

Applying community-based tourism model to develop sustainable tourism in the Central Highlands region

Dang Thi Thanh Minh¹

¹The University of Da Nang Vietnam – Korea University of Information and Communication Technology
dtminh@vku.udn.vn

Abstract

The tourism industry is oriented to develop a key economic sector, making significant contributions to the economy, promoting economic growth in the regions. Community-based tourism is a new term that has been mentioned a lot in recent times. Community-based tourism is considered a sustainable tourism that not only helps to diversify tourism products in Vietnam, but also helps preserve and develop socio-cultural values and contributes to poverty reduction for localities. The Central Highlands region includes 5 provinces of Kon Tum, Gia Lai, Dak Lak, Dak Nong, Lam Dong with the diversity of natural ecosystems, characteristics and cultural uniqueness of ethnic minorities as a necessary condition for promoting development of community-based tourism models. The article provides the theoretical foundation of community-based tourism, basic characteristics of tourism in the Central Highlands, the essential resources for the community tourism development in the Central Highlands, The experiences from outstanding community-based tourism models in Vietnam. Since, making recommendations for planning and developing community-based tourism in the Central Highlands.

Key words: Community-based tourism, Sustainable tourism, Experiences, Central Highlands, Vietnam

Date of Submission: 29-12-2023

Date of acceptance: 08-01-2024

I. Introduction

Besides the pristine and fresh natural environment, the Central Highlands is famous for its cultural diversity with 47 ethnic groups, such as Ede, M'Nong, Gia rai, Xe Dang ..., each ethnic group has its own architectural works, traditional festival systems and unique cultural heritages, creating the most unique cultural treasure in Vietnam. Due to the diversity of natural conditions and unique local culture, the Central Highlands is fully capable of applying the community-based tourism model widely, contributing to the development of special tourism products with branded "Tay Nguyen".

In Vietnam, the tourism industry is oriented to develop a key economic sector, making significant contributions to the economy, promoting economic growth in the regions. Community based tourism (CBT) is considered a sustainable tourism that not only helps to diversify tourism products in Vietnam, but also helps preserve and develop socio-cultural values and contributes to poverty reduction for localities. However, community-based tourism in 5 provinces of the Central Highlands is only in a fragmented stage, with fragmented tourism activities not really developed at the right existing potential level. This study attempts to understand the basic characteristics of tourism in the Central Highlands, the needful tourism assets such as landscape, cultural and social factors... for the community-based tourism development in the Central Highlands and experiences from highlighting community-based tourism schemes in Vietnam. Then, making recommendations to promote community-based tourism activities in the Central Highlands

II. Literature Review

2.1 The idea and main features of community-based tourism

The initial idea for community-based tourism originates in Murphy's research. He argues that community plays a significant and integral role in tourism development and proposes an approach that emphasizes the need for community control and management for local tourism development (Murphy, 1985).

There are many different definitions of community-based tourism, based on the level of participation of members in the community, the idea of the community in general and the type of tourism developed in the community. Following Mann (2000), community-based tourism is so wide that it seems to include most forms of tourism involving community members and bring benefits for them.

While defined by Asker et al., community-based tourism is a small-scale tourism scheme, especially suitable for rural areas, managed and owned by the community, including interactions between tourists and host community,

focusing on support for local service providers and distributing tourism benefits via some forms of legal ownership and management in which the community participates in an explicit way (Asker et al. 2010).

In a more understood way, developing community-based tourism is that each locality finds its own unique features, mobilizes the community to join in, creating products or services where visitors can experience daily life of local people, to enjoy and feel unique indigenous cultural values.

The theoretical and empirical researches by several authors (ASEAN 2000, Hamzah & Khalifah 2009, Rozemeijer 2001) has shown the key aspects and characteristics of community-based tourism:

- + Economic efficiency: especially, it generates the employment and income for the purpose of contributing to local development,
- + Ecologically sustainable: tourism activities do not harm the ecosystem,
- + To be relevant, empower community members and ensure they participate in local tourism plans. Work on a unified regulation through a transparent organization recognized by community stakeholders,
- + Ensuring a fair and transparent mechanism to distribute costs and benefits among all participants,
- + Using a part of the profits, direct resources to develop the community, maintain and protect the cultural /natural heritage of the community,
- + Improving the experience quality of the visitor by enhancing host-visitor interaction.

