

PRESERVATION OF GARDEN HOUSES FOR SUSTAINABLE URBAN TOURISM – HUE CITY



Policy Brief

This document presents the policy brief and policy statement for the promotion of garden houses in Hue city, Viet Nam

JANUARY 2013

PUBLISHED BY

Asian Institute of Technology

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"We acknowledge the support received from the French Environment and Energy Management Agency (ADEME) in the AIT-ADEME collaborative project 'Action towards resource efficient and low carbon cities in Asia', which led us to carry out this project using the Bilan Carbone© Tool for greenhouse gas inventory of the cities of Chiang Mai in Thailand and Hue in Vietnam".

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PRESERVATION OF GARDEN HOUSES FOR SUSTAINABLE URBAN TOURISM – HUE CITY

ABOUT THIS POLICY BRIEF

Nestled between nature, garden houses can be a prime tourist attraction in the otherwise busy streets of Hue City. Garden houses combine nature, local cultural heritage and tourism making it a perfect combination to promote sustainable urban tourism. Moreover, it helps income generation for the owners and garden workers from the sale of fruits and vegetables from the gardens. Restricting motorized vehicles around the garden houses can provide additional income generating opportunities to the cyclo drivers and street vendors.

This document presents the proposed policy brief and policy statement for Hue city, Vietnam for the promotion of garden houses for the sustainable urban green tourism. The proposed policy statement was approved by Mr. Ngo Hoa, Vice-Chairman of Thua Thien Hue Province People's Committee for implementation.

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SUMERNET-CDKN RESEARCH PROJECT

Sustainable urban tourism through low carbon initiatives: Experiences from Hue and Chiang Mai

The policy brief presented in this booklet is based on the research conducted for developing sustainable urban tourism through low carbon initiatives in Hue (Viet Nam) and in Chiang Mai (Thailand). This research aimed to explore strategies for reducing carbon emissions while simultaneously alleviating poverty in the urban tourism sector of these cities.

The tourism service providers were estimated to emit about 0.5 million tons of CO₂ equivalent in Hue city and about 0.44 million tons of CO₂ equivalent in Chiang Mai in the year 2011. The recommended mitigation option to reduce GHG emission and to create clean and decent jobs to the local people included promotion of 'Garden Houses for tourism' in Hue city non motorized transport in Chiang Mai Municipality.

Other related policy briefs

Towards green pathway-Chiang Mai Municipality

Promotion of Non-Motorized transport in the Greater Mekong Sub-region

Preservation of garden houses for sustainable urban tourism – Hue City

POLICY BRIEF

The policy brief presents the background and issue related to the promotion of promotion of garden houses in Hue city of Viet Nam, and discusses how local city authorities can promote low carbon tourism through the promotion of this cultural heritage.

1. UNDERSTANDING THE PROBLEM

Traditional garden houses of the Hue city, Viet Nam are a unique urban architecture known for their harmonious design with the nature, and are examples of passive buildings designed considering local climactic conditions. Hue architecture of garden houses creates closeness between people and nature, between the villages with the city that makes it a unique sweet charm to Hue. These distinctive garden houses of Hue are generally not seen in other parts of the Viet Nam. Though the number of garden houses has fallen recently, however, promoting garden houses could be an important option of green tourism and also for the promotion of eco-friendly city.

More than half of the 2,000 garden houses are currently in a state of serious deterioration in Hue city. The garden owners lack resources and required skills to maintain, repair and embellish the deteriorating garden houses. These have put pressure on the owners to sell their heritage.

In spite of the existing policy for the preservation of garden houses in Hue, they have remained in poor state of repair. For example, although there was plan to restore 150 typical houses in danger of becoming lopsided, only 52 were restored to their former glory. Similarly, although the provincial People’s Committee had decided in 2009 that each garden house owner would receive VND 100 million (US\$5,000) in financial support to restore the houses, many of them did not receive any financial support as the local government had promised (People’s Army Newspaper, 2012)¹. The delays and inadequacy of the local policies on garden house conservation have resulted in the lack of interest among the owners to preserve the garden houses.

2. POTENTIAL BENEFITS IN DEVELOPING GARDEN HOUSES FOR TOURISM

On 1 March, 2012, Thua Thien Hue People’s Committee directed the implementation of its policy on preservation the Hue garden house to promote sustainable urban tourism during 2012-2020.

The potential benefits s of improving garden houses for tourism purposes include:

- Economic growth, employment creation in both new (tourism related) and existing businesses; trades and crafts; opportunities for income growth; the creation of new markets for agricultural products; and, a broadening of city’s economic base.
- Socio-cultural development, the revitalization of local crafts, customs and cultural identities; increased opportunities for social contact and exchange.
- Protection and improvement of both the natural and built environment and infrastructure.

