

MINISTERIAL CONFERENCE ON CULTURAL TOURISM
AND POVERTY ALLEVIATION

Hue, Vietnam, 11-12 June 2004

FINAL REPORT



World Tourism Organization

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1. Introduction

This report contains an overview of the presentations and debates held during the Ministerial Conference on cultural tourism and poverty alleviation.

The conference was held in the city of Hue, Viet Nam from 11-12 June 2004. The conference was a joint initiative of the Government of the Socialist Republic of Viet Nam and the World Tourism Organization.

2. Background

Poverty alleviation is a subject many least developed countries and developing countries have been grappling with for a long time. It is now the top priority on the international agenda for the 21st Century set out in the United Nations' eight Millennium Development Goals that were endorsed by the Heads of State and representatives of Governments of 191 countries in September 2002. The UN spurred on to make the eradication of abject poverty its priority owing to the fact that approximately 4 billion people live on less than two dollars a day, half of whom subsist on less than one dollar.

Tourism is a powerful instrument for the socio-economic development of especially developing countries because of its job and income potential. This was given a universal recognition in December last year when the UN, at the 58th Session of its General Assembly, conferred on WTO the status of a full-fledged specialised agency of the UN in the field of tourism.

WTO's *Tourism 2020 Vision* forecasts that international tourist arrivals are expected to reach over 1.56 billion by the year 2020. With the projected increase, cultural tourism stands out as it outperforms other tourist segments in terms of growth. The Asia-Pacific region, from the Indus Valley civilization in South Asia to the Chinese kingdoms and dynasties of East and Southeast Asia, is endowed with a vast and ancient cultural heritage that is more than 2000 years old. And it is precisely in Asia where about two-thirds of the world's poorest live. Many of these reside in the vicinity of World Heritage monuments and sites of renown such as Angkor Wat, Taj Mahal, the Great Wall and Borobodur. These treasures of humanity as well as the traditional culture of the poor people including their lifestyles, festivals, folklore and handicrafts are cultural resources that are potential generators of income and jobs for the host destinations.

3. Objectives

The Conference had the following main objectives:

- To rally political support of policy makers for the effective application of tourism programmes oriented towards poverty reduction.
- To examine ways in which cultural tourism can be channelled effectively to achieve poverty alleviation in Asia.
- To identify policies that governments could adopt to increase their share of the cultural tourism market and increase its contribution to poverty alleviation.
- To identify the roles that local authorities can play in cultural tourism management to ensure that socio-economic benefits are fairly distributed among the local poor.

4. Organization and structure of the Conference

The Ministerial Conference on cultural tourism and poverty alleviation was inaugurated by H.E. the Deputy Prime Minister of the Socialist Republic of Viet Nam, Mr. Vu Khoan, the chairperson of the Viet Nam National Administration of Tourism Mdm. Vo Thi Thang and the Secretary General of the World Tourism Organization Mr. Francesco Frangialli.

The conference started with a brief introduction on the aim and structure of the conference. A keynote presentation by WTO gave an in depth analysis of the principles, challenges and opportunities that cultural tourism provides in relation to poverty alleviation. In addition, the conclusions and recommendations from the technical seminar held at Siem Reap, Cambodia, on 8 June 2004 were presented.

Representatives of the Government of the Socialist Republic of Viet Nam gave an introduction to the current status of tourism development in Viet Nam after which the Ministers or heads of the delegations were invited to make a 15-minute statement on the issue of cultural tourism and poverty alleviation in their countries.

The second day of the conference was mainly devoted to further shape and adopt the Hue Ministerial Declaration on cultural tourism and poverty alleviation. During the first part of the morning a panel discussion was held among three senior experts and the Head of the WTO Sustainable Development of Tourism Department that, combined with the active input from all delegates, generated further input and ideas for the ministerial declaration. During the second part of the session the ministerial declaration was discussed and edited according to the remarks and observations made by delegates. During the last part of the morning session the Ministers of Tourism officially adopted the Hue Ministerial Declaration on cultural tourism and poverty alleviation.