The features of community- based tourism listed above are a very positive and sustainable way of thinking about tourism development. However, the researchers expressed their concerns about the community-based tourism schemes implementation process and the effectiveness of community participation. The main issues are identified include: Lack of professional training, lack of business experience and insufficient financial support to overcome difficulties (Addison 1996); power imbalance (Jamal and Getz 1995); community integration is difficult due to each member has the diverse benefits and time-consuming nature of the process (Okazaki 2008)

2.2. Foundation for developing community-based tourism

A successful community based tourism development process should be based on 3 foundations: (1) Sustainability, (2) The community participation, (3) The scale of tourism development

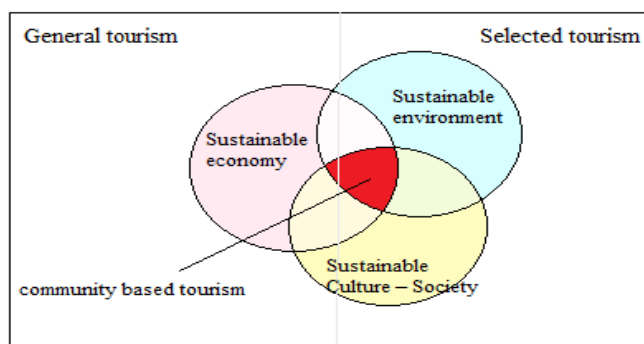
* Sustainability

In the context of community based tourism, sustainability needs to be considered both in terms of tourism (sustainable tourism) and on the side of the local community, built on three pillars: sustainable economy, Sustainable environment, Sustainable Culture - Society.

+ Sustainable economy: Achieving a sustainable economy, community-based tourism helps create more income and jobs for local communities, helps people improve their lives quality and develop a strong economy on the basis of existing materials and assets of the community.

+ Sustainable environment: Developing economy, tourism must go together with environmental protection of natural landscapes, not disturbing the local flora and fauna ecosystem.

+ Sustainable Culture – Society: The development of the society gradually erodes the original, primitive and authentic nature of the indigenous culture. Community based tourism contributes to the regeneration of traditional culture, encourages the pride of the local people to the socio-cultural values of the locality, thereby striving to preserve cultural values for the next generation.



(Source: Huong. B.T, Cuong. N.D.H, 2007)

Figure 1. Sustainability in the community tourism development

* The community participation

The core element of CBT is community-owned and for the benefit of the community, the participation of the residential community is the focus issue of the projects. Therefore, the CBT projects planning process should not ignore the wants and roles of the community. The success of the project or not depends on the level of management participation and the development of the community

* *The scale of tourism development*

In the research by *Huong. B.T, Cuong. N.D.H, 2007*, used two terms "general tourism" and "selected tourism" to talk about the scale of tourism development. Therein, the key characteristics of general tourism is large scale, travel service packages operated by private non-local members and tourism destinations that have been highly commercialized. Selected tourism is typically organized individually in small areas with moderate trade. It is difficult to draw boundaries for general tourism and selected tourism, both of which can be developed into community-based tourism form if they meet the most important criterion that puts the community in the center position

III. Case Study – The community- based tourism in the Central Highlands

3.1 The essential resources for the development of CBT in the Central Highlands

3.1.1 Landscape and Environmental factors

The Central Highlands includes 5 provinces of Kon Tum, Gia Lai, Dak Lak, Dak Nong and Lam Dong with a total area of 54,641.0 km², accounting for 16.8% of Vietnam’s area, not only a single plateau but also a system of adjacent plateaus with an average elevation of 500 - 1,500m with the system of mountains, caves, rivers, dense waterfalls and unique ecosystems. This area converges enough fundamental natural resources for tourism development. The information on some of the famous destinations and landscapes of the Central Highlands is presented in Table 1.

