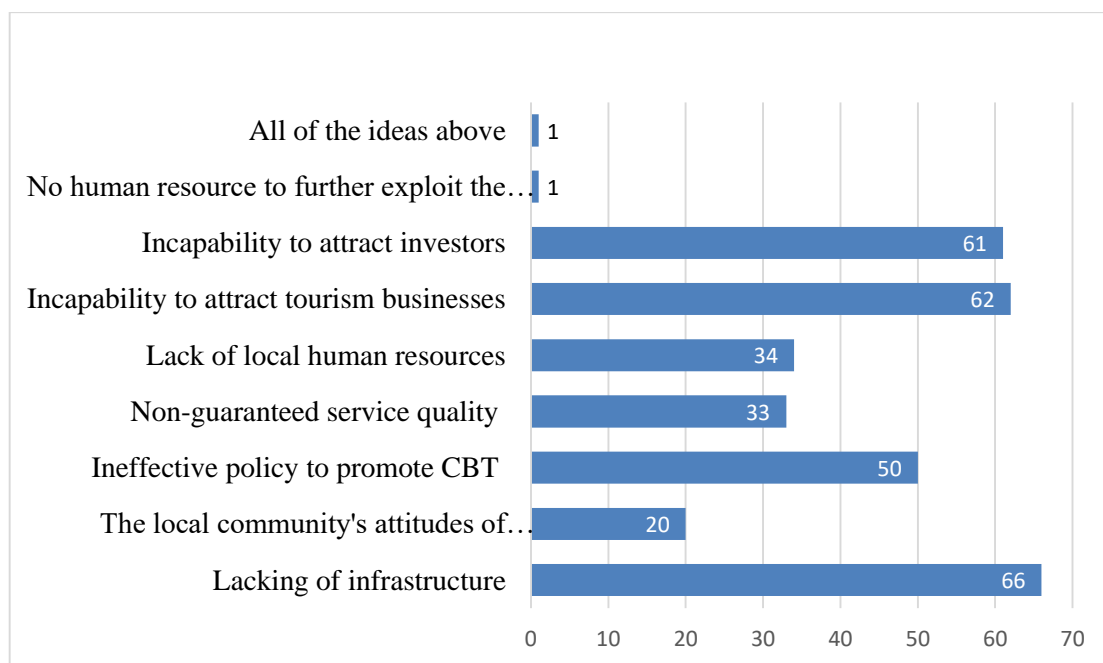


Figure 2: Difficulties in current CBT activities in the locality

According to the survey results, the greatest challenge to the development of Cham CBT in Ninh Thuan is limited infrastructure and lack of investment. This is echoed by the feedback of two community members, Com_member 003 and Com_member 005, who highlight the need for improvement in tourism infrastructure and specialized qualifications in the tourism industry. Additionally, they note that promotion of the area through mass media is also weak, impeding the growth of the tourism industry in the region.

The study found that the tourism offerings of the Cham community are limited and have yet to attract a significant number of tourists. The promotion policy for Community-Based Tourism (CBT) in the Cham area of Ninh Thuan province has proven to be ineffective, requiring investment to improve its effectiveness. It is imperative to implement policies that encourage Cham involvement in tourism activities. Currently, most Cham villagers engage in tourism activities without coordination, leading to inconsistent service quality. The government must develop plans and policies to address these challenges, promoting the growth of Cham CBT in Ninh Thuan and drawing more tourists to experience the unique culture of the Cham community.

CBT development from the perspective of local authorities

Policy-related tourism development

According to Officer 001, Vice Chairman of the Ninh Phuoc district People's Committee, the local authorities in Ninh Thuan have implemented appropriate policies and plans to develop Cham Community-Based Tourism (CBT). The province has issued Resolution No. 04-NQ/TU on August 31, 2021, with the aim of making tourism a leading economic sector. The resolution focuses on developing cultural tourism, linking it with conservation efforts, promoting heritage values and national cultural identity, and specifically emphasizes the development of Cham cultural tourism products and traditional crafts.

The authorities in Ninh Thuan are working towards the development of Community-Based Tourism (CBT) and cultural tourism in the area. According to Officer 002, Vice Chairman of Phuoc Hau commune, the commune is taking a new approach by providing short-term training sessions for the Cham people to participate in homestay and community-based tourism. Professional guidance is available through asparagus clubs and advice is being offered to leaders on how to improve tourism and enhance the quality of life for residents. Meanwhile, Officer 003, Vice Chairman of An Hai commune, shared that while the main focus of development in the area is agriculture and animal husbandry, there are incentives and support for loans available to encourage CBT initiatives. Officer 004 in charge of the culture and information section of Phuoc Hau commune added that the government has invested in a conservation area in Bau Truc village and is striving to become a newly improved rural district with many policies for the development of CBT and cultural tourism in the future.

In summary, the local government in Ninh Thuan province is keen on developing tourism, especially community-based tourism in the Cham community. They have implemented various basic orientations, such as homestay programs, skills training, and policies to convert agricultural lands to service land, showing their commitment to the development of the sector. Despite the efforts, there are still several challenges in the development of community-based tourism in the area. The policies have not yet reached the local population, and the community's role in tourism activities has not been fully utilized. Moreover, although the

government has supportive policies, the majority of people still participate in spontaneous tourism activities, which are often unprofessional and do not guarantee quality, affecting the reputation of Ninh Thuan as a tourism destination.