The conference was concluded by the Deputy Prime Minister of the Socialist Republic of Vietnam, H.E. Mr. Vu Khoan, Dr. Dawid de Villiers, WTO Deputy Secretary-General and H.E. Mr. Veng Sereyvuth, Minister of Tourism of the Royal Kingdom of Cambodia.

The final programme of the ministerial conference can be found in Annex 1.

5. Presentations and discussions

Key issues raised during the panel discussion:

- Putting together and implementing tourism policies are essential conditions for a successful (cultural) tourism development. A sound policy should contain elements that:
 1. Conserve and protect the (living) culture
 2. Enhance and facilitate interpretation, that is not being used optimally at this moment, and save guard the local authenticity
 3. Ensure that income is distributed fairly among all communities involved in cultural tourism
- The public sector should play a mediating and facilitating role for the private sector and the local communities, which are the two most important key players in tourism development.
- The issue of poverty alleviation should be tackled at the micro level of the village.

- It is important to determine the local carrying capacity and slowly expose villagers to the tourism industry by bringing in domestic tourists in the first place and international tourists in the second place.
- For successful tourism projects it is essential to identify villages below the poverty line, which are rich in cultural traditions and also meet other basic tourism conditions such as close proximity to existing tourism destinations and good accessibility.
- Tourism development at the village level can only be successful if the development is for the interest of the villagers and if the villagers perceive this as such.
- It is important to give local villagers time to adjust local structures to deal with tourists and to be able to control the process of tourism development.
- Indicators for development defined by the local villagers can also guide the tourism development process as cases from Thailand have shown. Based on these indicators the villagers assess the local development after two years, and determine what has changed and are offered different scenarios to deal with these changes in line with the desires of the local community.
- The input of different stakeholders is required to provide different facilities and requisites for a successful tourism development, such as an appropriate infrastructure (by regional government) and training (by international donor). The central role in the tourism development is played by the Indian NGO National Trust for Art & Cultural Heritage (INTACH).
- Once a pilot project is successful there is a need to duplicate it to other villages.
- Successful tourism development at the village level requires no forced participation and no large budgets to make villagers participate.
- It is essential that a bottom up approach is used in which local villagers, supported by academic researchers, built up their own knowledge in terms of local resources, tourism potential and social status.
- There is the contradiction of areas that are rich in culture but receive less tourists compared to areas that are less rich in culture but receive more tourists. To ensure that the benefits of tourism development trickle down to all levels there is a need for clear-cut policies at government level including elements for private sector and community involvement.

Finally, the delegation of Iran stressed the need to raise awareness on the demand side for cultural tourism. They proposed the idea to designate 2006 the Year of Cultural Tourism, and to have a conference on this subject at the city of Bam, Iran.

The final text of the Hue Ministerial Declaration is presented on the next pages.

6. HUE DECLARATION ON CULTURAL TOURISM AND POVERTY ALLEVIATION

The Ministers of Tourism of the countries of Asia, gathered in the historic city of Hue, Viet Nam, on 11 and 12 June 2004, upon an invitation of the Government of the Socialist Republic of Viet Nam and the World Tourism Organization (WTO), concluded and endorsed the following

DECLARATION

Aware of the rich cultural assets with which are endowed the countries of Asia, ranging from many archaeological, historical and monumental sites to a wide variety of intangible and living cultural expressions of their peoples,

Taking into account that the uniqueness and value of many of these sites have been internationally recognized and inscribed in the UNESCO List of World Heritage Sites, and proclaimed as Masterpieces of the Oral and Intangible Heritage of Humanity the fact that they can act as attractions for tourists and therefore can benefit the surrounding communities,

Bearing in mind the need to preserve the spiritual, cultural and artistic values of all heritage sites and living traditions while at the same time to use them in a sustainable manner for the benefit of their peoples,

Aware of the extreme poverty conditions in which a significant proportion of Asian peoples live, and the moral obligation to redress this situation as urgently as possible in line with the UN Millennium Development Goals and the Plan of Implementation agreed upon at the World Summit on Sustainable Development in Johannesburg,