Table 1. Statistics of famous destinations/landscapes in the Central Highlands

| <i>Provinces</i> | <i>Natural resources/landscape</i> |
|------------------|--|
| Kon Tum | Ngoc Linh mountain Peak, YaLy Waterfall, Mang Den Ecological Area, Chu Mom Ray National Park |
| Gia Lai | Bien Ho Lake, Chu Dang Ya Volcano, Kon Chu Rang Nature Reserve, Kon Ka Kinh National Park |
| Lam Dong | Waterfall system: Pongour, Prenn, Đatanla Lake system: Xuan Huong, Tuyen Lam, Suoi Vang (Dankia) Bi Dup Nui Ba National Park, Golden Valley and Langbiang mountain |
| Đak Lak | Don village (local people usually call it “Buôn Đôn” – This region is famous for taming wild elephants. Lak Lake, Waterfall: Draynur, Dray Sap Thuong Yok Don National Park, Chr Yang Sin Mountain, Ea So Nature Reserve, Nam Ka |
| Đak Nong | Krong No volcanic cave system |

In the Central Highlands, the natural landscape is still relatively pristine and fresh, harmoniously combined with the uniqueness of customs, traditional costumes, and daily routine of ethnic minority villages to create enormous competitive advantages compared to other areas in Vietnam. As the foundation and necessary conditions to promote community based tourism and generate specific tourism products/services in the tourism development strategy of the five Central Highlands provinces.

3.1.2 Social and cultural factors

* *The Central Highlands is a region with cultural diversity of ethnic groups*

Reality shows that the community based tourism development projects in the world and in Vietnam mostly focus on Ethnic Minority Villages due to their relative cultural differences when compared to the large cultures system of the nation. For example, in Massachusetts - USA, has an Indian tourist village, Thailand is famous for the cultural villages of ethnic groups, namely: Shan, H’mong, Karen, Lahu... in Chiang Mai and Chiang Rai provinces; Vietnam is famous for the Ho village (Bản Hồ) of the Tay ethnic in Sapa, Lao Cai province, the Lac village (Bản Lác) of the White Thai ethnic in Mai Chau, Hoa Binh province...

Making a comparison between the Central Highlands and other regions in Vietnam, this area has an extremely diverse ethnic structure with 47 different ethnic groups, including indigenous and long-lived ethnic groups and groups migrating from other places. The cultures of the ethnic groups here are not only different from the national culture but also with cultures of the ethnic groups in other regions. Based on the diversity in the ethnic structure, the Central Highlands creates a large contrast picture for domestic and foreign tourists who are willing to pay to experience different cultural spaces.

* *Many localities, many groups of people are so poor*

Due to the large percentage of ethnic minorities in the population structure (nearly 45% of the population), their lives depend mainly on agriculture and manual labor, so the Central Highlands is one of the regions where the proportion of people belongs to high poverty rate in Vietnam. Therefore, policies, investment projects for tourism and service development of the Government and local authorities are not only to promote the development of the tourism industry, but also to create jobs for local people, increase income, and contribute to sustainable poverty reduction in the locality.

* *There are many unique traditional crafts*

Although industrialization and changes in lifestyle have lost some traditional jobs. However, in the Central Highlands, traditional handicrafts are still maintained and closely attached to the lives of ethnic minorities such as brocade weaving of the E-De people, rice paper craft in Don village, bamboo weaving or traditional craft forging of the Xo Dang ethnic...The craft and traditional craft villages are attractive by themselves in the tourism industry. So, when there is an integration with other factors such as ethnic culture, a healthy climate, beautiful landscape...They can be extremely attractive to tourists from other regions and international visitors from developed countries.

All the socio-cultural and natural landscape characteristics analyzed above show that the Central Highlands is a region that fully meets the standards of non-governmental organizations in the selection of investment projects to develop community, at the same time consistent with the general tourism development orientation of the whole region in the future.