Expectations from the authorities

This is confirmed by the results of surveys and interviews conducted with leaders in Ninh Thuan province, who highlight the importance of tourism development, particularly Cham Community-Based Tourism (CBT), in the area. They recognize that not only does it help boost the economy, but it also enhances the quality of life for the local population. This highlights the significant role that tourism can play in promoting economic growth and improving the well-being of the community.

According to Officer 003, Vice Chairman of An Hai Commune, tourism plays a significant role in promoting economic development and providing a stable life for the Cham people. Furthermore, the Head of the Culture and Information Department of the province emphasizes the importance of developing community-based tourism (CBT). *“CBT serves multiple purposes, including reducing poverty, enhancing cultural and spiritual well-being, preserving traditional cultures, creating local employment opportunities, boosting local economic activity, and promoting the export of local products. Consequently, ongoing investments are made in developing and maximizing the efficiency of CBT.”*

However, local authorities have acknowledged the challenges in developing CBT in the province, including the lack of adequate facilities and the professional capacity of the people. Officer 004, responsible for the culture and information section of a local commune, also highlighted the difficulties faced by the commune:

Infrastructure development has been limited, with only some upgrades made to commune roads. The tour routes are not well connected, and the availability of qualified tour guides is limited. Accommodation options, such as homestays, are limited and mainly located near brocade villages, pottery villages, and towers. Additionally, local communities have not yet fully embraced tourism as a priority, with most still primarily focused on farming and trading

According to the Deputy Head of the Sports and Tourism Management Department, *“The key to developing successful community-based tourism (CBT) lies in the involvement of local people. CBT requires a collective agreement, and only with the participation and support of the community can it be effectively developed and generate income for the people, creating a ripple effect.”*

The distance between tourist attractions and the lack of appealing connections make it difficult to attract a large number of visitors. Many travelers simply make a quick stop at the attractions and then leave, which creates limited economic opportunities for the local people. As a result, they mostly work in agriculture and have limited involvement in tourism. According to Officer 003, Vice Chairman of a local commune:

Only the craft villages and temples have a more developed tourism infrastructure, with numerous cultural relics and a concentration of Cham people. However, other communes and districts lack cultural relics, and the majority of the population is engaged in agriculture.

This highlights the eagerness of Ninh Thuan authorities to develop Cham community-based tourism (CBT) in the province, with the aim of enhancing the economy and improving the standard of living for the people. However, they are confronted with a number of challenges, including limited cultural resources and a shortage of human resources.

CBT development from the perspective of the Cham community

Cham communities' views on CBT

Cham communities view CBT as an interactive process between the host community and tourists that can bring about economic benefits and preservation for the local community and environment. 94% of respondents agreed with this view, while 4% saw it as a form of ethnic or indigenous tourism, and only 2% saw it as a cooperative effort among many communities in tourism.

According to a survey, 94% of respondents agreed that CBT is an interactive process between the community and tourists that leads to economic benefits and conservation. 4% considered CBT to only be ethnic or indigenous tourism, while 2% believed it to be an activity of multiple communities. The preservation and promotion of traditional cultural values was identified by 80% of respondents as the most important factor for CBT development, followed by 62% who emphasized the need for respect for community cultural values. 34% agreed that CBT benefits should be shared fairly among community members, while 24% felt that CBT should only be developed in places with unique, attractive, and intact resources (Figure 3).

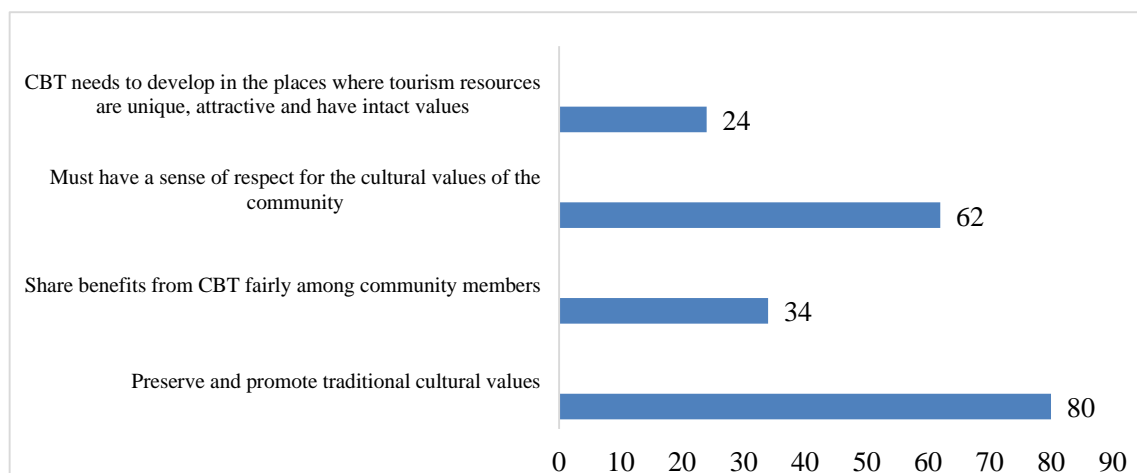


Figure 3: Respondent's views on developing CBT.

Regarding respondents' views on the impact of CBT development, on the positive side, the survey results show that 78% of respondents believe that CBT helps to develop and preserve traditional Cham cultural values (Table 6). 57% think that it connects the Cham people with their community, 56% believe it increases national pride and 53% believe it brings income to the Cham community. 47% think that CBT promotes a sense of responsibility to renovate and protect the environment and preserve local monuments, while 38% believe it provides training and improves tourism knowledge and skills. The survey also suggests that CBT helps promote Cham cultural values and learn more about the Cham language.