Cognisant of the continuous growth in international tourism, especially that motivated by cultural attractions, and of the high forecast growth of domestic tourism within Asia and international tourism towards and within the Asian region,

Convinced of the opportunities offered by sustainable cultural tourism activities to contribute to poverty alleviation in their nations,

Recognizing the obligations to safeguard the world's tangible and intangible culture heritage by State Parties to the 1972 Convention concerning the Protection of the Cultural and Natural Heritage and the 2001 Convention concerning the safeguarding of the intangible cultural Heritage,

Convinced of the opportunity that tourism can make to the intercultural understanding and peace

Agree to the following:

1. Commit all efforts at their disposal to promote the sustainable development of cultural tourism in such a way so as to maximise its contribution to poverty alleviation.

2. Consider the adoption of the recommendations for action of the World Tourism Organization in relation with tourism and poverty alleviation, as well as the relevant principles of the Global Code of Ethics for Tourism.
3. Adjust their tourism development policies and plans in order to include in them poverty alleviation objectives, and coordinate their actions in this respect with other government departments / agencies and especially to include tourism in their national poverty reduction strategies.
4. Involve and provide support to poor communities living within and around Cultural Heritage Sites and other sites of cultural interest, in order for them to become the beneficiaries and principal actors of tourism development and management in these areas.
5. Strengthen the role and the capacities of local authorities and encourage them to focus their tourism development efforts in poor communities.
6. Create further awareness among public authorities at all levels of government, the private sector and the general public, and mobilize international political support regarding the potential of sustainable tourism to contribute to poverty alleviation.
7. Support the creation and operation of micro, small and medium sized tourism enterprises, through technical assistance and human resource development, by providing a suitable regulatory framework and by facilitating access to sources of finance and relevant data and information.
8. Promote and facilitate the employment of poor local people in large tourism companies, foreign and national, through the provision of incentives, training and an appropriate regulatory framework.
9. Ensure that the local poor engaged in tourism occupations, either as employees or self-employed, are fairly remunerated and receive adequate social protection, in accordance with the principles established in the Global Code of Ethics for Tourism.
10. Provide support to the revitalization of local traditions including handicrafts, visual and performing arts and other cultural expressions among poor communities, in order for these to become integrated into the cultural tourism offer, but safeguarding at the same time their authenticity and spiritual and religious values.
11. Encourage the development of linkages between the tourism industry in or near cultural tourism destinations and local suppliers of goods and services, including community based suppliers, in order to reduce leakages and maximise the local income derived from tourism.
12. Encourage private sector enterprises to invest in cultural tourism projects to the benefit of both the investors and the local community in a manner consistent with their socio-economic responsibilities to the communities concerned.
13. Promote and support public and private sector cooperation at bilateral, regional and multilateral level in the infrastructure and human resource development, which contributes to the expansion of sustainable and responsible cultural tourism.

14. Identify new cultural assets that could be developed as tourism attractions in poor and rural areas, give support to the local people for developing these attractions and, if necessary, submit requests for external assistance to the World Tourism Organization or other sources.
15. Give priority to the promotion in international, intra-regional and domestic markets of cultural tourism destinations close to where the poor live and to the companies and services owned or run by the local poor, and to companies adhering to pro-poor principles.
16. Thank warmly the Government of the Republic of Korea for its generous and vital support to the WTO ST-EP (Sustainable Tourism - Eliminating Poverty) initiative and call upon other governments to also support and contribute to this initiative.
17. Commit to work together in order to identify, develop and promote integrated cultural tourism circuits among different countries of the Asian region, easing border-crossing formalities, especially those circuits that include poverty alleviation oriented products and services.
18. Commit to exchange experiences and data, both among countries of the region and through WTO, regarding tourism and other policies, initiatives and projects aimed at poverty alleviation as well as poverty reduction strategies in general.