3.2 The context of community-based tourism in Vietnam and the Central Highlands

3.2.1 Community- based tourism in Vietnam

Vietnam is one of the most popular and developing destinations in Southeast Asia. According to data from Google's travel trend tracking tool, from the beginning of 2023 until now, the number of searches for Vietnam tourism has continuously increased in the top of the world, from the 11th position to the 6th position today. Vietnam is the only destination in Southeast Asia in this group. Accordingly, Vietnam has a growth rate of 10% to 25%, ranked 6th in the world, much higher than the overall growth rate of Southeast Asia (-10% to 10%). Vietnam is the only country in Southeast Asia in the world's top high-growth group.

Community based tourism in Vietnam appeared for the first time in the late 1980s with the first international visitors from Eastern Europe. Lac village (Bản Lác) in Mai Chau, Hoa Binh province was the first place in the North of Vietnam have community-based tourism form, then continued to develop and spread to areas such as Sapa, Hoi An and the Mekong River Delta (Can Tho, Chau Doc - An Giang). In 2019, Vietnam has three community-based tourist destinations that were awarded the ASEAN community-based tourism Award: Thai Hai Eco- Stilt house Village Reserve (in Thai Nguyen Province), Co Tu Nam Giang Community Based Tourism Cooperative (in Quang Nam Province), Da Bia community-based tourism village (Hoa Binh Province). By 2020, it is estimated that Vietnam has about 300 villages and hamlets with community tourism activities.

Community- based tourism is considered as a type of tourism that brings many benefits, contributing to the most sustainable economic development for indigenous people. Vietnam has a lot of potential in natural landscapes, historical and cultural values of all ethnic groups, diversity customs, lifestyles and cuisine of different regions. These factors are the foundation for strong development of the type of community-based tourism. The Vietnamese Government aims to develop tourism into a key economic sector of the country, and tourism development associated with local economic development. Therefore, community-based tourism is more and more popular. Table 2 summarizes some of Vietnam's outstanding community-based tourism destinations.

Table 2. The outstanding community-based tourism destinations in Vietnam

| Destinations | Region | Features |
|---|--|---|
| Phieng Loi village (Bản Phiêng Lôi), Him Lam village (Bản Him Lam), Men village (Bản Mên) | Dien Bien Province, Northern of Vietnam | Community- based tourism associated with history Experiencing daily activities with the villagers and exploring some unique customs and practices of the Thai ethnic |
| Tien Thang, Ha Thanh village Nam Hong, Phin Ho village | Ha Giang Province, Northern of Vietnam | Community- based tourism associated with the new countryside Experiencing the cultural space of Tay ethnic group |
| The villages: Ta Van, Ta Phin, Nam Sai, Bao Nhai, Na Hoi, Ta Chai | Lao Cai Province, Northern of Vietnam | Community based tourism associated with ecotourism and culture |
| Thai Hai Eco- Stilt house Village Reserve | Thai Nguyen Province, Northern of Vietnam | The Reserve has 30 traditional stilt houses of the Tay ethnic group nearly hundred years among green forest trees, peaceful space |
| Lac Village (Bản Lác) Da Bia community-based tourism village | Hoa Binh Province, Northern of Vietnam | Experiencing culture space of H'Mong and Thai, Muong ethnic groups |
| Co Tu Nam Giang Community Based Tourism Cooperative | Quang Nam Province, Central of Vietnam | Experiencing the daily life of the Co Tu ethnic people |
| Tra Que village, Cam Thanh village | Hoi An, Quang Nam Province, Central of Vietnam | Experiencing as a farmer, fisherman, working and living together with local people |
| My Khanh village Con Son village | Can Tho, Southern of Vietnam | Exploring the natural environment in the southwest river region, experiencing cultural activities with the local people such as canoeing, listening to music "Đàn |

| | | |
|--|--|--|
| | | ca Tài tử"- among of Vietnam's national music types has been registered by UNESCO as an intangible cultural heritage in 2014. Experiencing as a landlord, farmer and enjoying traditional dishes. |
|--|--|--|

(Source: synthesized by the author)

3.2.2 The context of community- based tourism in the Central Highlands

According to statistics from the Vietnam National Administration of Tourism, the number of tourists traveling to the Central Highlands is increasing. In 2022, the Central Highlands provinces welcomed nearly 8 million visitors, including over 160,000 international visitors, achieving revenue of about 120 trillion VND. However, tourism in the Central Highlands has a clear differentiation between localities. Lam Dong is still the locality with the highest number of visitors compared to other provinces in the region, accounting for more than 70% of the whole region, followed by Dak Lak, Gia Lai, Kon Tum provinces, a less developed tourist area is Dak Nong.