The survey results indicate that 78% of respondents believe that CBT has a positive impact, helping to preserve and promote traditional cultural values (78%) and bringing income to the Cham community (53%). However, 48% also feel that CBT has commercialized and theatricalized their cultural values. Negative impacts include difficulties in ensuring security and order (34%), increased commodity prices (31%), and environmental pollution (30%). 25% feel that CBT causes loss of quiet space and 16% feel that it disturbs their daily life. 1% feel that CBT has no negative impact and another 1% worry that heritage values may be forgotten if not preserved. 1% feel that CBT is not popular and still faces stereotypes.

Table 6: Cham communities' views on the impact of CBT development.

Contents	Mean values
Positive effects	
Bringing income to the Cham community from tourism activities.	53
People have a sense of responsibility to renovate and protect the environment and preserve local monuments.	47
Traditional cultural values of the Cham community are developed and preserved.	78
Access the adequate training, hone tourism knowledge and skills.	38
Help the Cham here connect with the community more.	57
Increase national pride.	56
Others: Help promote Cham cultural values to everywhere, and learn more about the Cham language	1
Negative effects	
CBT increases the price of goods	31
Increasing environmental pollution	30
Disturbing people's daily life	16
Loss of quiet space in the living area of the Cham community	25
Difficult to ensure security	34
The cultural value of the Cham community shows signs of commercialization and theatricalization	48

Other: In addition to cultural value, heritage value could be buried in oblivion if not preserved	1
Other: CBT is not popular and still stereotyped	1
Other: No negative effects	1

Participation in tourism activities of the Cham community

In terms of Cham community participation in tourism activities, the survey found that more than half of respondents and their family members participated in such activities, while 38% did not.

When asked about their reasons for participating in tourism activities, the majority (18%) of the respondents said that they wanted to share, introduce, and promote the beauty and values of their traditions, customs, culture, festivals, and Cham heritage to both local and foreign communities. Another 12% stated that CBT contributes to building bonds between different ethnic groups and promoting cultural exchange. 9% of respondents reported a desire to preserve and promote their traditional values and cultural identity as a Cham community. 7% believed that CBT provides opportunities for them to meet and befriend people from different ethnicities. 5% acknowledged that CBT brings economic benefits such as increased income and improved quality of life for the Cham people. 6% of the respondents cited "Other reasons" such as tourism being entertaining, for the community, love for their ethnicity, pride in their traditional culture, and the attraction of CBT.

Table 7: Reasons for people to engage in CBT.

No	Reason	%
1	'Wanted to share, to introduce and to promote the beauty and values of their traditions and customs, traditional culture, the festivals and the heritage of Cham people to other communities inside and outside of the country'	18
2	'CBT contributes to creating the bonds between different ethnic groups, helping each other to learn and to exchange cultures'	12
3	Desire of preserving, reserving and promoting the traditional values and the cultural identities of the Cham community	9
4	CBT opened more opportunities for them to get to know and befriend people from different ethnic groups	7
5	They acknowledged that CBT brought a variety of economic benefits, such as an increase of incomes, and promoting the quality of life of Cham people.	5
6	Doing tourism is diverting; Do it for the community; For the love of ethnic culture; Pride in traditional cultures; And CBT is attracting.	6

In response to the reason why the respondents did not take part in tourism activities, the results show 9% of them were facing obstacles in terms of finance, experiences, knowledge, and expertise required for CBT (Table 8); while 5% reported their time constraint did not allow the partaking; and only 2% reported they were not either in need of or ready for such partaking. The other 2% said they would love to participate but had not had an opportunity. Another 2% responded they felt like the local government did not provide sufficiently defined

planning and policies to facilitate community-based tourism. Besides, 3% reported ‘Other reasons’ including the COVID-19 pandemic; they had not seen the benefits tourism might yield; they did not have any family member partaken in it.

Table 8: Reasons why people have not engaged in CBT.

No	Reason	%
1	Facing obstacles in terms of finance, experiences, knowledge and expertise required for community-based tourism	9
2	Time constraint did not allow the partaking	5
3	Not either in need of or ready for partaking	2
4	Would love to participate but have not had an opportunity	2
5	The local government does not provide sufficiently defined planning and policies to facilitate community-based tourism	2
6	The COVID-19 pandemic; Have not seen the benefits tourism might yield; Do not have any family member partaken in it.	3

The level of engagement in tourism activities is shown in Figure 5. Out of the respondents, 16% reported participating on a passive level, meaning they were just recently informed of the tourism activities in their local area. The next most popular level of engagement was functional, with 11% of respondents participating in functional groups, such as administration groups, performance groups, food and beverage groups, guide groups, local specialty groups, etc., under the supervision of local authorities or third-party organizations. The third most popular level of engagement was informative, with 10% of respondents contributing to tourism development research activities in Ninh Thuan through questionnaires and interviews. 9% of respondents reported participating in community meetings and giving their opinions on tourism-related issues in the area at a consulting level. 7% of respondents reported being active participants in tourism, although the proportion was not statistically significant, it was still observed that some individuals were initiating their own activities, seeking advice from outside organizations while retaining decision-making power, and promoting and expanding their tourism businesses. At the interaction level, 5% of respondents mainly owned tourism businesses such as accommodation, dining, travel, and handicrafts and participated in the analysis, planning, and decision-making process related to local tourism development. Finally, the least selected level of engagement was encouraged, with only 3% of respondents spontaneously providing goods and services, working in tourism establishments, or providing labor resources for tourism businesses.