¹ HCIC (2012). *The Employment Assessment in Hue City, Vietnam*. Sustainable Urban Tourism through Low Carbon Initiatives: Experiences from Hue and Chiang Mai’. Hue Centre of International Cooperation.

Implementing Solutions

Prioritizing options for development of Hue garden house for tourism purposes could include following considerations:

- Provide awareness to the garden house owners, community and society about the historical and cultural value of garden houses.
- Establish the Hue garden house Conservation Fund with annual budget of at least 4 - 5 billion Vietnam dongs.
- Establish the Board of management under the control of Hue City People's Committee and the council of investigation for implementation of plans and assessment, evaluation, and classification of Hue garden houses.
- Promote Hue garden houses on mass media, campaign to attract organizations and individuals involved in the conservation, restoration and exploitation of Hue garden houses.
- Encourage garden house owners to be responsible for implementing and receiving preferential benefits under the garden house protection policy scheme.
- Encourage organizations and garden house owners to take part in activities, such as establishing local clubs, garden house group, associations, under the current legal framework, for conservation and promotion of Hue garden houses.

3. POLICY RECOMMENDATIONS

In order to further develop the garden houses for tourism purposes and to invest in tourism products and sharing of benefits, the following options are recommended.

- Plan and form a traditional village and small handicraft products centre at Hue for tourists, with preferential policies on taxes for the village.
- Strengthen home-stay activities at Phu Mong—Kim Long areas as tourists normally do not go to that side of the area.

- Encourage organic vegetable farms in the garden houses, attracting both the local people and tourists for regular visits, in order to promote local practices on organic farming and to boost tourism.
- Organize regular tours to garden house, especially the fruit gardens and famous trees of Hue.
- Promote environment friendly transportation such as bikes, horses, cyclo, etc to visit the garden houses.
- Work in cooperation with travel agents to develop structured tours that combines non-motorized transport for the visits to garden house.



Artistic wood work showcasing unique local designs in the garden houses

POLICY STATEMENT

POLICY STATEMENT APPROVAL BY VICE- CHAIRMAN OF THUA THIEN HUE PROVINCE PEOPLE'S COMMITTEE

The policy statement provided below is the translated English version of the policy statement as approved by **Mr. Ngo Hoa, vice-chairman of Thua Thien Hue province People's Committee**. The scanned copy of the letter in the Vietnamese language is given in page 8.

Purpose

Hue City People's Committee (hereinafter referred as HCPC) is providing this policy statement to reflect its support for the development and enhancement of Garden Houses in Hue City. Sustainable urban tourism with a focus on Garden Houses will be crucial for HCPC to maintain the livability of its communities and to enhance its attractiveness as a major tourist destination. HCPC encourages project developers, concerned authorities, agencies and the communities to proactively engage in the development, rehabilitation and preservation of Garden Houses within the Hue city. This policy (plan) intends to lay a strategic and planning foundation to initiate a course of developing Garden Houses for tourism purposes, together with actions for promoting Non-motorized transport system such as walking and cycling to access the Garden Houses in Hue City.

Policy Statement

The People's Committee of Hue Province should appoint the following departments with responsibilities, such as:

1. Hue city People's Committee to:

- Lead and coordinate with relevant agencies for decision on management and protection policies of Hue garden houses.
- Direct the functional departments and wards for implementation of the garden houses protection scheme.
- Coordinate with the Departments of Construction, Natural Resources and Environment, Finance and other relevant research agencies for the creation of the fund to address the land needs of the garden house owners.
- Prepare and submit list of 150 typical gardens to Thua Thien Hue Province People's Committee for approval.

2. Department of Finance must coordinate with the relevant departments and Hue People's Committee to establish Hue Garden House Conservation Fund for management and use of funds; and to issue mechanisms for the exemption to pay taxes for Hue garden houses.

3. Department of Planning and Investment must coordinate with the Department of Finance to allocate sufficient funds in the annual plan for Hue city People's Committee.

4. The Tourism Department to coordinate with the Hue People's Committee and other relevant organizations to broadcast programs for promoting garden houses for touristic purposes.

5. Levels within all the related government departments to contribute in the successful implementation of the objectives set by the project, as prerequisite for protection, conservation, replenishment and efficient exploitation of the historical and cultural values of Hue garden houses.

Policy Statement Approval
By
Vice-Chairman of Thua Thien Hue Province People's Committee
(Scanned copy)



Độc
A. Thuận
Đ. Y

Chính sách của Ủy ban nhân dân thành phố Huế về việc
Bảo tồn nhà vườn cho du lịch đô thị bền vững ở thành phố Huế

Mục đích

Ủy ban nhân dân thành phố Huế đã thông qua chính sách này để hỗ trợ cho sự phát triển và tăng cường các nhà vườn ở thành phố Huế. Du lịch đô thị bền vững tập trung chủ yếu vào các nhà vườn để duy trì khả năng chung sống của cộng đồng và để tăng cường sức hấp dẫn của nó tại các địa điểm du lịch chính. UBND TP Huế khuyến khích các nhà phát triển dự án, các cơ quan liên quan chủ động tham gia vào việc phục hồi, phát triển và bảo tồn nhà vườn trong thành phố Huế.