The Central Highlands is a unique cultural area that includes the Gong culture space, the communal house, the Ghou house, the wooden carving art, the tomb house statue, the practice of drinking Can wine, making a fire, legends, festivals ... The majestic and mysterious natural ecological space with forests, mountains, rivers, streams, waterfalls, lakes and the rich flora and fauna. The Central Highlands has a great potential to develop tourism, especially the community-based tourism scheme.

Community based tourism not only helps to preserve the unique culture of each ethnic group, but also helps the community stabilize the economy, contributing to poverty reduction in the locality. Besides, the community-based tourism also attracts the participation of tourists, especially international tourists, who want to explore and experience the daily life and unique culture of indigenous people. Realizing the advantages of this type of specialized agency, in recent years, the provinces of the Central Highlands have also invested and developed many community based tourism destinations. Table 3 presents the information/features about highlight community- based tourism destinations in the Central Highlands

Table 3. The features of outstanding community- based tourism models in the Central Highlands

| Destinations | Features/tourism products | Limited |
|--|---|--|
| Kon K'Tu village - Dak Rơ Wa commune, Kon Tum city | <ul style="list-style-type: none"> - Ba Na Ethnic Village with 123 households, of which 15 households participated in community- based tourism - The main tourism resources: beautiful location including surrounding rivers, mountains system and unique cultural identity of the Ba Na people. - The key tourism activities: <ul style="list-style-type: none"> + Visiting and exploring about the architecture of communal houses, stilt houses, daily routines and production activities of Ba Na people + Rowing dug-out canoe, Experiencing the cuisine of the local people + Overnight in stilt house, join in artistic activities such as burning fire, Gong dancing, Xoang dancing and drinking Can wine | <ul style="list-style-type: none"> - The natural landscape is being compromised due to the deforestation - Road system leading to the village is seriously damaged, there is no waste treatment system. - Residential community is not warm-hearted to participate, especially the Gong dancing, Xoang dancing teams serve tourists are forced |
| Kon Bring village – Dak Long commune, Kon Plong District, Kon Tum Province | <ul style="list-style-type: none"> - Mo Nam people's village - A branch of the Xe Dang ethnic group - The village has been exploiting tourism activities since 11/2018, has 5 participating households, 3 stilt houses for accommodation service (homestay) - The main tourism resources: <ul style="list-style-type: none"> + The system of small streams flowing through the village combines mountainous situation and surrounding pine forest. + Unique cultural characteristics, architecture, knitting craft and festival system of the Xe Dang ethnic - The key tourism activities: <ul style="list-style-type: none"> + Visiting the scenery in the village and exploring the landscape of primeval forests and Hiam waterfall + Cultural exchange, join in artistic activities with local people as: love singing- The boys and girls respond singing style, local people call is "hát giao duyên", Xoang dancing, blowing Ta Vo, playing the B'rầu - a traditional musical instrument of Xe Dang ethnic, + Experiencing the daily activities of the people | <ul style="list-style-type: none"> - The projects to attract investment in tourism are still few and slow in progress - The accommodation establishments have not been developed, the conditions for organizing services and welcoming tourists in the form of Homestay are not high quality - Tourism products are still monotonous, do not have many activities, entertainment services |
| Cultural and tourist village: De Ktu - Kon Duong town, Mang | <ul style="list-style-type: none"> - One of the four model traditional villages of the Ba Na people in Gia Lai province - The tourism resources: Traditional architecture and | <ul style="list-style-type: none"> - Tourism products are still very monotonous, the village is almost "3 No": No food, no accommodation, and no souvenir products. |