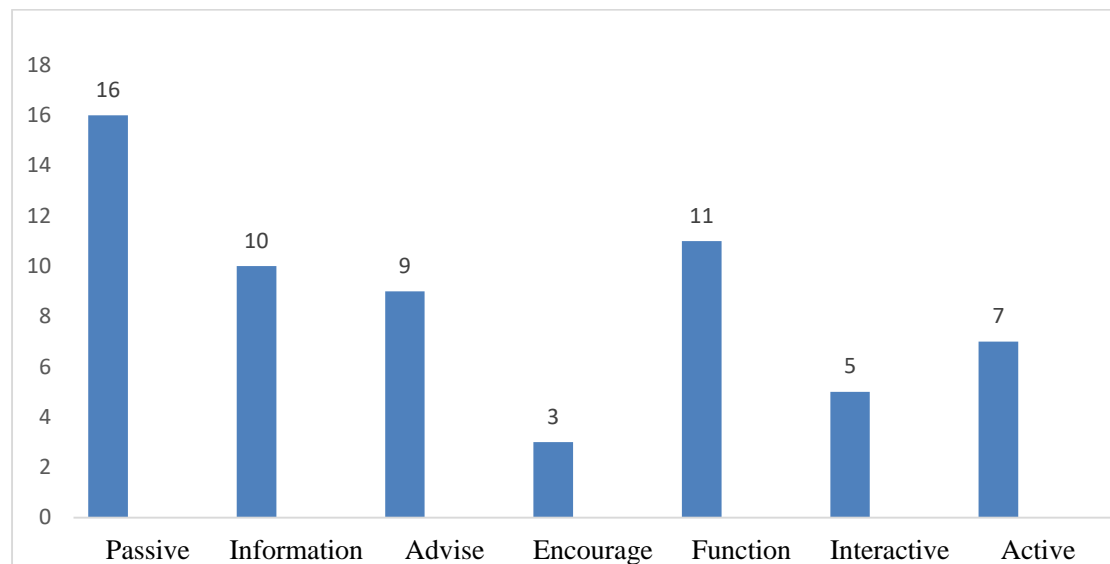


Figure 5: The extent to which people participate in tourism activities.

According to a survey of 62% of individuals involved in tourism, 58.1% reported participating in community cultural exchanges (Figure 6). The second most common form of participation was in local festivals for tourists, at 48.4%. 27.4% of respondents served as tour guides and 22.6% welcomed visitors to their homes, gardens, or farms. 16.1% participated in the production and sale of souvenirs, while 11.3% provided food services to tourists and rented out rooms for accommodation. 8.1% participated in tourist transportation services, and 4.8% did not participate in any of the aforementioned activities. 1.6% reported participating in traditional pottery making.

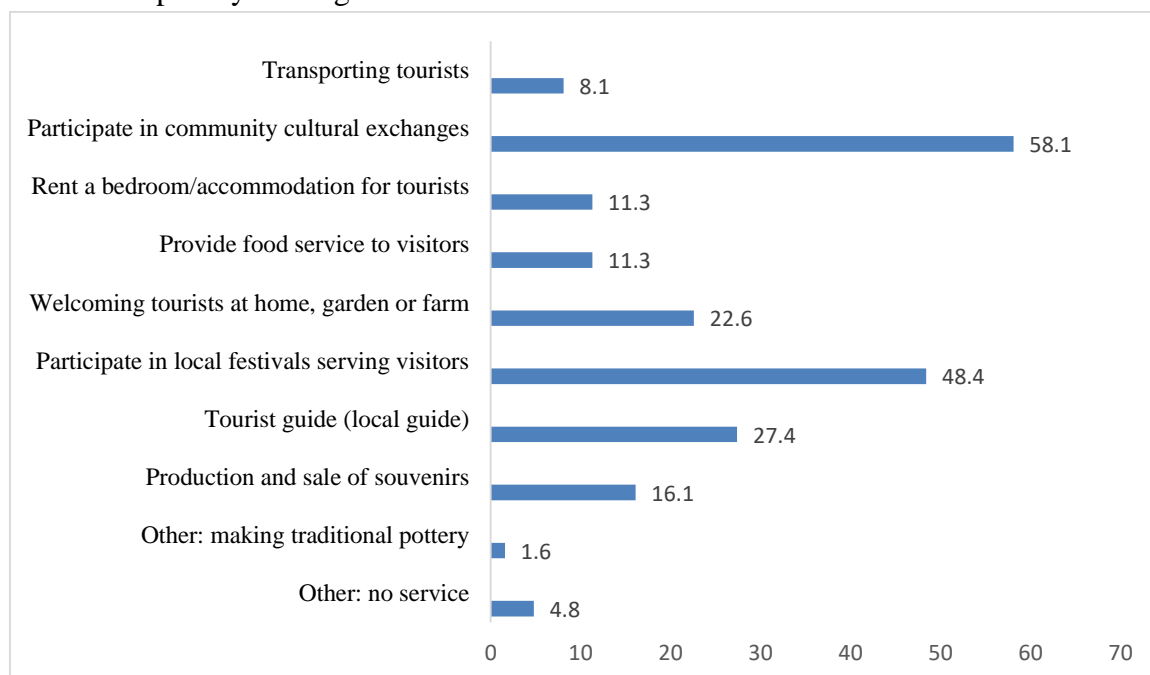


Figure 6: The Current Status of Involvement in Tourism Service Provision.

Regarding the frequency of people participating in tourism, Results in Figure 7 indicate that 75.8% of respondents typically participate in tourism activities during the Tet holiday season.