ANNEX 1

Conclusions and recommendations of the *Technical Seminar on Cultural Tourism and Poverty Alleviation, Siem Reap, Cambodia, 8 June 2004*

Due to time constraints there was little time for the participants to discuss the conclusions and recommendations. The most important observation was made in respect to point 11, as not to limit government policies and actions to the national level but also to include regional and especially local authorities.

General:

1. Important target groups for poverty alleviation are communities and (individual) poor people. Tackling the issue of poverty is difficult, especially in reaching the poorest of the poor.
2. Poverty alleviation is about a different approach to tourism development and marketing, it is not always about creating new and different products.
3. There is a need to gain more insight into the economic and social-cultural benefits for the poor and for communities. Indicators to measure and monitor these benefits should be developed and mechanism should be put in place to share the gathered data.

Tourism related products:

4. To create tourism packages (in the surroundings of cultural sites) that focus on traditional village life. Such products will add extra value to the visitors experience and will also extend their stay at the destination and reach more poor people.
5. The production and selling of crafts provides direct benefits to the makers. It is essential to produce quality crafts in accordance with market demand and to create professional outlets at different levels.

Conditions for success:

6. To have tourism policies and general management plans in place at the local and regional level, and at the destination as a whole.
7. To create public awareness on the issue of poverty reduction in relation to tourism.
8. To increase access to capital for the development of micro enterprises.
9. To support entrepreneurial skills among poor people and communities.
10. For community projects the critical issues are marketing, (hospitality) training, support from outsiders, gradual exposure to tourism, quality standards for tourism products and strong commitment of the community.

Stakeholders:

11. Government policies need to be adjusted towards the poor in general and communities specifically. Government action needs to be well coordinated and integrated.

12. It is essential to create synergy between tourism development programmes and other (inter) national development programmes carried out by national governments, non-governmental organizations and UN bodies.
13. Guidelines for hotels, tour operators and other private sector companies need to be formulated to integrate elements of poverty alleviation in their daily business operations and supply chains.
14. Close cooperation between the private sector and communities should be encouraged, especially in terms of developing (new) tourism products, crafts and (joint) marketing.

ANNEX 2**MINISTERIAL CONFERENCE ON
CULTURAL TOURISM AND POVERTY ALLEVIATION**Hue, Vietnam, 11-12th June 2004**PROGRAMME**

- Thursday, 10 June** Arrival of Delegates and Registration
- 19:00 - 22:00 Buffet dinner hosted by the Vietnam National Administration of Tourism at the Garden Bar
- Friday, 11 June**
- 08:00 - 08:45 Registration continued
- 08:45 - 08:55 All delegates to be seated in the Conference Hall for the Opening Ceremony
- 09:00 – 09:30 Opening Ceremony
- Inauguration Declaration by the Deputy Prime Minister of the Socialist Republic of Vietnam, H.E. Mr. Vu Khoan
 - Speech by the Chairperson of the Vietnam National Administration of Tourism (VNAT), H.E. Mdm. Vo Thi Thang
 - Speech by the Secretary General of the World Tourism Organization, Mr. Francesco Frangialli
- 09:30 – 09:45 Photo session for Heads of Delegation with H.E. the Deputy Prime Minister of the Socialist Republic of Vietnam in the gardens of the Saigon Morin Hotel
- 09:45 - 09:50 Presentation of gifts to Heads of Delegation by the Chairman of the People's Committee of Hue, H.E. Mr. Nguyen Xuan Ly
- 09:50 – 10:10 Coffee/tea break
- 10:10 – 10:20 Introduction by WTO
- 10:20 – 11:00 Presentation by Mr. Eugenio Yunis, WTO Chief for Sustainable Development for Tourism
“Contribution of Cultural Tourism to Poverty Alleviation”
- Presentation by Mr. Ruud Klep, WTO consultant, of the conclusions and recommendations of the technical seminar held 8 June 2004, Siem Reap, Cambodia