Applying community-based tourism model to develop sustainable tourism in the Central ..

| | | |
|---|---|--|
| Yang district, Gia Lai Province | handicrafts such as knitting and weaving of the BaNa people - The key tourism activities: Visiting and exploring the communal house architecture - the Rong House, customs and typical culture of the Ba Na people. | - Local people stand out, passively under the influence of travel companies - The process of concreting too quickly lost the unique identity of the village. |
| Ako Dhong Village - Dak Lak province | - Ede people's village - Tourism resources: culture, architecture, customs and traditions of the Ede community - The key tourism activities: + Visiting architectural works - stilt houses, examining the daily life of the Ede people + Enjoy Can wine and join in the Ede gong dance | - Traditional village spaces are broken due to urbanization - Customs and production and daily life of the Ede community have changed a lot compared to tradition |
| Chicken Village, Darahoa, Duc Trong district, Lam Dong province | - K'Ho, Chill ethnic village - Tourism resources: + The pristine natural landscape includes pine hills, the surrounding stream system, the terraces fields + Architectural works, festivals, customs, mystical epic, traditional crafts of K'Ho ethnic - The key tourism activities: + Joining the trekking through the forest Journey or rowing a boat across Tuyen Lam Lake to Chicken Village + Visiting the architectural works, the epic stories of K'Ho people, experiencing the traditional brocade weaving of the K'ho, Chill ethnic + Burning fire, exploring cuisine, drinking Can wine and listening to folk tales and epic stories from local people | - There is support and participation from the local community + Villagers actively participate in tourism activities as the main workforce. + Awareness of the importance and pride of local traditional values. |
| Nui Ba Bidoup National Park Tourist area, Lam Dong province | - This is one of the famous tourist destinations of Lam Dong - Tourism resources: Bidoup-Nui Ba National Park ecosystem and the unique traditional culture of the K'ho community - The main tourism activities: Picnic, exploring the ecosystem of Bidoup National Park, adventure tourism (mountain climbing, canoeing...) | - Strong development on ecotourism - Most of the locals can join as guides for tourist's natural adventure journeys. |

From the general information in Table 3, most of the Central Highlands provinces own the basic resources for the development of community based tourism, but the real situation of developing tourism in the localities is completely different. The model of indigenous cultural tourism in Da Lat - Lam Dong was planned and organized quite methodically and clearly; Local communities participate and are deeply aware of local tourism development. In other provinces such as Dak Lak, Kon Tum ... the tourism destinations are half heart and spontaneous, residential communities are not interested in tourism activities, passive and dependent on travel agencies; after a period of operation, the villages fell into a treacherous situation, deserted and gradually forgotten.

3.2 Learned experiences from outstanding community- based tourism schemes in Vietnam

Developing community-based tourism is a step fitting the trend in the future, but in fact, not all localities have successfully applied this model. The question, why do some localities succeed, but others fail when building a community-based tourism scheme? Practical research from outstanding community-based tourism models in Vietnam, we can gather a lot of experience in planning and developing for this type of tourism. The experience is shown in table 4.

Table 4. Experience lessons from outstanding community- based tourism models in Vietnam

| Experiences | Detail Experiences |
|--|---|
| Planning and selecting appropriate community tourism destinations | - The destination has enough conditions/resources for community based tourism development: landscapes, natural environment and relative differences in culture - The destination should be part of the travel agency's strategy to develop tourism destinations. This helps to quickly attract the attention of visitors - The destination has links with other localities to match the orientation of linking tourism development areas. |
| Generating a difference in tourism products/services among the community- based tourism destinations in the region | Exploiting differences in culture, customs and cuisine of each local community to create a unique tourism product. Avoid stereotyping the same patterns, so that tourists who only need to visit one destination in the region can predict similar activities of other destinations in the region. |
| Developing local capacity | - The workforce in the CBT model is local residents. However, most people lack professional skills and capacity to serve in the tourism industry - Local educational institutions and training centers play a significant role in changing and improving skills for the residential community: receptionist operations, product processing, medical standards ...The training program should be appropriate to people's awareness level. |
| Making clearly the roles and | The CBT model has a harmonious combination between 04 participants |