Meanwhile, 11.3% of respondents engage in tourism activities on a daily basis, with tourism being their primary source of income. On the other hand, 12.9% of respondents only participate in tourism when there are visitors and otherwise focus on agriculture and other forms of business.

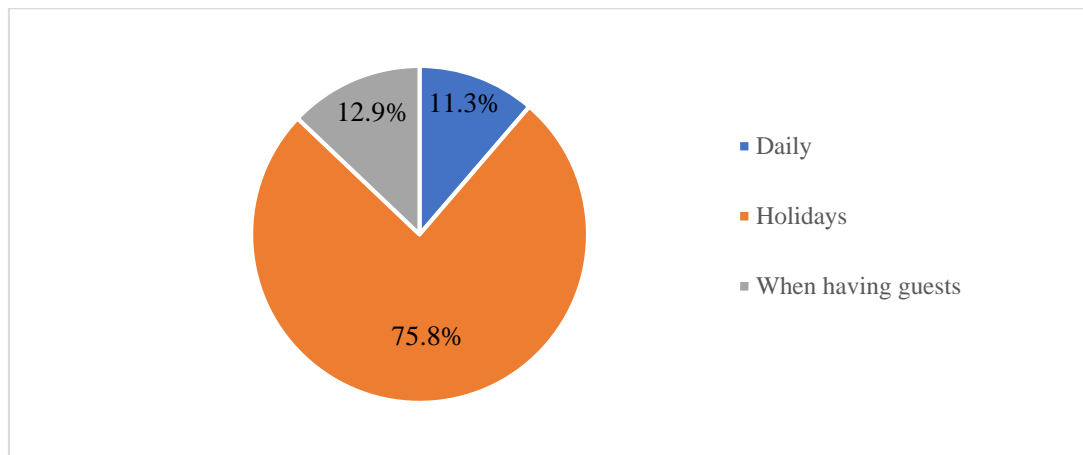


Figure 7: On which occasions do people participate in tourism activities.

Figure 8 reveals that 64.5% of respondents believe that tourism has the potential to boost their income, while 35.5% felt it did not have a significant impact on their financial situation.

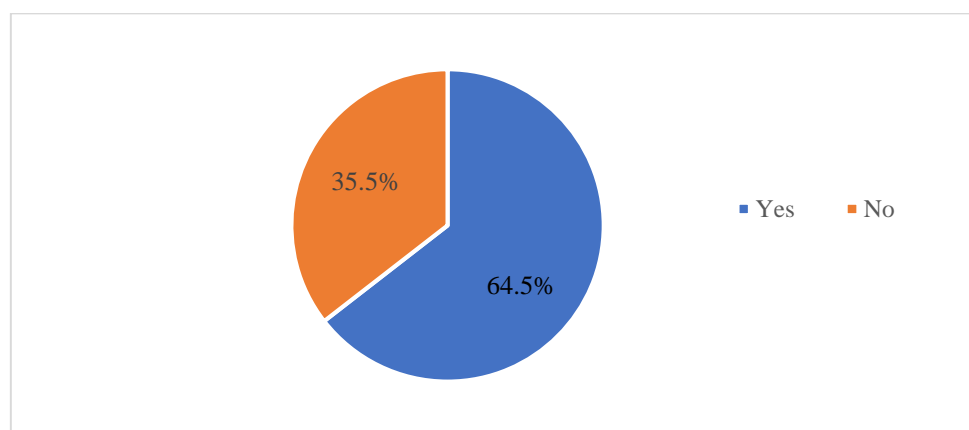


Figure 8: Tourism activities help contribute to local people's income.

The survey results on the satisfaction of income generated from tourism showed that only 62.9% of the respondents were content with their earnings, with 37.1% expressing dissatisfaction. This highlights the need for them to supplement their tourism income with additional sources of livelihood, as depicted in Figure 9.

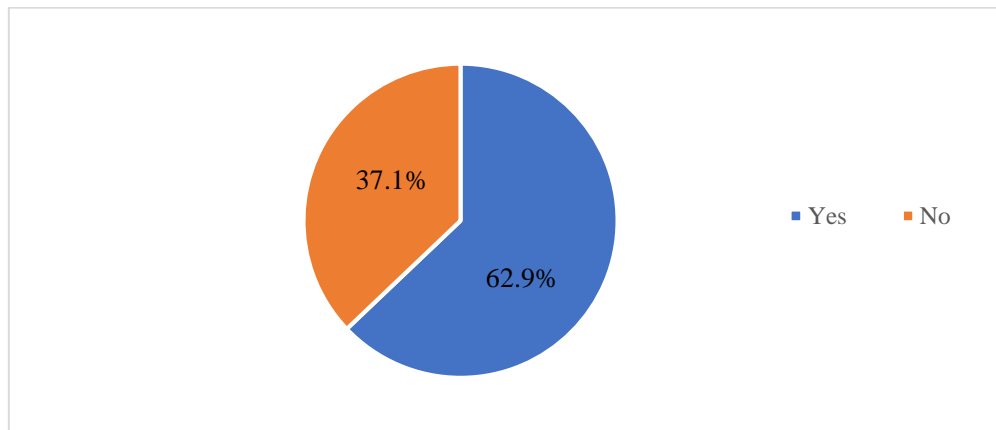


Figure 9: People are satisfied with income from tourism activities.