Chính sách này dự định sẽ đặt một nền tảng chiến lược và lập kế hoạch để bắt đầu một quá trình cho các nhà vườn phát triển cho mục đích du lịch, cùng với hành động để thúc đẩy hệ thống giao thông như đi bộ, xích lô, để đi vào các khu nhà vườn ở thành phố Huế.

Tuyên bố chính sách

Ủy ban nhân dân thành phố Huế sẽ tham khảo ý kiến và phối hợp với các cơ quan chính phủ có liên quan và các bên liên quan trong việc phát triển thể chế và khuôn khổ chính sách và chiến lược thực hiện để phát triển nhà vườn cho du lịch đô thị bền vững ở thành phố Huế.

Ủy ban nhân dân thành phố Huế được bổ nhiệm:

1. Chủ trì, phối hợp với các cơ quan liên quan quyết định của Ủy ban nhân dân tỉnh Thừa Thiên Huế về chính sách quản lý và bảo vệ nhà vườn Huế.
2. Hướng dẫn và phối hợp với các phòng ban có liên quan để triển khai thực hiện Quản lý Đề án của Ủy ban nhân dân Thành phố Huế và Hội đồng điều tra, đánh giá và phân loại nhà vườn, chuẩn bị và trình Ủy ban tỉnh Thừa Thiên Huế danh sách 150 nhà vườn điển hình, đề xuất nghiên cứu giải quyết các thủ tục cho việc áp dụng các chính sách quy định để bảo vệ vườn Huế.
3. Chủ trì và phối hợp với Sở Xây dựng, Tài nguyên và Môi trường, tài chính và các cơ quan nghiên cứu khác có liên quan đến việc tạo quỹ để giải quyết nhu cầu đất của các chủ sở hữu nhà vườn.
4. Chỉ đạo các phòng ban chức năng, phường nhà vườn thực hiện bảo vệ cho chương trình.

Sở Tài chính có trách nhiệm chủ trì và phối hợp với các phòng ban có liên quan và Ủy ban nhân dân TP Huế đề nghị thành lập Quỹ bảo tồn nhà vườn Huế, quản lý và sử dụng kinh phí, cơ chế phát hành miễn nộp thuế cho nhà vườn Huế

Sở Kế hoạch và Đầu tư có trách nhiệm chủ trì và phối hợp với Sở Tài chính có trách nhiệm bố trí đủ vốn trong kế hoạch hàng năm cho Ủy ban nhân dân thành phố Huế tổ chức lịch trình hiệu quả và nội dung của các dự án đề xuất.

Sở Du lịch sẽ phối hợp với Ủy ban nhân dân Huế và các cơ quan nghiên cứu có liên quan, các nhà thiết kế, tổ chức tour du lịch vườn Huế truyền thống trong chương trình phát trên truyền hình, để thúc đẩy các nhà vườn cho các mục đích du lịch

5. Các cấp, các ngành công nghiệp góp phần thực hiện thành công các mục tiêu của dự án, như điều kiện tiên quyết để thực hiện việc bảo tồn, bảo vệ, tôn tạo và khai thác hiệu quả các giá trị lịch sử và văn hóa của nhà vườn Huế

Partner Institutes/Organizations

SUMERNET

The Sustainable Mekong Research Network (**SUMERNET**) works to support a long-term research network that informs and influences policy development on sustainable development issues in the Mekong region.

Climate and Development Knowledge Network (CDKN)

The Climate and Development Knowledge Network (CDKN) is a 5 year (2010-2015) programme funded by the UK Government Department for International Development (DFID) to support developing countries in Africa, Asia, Latin America and the Caribbean.

Sweden's Regional Development Cooperation

The objectives of Sweden's Regional Development Cooperation with Asia focusing on Southeast Asia are greater respect for human rights, more sustainable use of natural resources and planning for communal services for people living in poverty and increased regional integration.

Asian Institute of Technology, Thailand

The Asian Institute of Technology promotes technological change and sustainable development in the Asian-Pacific region through higher education, research and outreach. Established in 1959, AIT has become a leading regional postgraduate institution and is actively working with public and private sector partners throughout the region and with some of the top universities in the world.

Chiang Mai Municipality

The Chiang Mai Municipality (**CMM**) established since 1932 covers an area of approximately 40.216 km². The city has seen its economy grow driven by the commercial sector and tourism industry.

Center for International Cooperation (HCIC)

HCIC is a state agency under the authority of Hue city People's Committee that manages the political, cultural, social and economic fields of Hue city.



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