- 11:00 – 11:15 Presentation by the Deputy Head of Advisory Unit of Industry Development, VNAT, Dr. Pham Trung Luong
- 11:15 – 11:45 Presentation by the Chairman of the People's Committee of Hue, H.E. Mr. Nguyen Xuan Ly
- 11:45 - 12:15 Ministerial Statements¹
- I.R. of Iran: Vice-President of the Islamic Republic of Iran, and the President of the Iran Cultural Heritage and Tourism Organization, H.E. Mr. Seyed Hossein Maraashi
- Philippines: Secretary of Tourism, H.E. Mr. Roberto M. Pagdanganan
- 12:15 – 13:15 Lunch hosted by VNAT at the Morin Restaurant
- 13:15 – 15:00 Ministerial Statements continued
- Cambodia: Senior Minister and Minister of Tourism, H.E. Mr. Veng Sereyvuth
- Indonesia: Deputy Minister for Capacity Building and International Relations, Mr. Thamrin Bachri
- Lao PDR: Minister of the National Tourism Authority, H.E. Mr. Somphong Mongkhonvilay
- Malaysia: Minister of Culture, Arts and Tourism, Datuk Dr. Leo Michael Toyad
- Rep.of Korea: Vice-Minister of Culture and Tourism, Mr. Jee-chul Oh
- Sri Lanka: Minister of Industries, Tourism and Investment Promotion, H.E. Mr. Anura Priadarsi Solomon Dias Bandaranaike
- 15:00 – 15:15 Coffee/tea break
- 15:15 – 16:00 Ministerial Statements continued
- Thailand: Director General, Office of Tourism Development, Ministry of Tourism and Sports, Dr. Sasithara Pichaichannarong
- Hong Kong SAR: Deputy Commissioner for Tourism, Mr. Duncan Pescod
- Bhutan: Director General, Department of Tourism, Ministry of Trade and Industry, Mr. Lhatu Wangchuk
- India: Minister of Tourism, H.E. Mrs. Renuka Choudhury
- 16:00 - 16:15 Presentation by Mr. Richard Engelhardt, Regional Advisor for Culture in Asia and the Pacific, UNESCO Bangkok

¹ Ministers or heads of delegations are invited to make a 15-minute statement on the subject of the Conference, the content of which will be incorporated into the final Declaration of the Conference.

- 16:15 - 17:00 Questions and answers session
- 18:15 Delegates to assemble in lobby of Saigon Morin Hotel for departure for dinner
- 18:30 Welcome dinner reception hosted by VNAT and the People's Committee of Hue at the Century Hotel

Saturday, 12 June

- 09:00 – 10:15 Panel discussion
- Dr. Wienndu Nuryanti, Secretary-General, International Centre for Culture and Tourism, Indonesia
- Mr. S.K. Misra, Chairman of the Indian National Trust for Art and Cultural Heritage (INTACH), India
- H.E. Mr. Hassan Sobir, Minister of Tourism, Republic of Maldives
- Mr. Pradech Phayakvichien, Advisor to the Tourism Authority of Thailand
- 10:15 – 11:00 Reading of the Draft Hue Declaration on Cultural Tourism and Poverty Alleviation and questions and answers
- 11:00 – 11:15 Coffee/tea break
- 11:15 – 12:00 Adoption of the Hue Declaration on Cultural Tourism and Poverty Alleviation
- Closing Statements
- By the Deputy Prime Minister of the Socialist Republic of Vietnam, H.E. Mr. Vu Khoan
- By Dr. Dawid de Villiers, WTO Deputy Secretary-General
- By the Minister of Tourism of the Royal Kingdom of Cambodia, H.E. Mr. Veng Sereyvuth
- 12:00 Lunch hosted by VNAT at the Morin Restaurant
- 13:30 Delegates assemble in the lobby of Saigon Morin Hotel for departure on Technical Tour of Hue
- 15:00 Return to Saigon Morin Hotel
- 17:00 Delegates assemble in the lobby of Saigon Morin Hotel
- 18:30 - 20:30 Grand Opening Ceremony of the Hue Festival 2004
- 20:30 - 22:00 Dinner hosted by the Organizing Committee of the Hue Festival 2004