The needs of the Cham community for tourism development

The majority of respondents expressed a desire to develop Community-Based Tourism (CBT) in the Cham community of Ninh Thuan. This was evident from the survey results, where the participants agreed on the potential benefits of CBT, including increased income, preservation of cultural heritage, protection of local resources and architecture, and promotion of Cham identity. Quotes from the respondents such as, "I want to convey that the Cham culture in Ninh Thuan is growing and developing," "I want to engage and promote local culture and strengths among the community," and "Because tourism can bring income for local people," demonstrate the eagerness of the Cham community to develop tourism. However, there were a few concerns expressed by some respondents regarding the potential negative impact of tourism on Cham culture. They were worried that incorrect information about the Cham community might be spread through tourism promotion, leading to cultural misinterpretation. Overall, the results highlight the mixed feelings among the Cham community towards tourism development in their region.

According to the survey results on the need for developing various tourism services, the Cham community primarily expressed a desire for cultural exchange, festival and event participation, and local association services such as tour guiding and hosting tourists in homes, gardens or farms. Other services also received considerable interest, though with slightly lower demand. The transportation services, however, were less in demand as compared to other services, implying that the Cham community has a lower need for developing transportation services. Overall, the results suggest that the Cham community has a strong desire to develop services related to their cultural heritage, as shown in Figure 10.

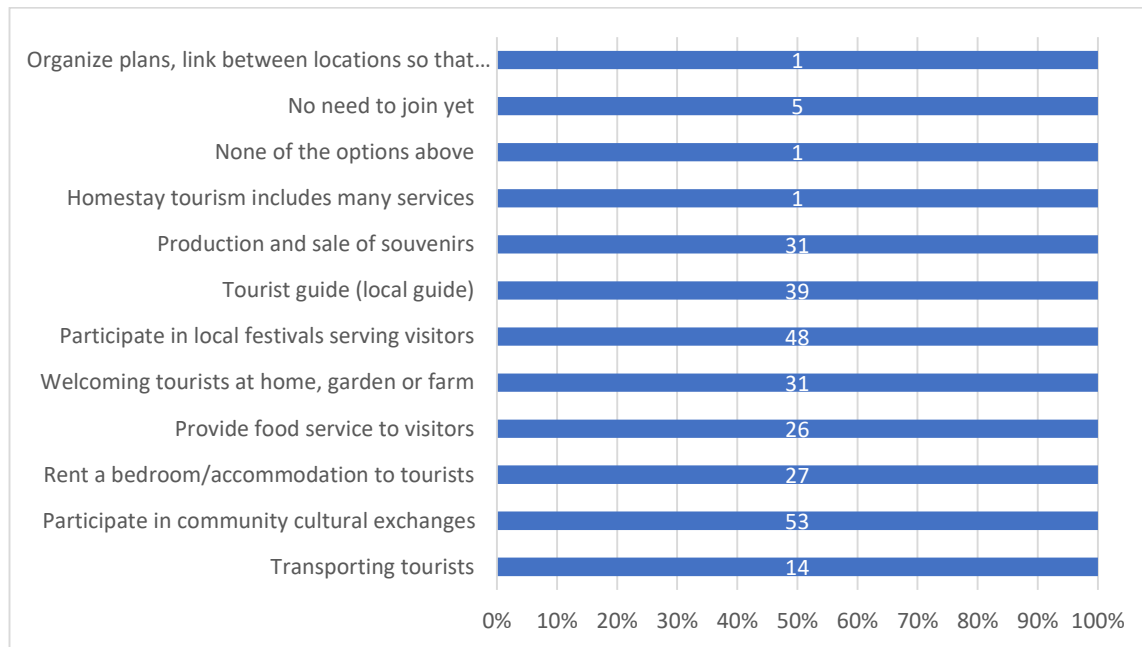


Figure 10: The need to develop tourism services for the Cham community.

Based on the survey results on the need for participation in the development of CBT in the Cham community, the ratings ranged from 1 (completely disagree) to 5 (completely agree). The highest demand among the Cham community was to participate in festivals, cultural activities serving tourists, preserving traditional crafts, and promoting local tourism activities. This was reflected by an average rating of 3.99. In contrast, the lowest demand was for providing tourist services such as accommodation, meals, transportation, guides, souvenirs, and essential goods, with an average rating of 3.69.

In general, the results indicate that the Cham community is willing to participate in planning and contributing ideas to the development of CBT, and their participation needs are relatively high, with an overall average rating of 4. The Cham community is keen to participate in cultural and tourism activities, highlighting the significance of their involvement in the development and promotion of CBT in their region.

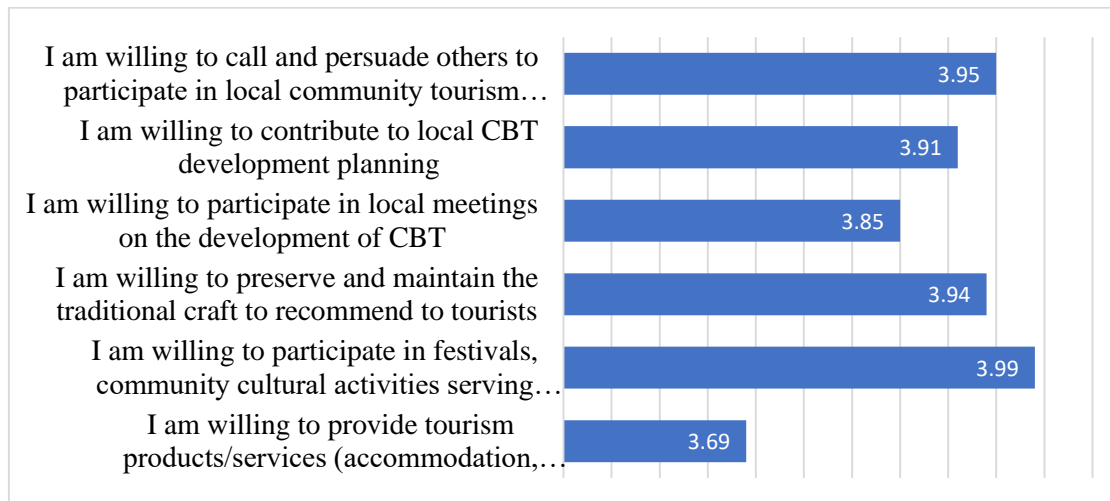


Figure 11: Community's perspective on participating in community tourism activities.