| | |
|--|--|
| coordination mechanisms of the participants | <ul style="list-style-type: none"> + The local residential community: the owner of the tourist destination, actively participates in the development and implementation of tourism products/services and enjoys the worthy benefits from the tourism. + Travel agency: The partner brings visitors to the tourism destination, besides playing the role of supporting capital and training the community. + Local government: orienting, building specific policies and mechanisms for tourism destinations, harmonizing benefits between local people and businesses + Relevant governmental organizations, consultants: giving advice resident, authorities, businesses to build tourism models suitable to local conditions |
| Building a benefit sharing and conflicts resolving mechanism | <ul style="list-style-type: none"> - Profit sharing mechanism: maximizing the fairness of the distribution of benefits among community members. The revenue from tourism should be deducted as a fund for local development. - Mechanism to strictly handle conflicts between households participating in the community based tourism projects, conflicts between travel businesses and local people |

IV. Discussion and recommendations for the planning and development of community-based tourism in the Central Highlands

The Central Highlands is considered to fully converge the conditions and resources for the development of the community based tourism, but in reality the community based tourism in the Central Highlands has not really developed to that potential. From analyzing the context and conditions for development along with the successful lessons learned from highlighting community based tourism models in Vietnam, the study gives recommendations and discussions in planning and development the form of community based tourism suitable to the specific conditions of the Central Highlands.

** Local authority - who orient for local development*

- Planning on community tourism destinations/generating tourism products is methodically and clearly
- + Generating tourism products/services is methodically, associated with the characteristics of each village, customs and culture of each ethnic group, compatible with the conditions of each province. Tourism products are sustainable, protect the environment, landscape and preserve the ethnic cultural identity.
- + Local authorities need to pay attention to the regional connect factor in the planning of the village/destination to select the destination that can be linked to create tourist destinations for the whole region according to the development orientation "The Central Highlands Green Road".
- + Attending the difference between destinations to avoid duplication of tourism villages in the region, making tourists only need to visit a point, then predict tourism products of the whole Central Highlands.

** Residential community - the host of the community based tourism destinations*

- + Proud of the unique cultural values of the locality, thereby conveying to visitors with love and respect
- + Complying with the behavior rules of each member of the community, do not create an unhealthy competitive environment, enticing guests to lose the local tourism image
- + Economic benefits: building a mechanism for the distribution of benefits that is clear and fair according to the contribution rate among members. Profits from tourism must be deducted to create social capital, in order to preserve and embellish tourism assets as well as carry out local construction and development activities.

** Local tour organizations - bridge between tourist and destinations*

- Connecting residential communities and local authorities to design tours to bring and serve travelers in the community-based tourism village
- Supporting funds, consulting for the residential community, and local authorities to build community-based tourism destinations that are both suitable to the unique cultural identity and meets the demands and tastes of tourists.
- Supporting the news agencies carry out advertising and introducing community-based tourism villages/destinations to visitors at home and abroad.

V. Conclusion

In theory, many studies showed that community-based tourism can meet many goals in the same period such as: eradicate poverty, improve the quality of cultural and spiritual life of the people, preserve traditional culture, creating jobs on the spot, increasing cash flow and exporting local products and responding to changes in tourist tastes. But in fact, the community-based tourism in the Central Highlands has not come into reality, tourism activities are mainly meant for sightseeing, not achieving the purpose of raising awareness and experiencing unique characteristics in the culture of the native community.

However, the clear development orientation of the locality, along with the detailed analysis of the current operation status, the essential resources to develop the community-based tourism and experience lessons from other localities were indicated in the study. The provinces of the Central Highlands can fully bring into full play their inherent potentials and tourism resources to generate typical community tourism villages/destinations in the future, contributing to making the Central Highlands become an attractive destination on Vietnam tourism map.