The desire for Cham CBT development

According to the survey results, the Cham community in Ninh Thuan expressed their desire for training and improvement of their skills in serving tourists. The biggest expectation was for the improvement of infrastructure (roads, electricity, water, communication) with an average rating of 4.19. Other key expectations included support for the promotion of CBT in the local community with an average rating of 4.05, and an increase in the number of tourists visiting the area, especially domestic tourism, with an average rating of 4.04. The desire for a portion of the tourist revenue to be allocated to the local community for community development was rated at 3.90. The Cham community also expressed the need for guidance documents on tourism management and services, support in capital, equipment, materials, and technical resources for their tourism business, as well as training in skills and services to improve their service quality and attract tourists.

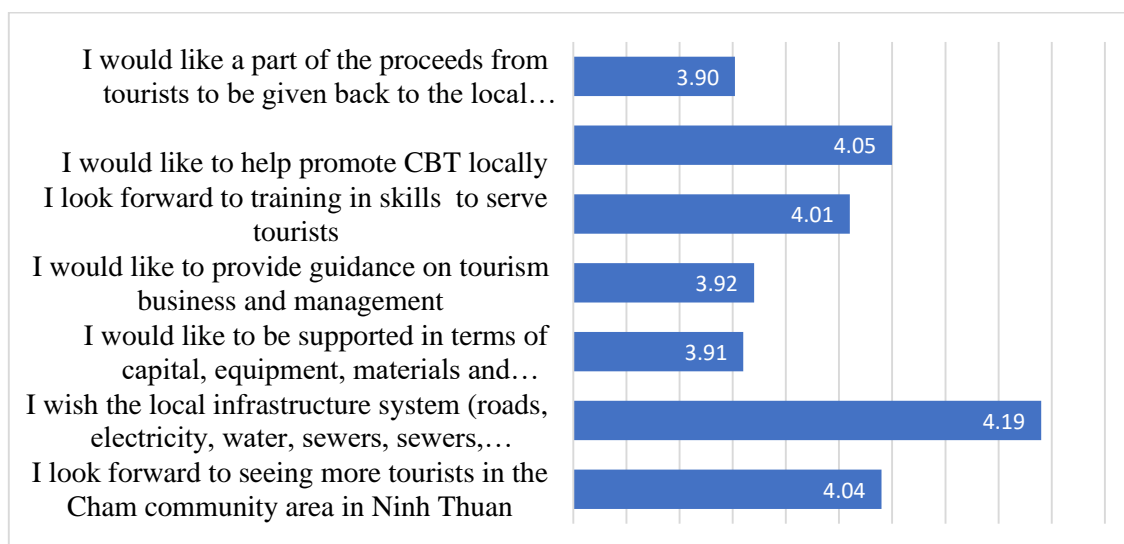


Figure 12: The Cham expectations in the CBT development.

According to the interview results from Local 001: “The first problem I think is to improve the infrastructure in tourist destinations, the second is to improve the destination hygiene, meaning the space must be green and clean.” While Local 002 stated, “hopefully improve the connection of tourist attractions”. Additionally, the Cham people participating in the survey also expressed their needs and expectations for support in terms of infrastructure, stating that they hoped to attract many investors and have more tourists visit the Cham community, both foreign and domestic. The respondents called for the government at all levels to create conditions and provide support policies for people to participate in tourism development activities. However, it was noted that the development of Cham community tourism must ensure that cultural values and national identity are preserved without being commercialized. One survey respondent stated, “Calling for tourism companies (specializing in culture and practical experiences) to invest in the locality, because only tourism-specializing businesses can professional organization, sustainable economic development and still retain the local culture”. The interviewees expect that Cham community tourism in Ninh Thuan will be developed and developed sustainably in the long term.

Expectations of the Cham community in participating in CBT

The Cham community expects to receive additional income through tourism, with 73% of surveyed individuals believing it to be the most important benefit (Figure 13). The focus on employment reflects the difficult living conditions and low income of the community, which relies heavily on agriculture. Thus, they hope that the development of community tourism will create job opportunities and improve their standard of living.

In addition to job opportunities, the Cham community also expects that the development of community-based tourism (CBT) will bring about improvements in infrastructure and facilities. The poor infrastructure conditions in their local area can affect both their daily lives and the success of tourism activities. By participating in CBT, the community hopes to receive support for infrastructure upgrades and see a positive impact on their community. Moreover, the Cham community also values the preservation of their cultural heritage and traditions. They hope that the CBT activities will help to promote and raise awareness of their unique cultural heritage, which is an important part of their identity. They expect the CBT to be developed in a way that respects and protects their traditions, while also providing them with benefits.

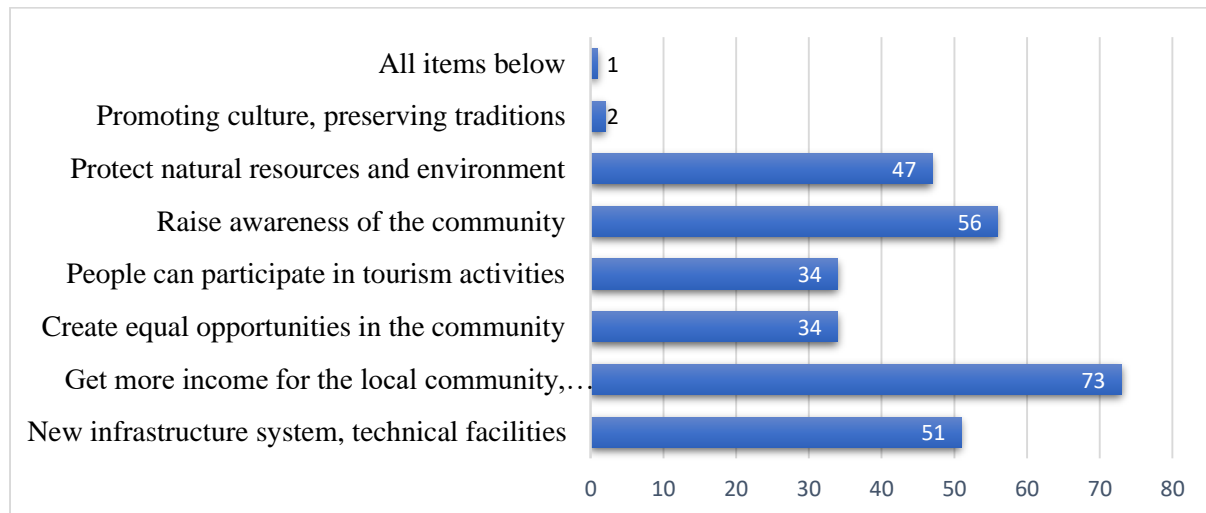


Figure 13: Benefits that the community expects to receive from the CBT development.

The Cham community has high expectations for their participation in community-based tourism. They hope to receive additional income, job opportunities, improved infrastructure, and the promotion of their cultural heritage. By participating in CBT, they aim to improve their standard of living and secure a better future for their community.

To fulfill the expectations of the Cham community, it is crucial to prioritize the protection, preservation, and promotion of their cultural heritage and traditional craft villages. This not only helps to attract more tourists, but also ensures that the cultural identity of the Cham community is preserved for future generations. Additionally, education and training programs should be implemented to empower the Cham people with knowledge about their history and culture. This will enable them to effectively communicate and share their rich cultural heritage with tourists, contributing to the success of CBT in Cham villages. Furthermore, involving the community in the decision-making process and ensuring their active participation in the development of CBT is crucial for its success. By doing so, the Cham community can play a key role in shaping the future of their community and securing its sustainable development.

In conclusion, a combination of cultural preservation, education, community involvement, and responsible tourism practices can help to realize the expectations of the Cham community and successfully develop CBT in their villages.

Conclusion

This study highlights the current challenges faced by the Cham community in Ninh Thuan in developing CBT. The results suggest that although the community has abundant tourism resources and potential, there are still barriers to unlocking its full potential. On the government side, there is a positive attitude towards tourism development and favorable conditions in terms of policy, but a lack of specific planning and coordination among

stakeholders is hindering progress. To address these challenges, it is crucial for the government to develop specific plans and action programs to guide the development of CBT in the Cham community. This will ensure that the community's tourism resources are utilized effectively, and the benefits of CBT are realized for both the community and the local authorities.

The results of the study indicate that the Cham community in Ninh Thuan has a high demand for tourism development due to its diverse and attractive CBT resources and a desire to improve economic benefits and preserve cultural values. The development of CBT in the community can help avoid wasting its indigenous cultural resources and contribute to the preservation of cultural values. This high demand for tourism development from both the community and local government provides a strong foundation for future CBT development, as both stakeholders share a common goal. To fully realize the benefits of CBT, it is crucial for the government to provide the necessary support and for the community to actively participate in the development process.

The study highlights the potential for community-based tourism (CBT) development in the Cham community of Ninh Thuan province. The Cham community is motivated to develop tourism to improve their livelihood and preserve their culture. However, current development is hindered by a lack of infrastructure, insufficient involvement of local authorities, and limited knowledge, skills, and finance among the community. The local government should provide support in developing tourist facilities, conducting training and promotion, and enhancing community knowledge and skills to fully participate in tourism activities. With these efforts, CBT in the Cham community can flourish, creating jobs, increasing income, and preserving the cultural heritage of the community. Both the local government and the Cham community see CBT as a crucial driver of development in Ninh Thuan, Vietnam.

This study has focused on the perspectives of the Cham community and local authorities regarding CBT development and community involvement. However, it may not provide a complete understanding of the situation. The tourist perspective and their needs for CBT development have not been explored yet, which would provide a more comprehensive understanding of the area. Further research on the tourists' perspective will be beneficial for the future development of CBT in the Cham ethnic area. Furthermore, this study provides a valuable insight into the situation of CBT development in the Cham community in Ninh Thuan. However, it is important to acknowledge that this research is only a preliminary mixed method investigation with a limited time frame and sample size. As a result, further research should explore more deeply and comprehensively the potential of CBT development, the barriers faced by the Cham community, and the perspectives of tourists and other stakeholders. This would help to provide a more nuanced understanding of the issues and opportunities for CBT development in the Cham ethnic area and support the effective and sustainable development of CBT in the future.

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