References:

- [1]. Addison, L. (1996), "An approach to community-based tourism planning in the Baffin region, Canada's Far North - A retrospective", *Practicing Responsible Tourism*, John Wiley and Sons, New York, NY, pp. 296-329.
- [2]. ASEAN (2016), *ASEAN Community Based Tourism Standard*, ASEAN Secretariat, Jakarta
- [3]. Asker, S., Boronyak, L., Carrard, N., & Paddon, M. (2010). *Effective community based tourism: A best practice manual*. APEC Tourism Working Group. Griffith University, Sustainable Tourism Cooperative Research Centre.
- [4]. Blackstock, K. (2005). A critical look at community based tourism. *Community development journal*, 40(1), 39-49.
- [5]. Durkin, Jelena; Perić, Marko; Šebrek, Jelena Kljaić. (2017). "Addressing organisational challenges of cultural tourism in rural areas through community-based tourism model", *Tourism in South East Europe*, Vol. 4, pp 145-157
- [6]. Hamzah, Amran, and Zainab Khalifah. (2009). *Handbook on Community Based Tourism: "How to Develop and Sustain CBT"*. APEC Secretariat
- [7]. Harrison, D., & Schipani, S. (2007). Lao tourism and poverty alleviation: Community-based tourism and the private sector. *Current issues in tourism*, 10(2-3), 194-230.
- [8]. Huong. B.T., Cuong. N.D.H. (2007). "Research on Vietnamese tourism models", project sponsored by SNV Netherlands Development Organization
- [9]. Jamal, T. B., & Getz, D. (1995). Collaboration theory and community tourism planning. *Annals of tourism research*, 22(1), 186-204
- [10]. Lane, B. (1994). "What is rural tourism?", *Journal of Sustainable Tourism*, Vol. 2, No. 1-2, pp. 7-21
- [11]. Le, T. A., Weaver, D., & Lawton, L. (2012, March). Factors influencing the performance of community-based tourism in the semi-periphery of Vietnam: A resident perspective from Ta Van Village. In *CAUTHE 2012: The new golden age of tourism and hospitality; Book 2; Proceedings of the 22nd Annual Conference* (p. 361). La Trobe University.
- [12]. MacDonald, R. and Jolliffe, L. (2003). "Cultural Rural Tourism - Evidence from Canada", *Annals of Tourism Research*, Vol. 30, No. 2, pp. 307-322.
- [13]. Mann, M. (2000). *The Community Tourism Guide: Exciting Holidays for Responsible Travelers*, London: Earthscan.
- [14]. Murphy, P. E. (1985). *Tourism: A community approach*, New York and London: Methuen.
- [15]. Okazaki, E. (2008). A community-based tourism model: Its conception and use. *Journal of sustainable tourism*, 16(5), 511-529.
- [16]. Rozemeijer, Nico. (2001). "Community-based tourism in Botswana: The SNV experience in three community-tourism projects." Gaborone: SNV Botswana
- [17]. Son. T.H, Duong. T.T. (2015). "The Northwest Community-based Tourism Development". *Communist Review*
- [18]. Tam. T.S. (2018), "Community based tourism - The applicability in the Central Highlands", *Tourism Magazine*, <http://www.vtr.org.vn/du-lich-cong-dong-kha-nang-ap-dung-tai-tay-nguyen.html>
- [19]. Thanh Hoa, (2014). "Community based tourism, sustainable tourism development direction: Seen from the Northwest Community Tourism model", *Quang Binh Online newspaper*, <https://baoquangbinh.vn/kinh-te/201410/Travel-dong-dong-tourism-in-tourism-in-town-in-town-from-1-from-1-year-old-travel-from-hand-bac-2119375/>
- [20]. Truong, V. D., Hall, C. M., & Garry, T. (2014). Tourism and poverty alleviation: Perceptions and experiences of poor people in Sapa, Vietnam. *Journal of Sustainable Tourism*, 22(7), 1071-1089.
- [21]. Xa Giang. (2018). "Community-based tourism development in Vietnam", <http://www.vnmedia.vn/du-lich/201808/phat-trien-du-lich-cong-dong-o-viet-nam -610509/>