

**REPORT**  
**OF**  
**STUDYTOUR TO HOA BINH PROVINCE**

(29 August 2011)



*August 2011*

## Table of Contents

I. PURPOSE AND SCHEDULE OF THE STUDYTOUR.....	3
1. Purpose of the studytour.....	3
2. Schedule .....	3
3. Participants .....	3
II. VISITING RESTAURANT N 64 (Quan 64) - ROADSIDE STATION, MOC CHAU DISTRICT SON LA PROVINCE .....	4
1. General information of Quan 64 - Roadside Station.....	4
2. Remarks.....	5
III. VISITING LAC TOURISM VILLAGE, MAI CHAU DISTRICT, HOA BINH PROVINCE.....	5
1. General information .....	5
2. Remarks.....	6
VI.SITING HOA BINH ROADSIDE STATION - MICHINOEKI.....	6
1. General information .....	6
2. Remarks.....	7
V. IMPROVEMENT OF UNDERSTANDING LEVEL OF THE PARTICIPANTS .....	7
VI. POPOSED APPLYING PLAN IN DIEN BIEN PROVINCE. ....	8
1. Setting up tourism villages at pilot sites.....	8
2. Building Roadside Station.....	8
VII. TASK SHEET .....	9

*\*Pictures and information of the participants were used in this Report.*

# **I. PURPOSE AND SCHEDULE OF THE STUDYTOUR**

## **1. Purpose of the studytour**

Project for Sustainable Forest Management in the Northwest Watershed Area (SUSFORM-NOW) has organized a studytour to visit Hoa Binh Roadside Station - MICHINOEKI. Its purpose as below:

- To give a good opportunity for members of PMU to get actual knowledge of Roadside Station - MICHINOEKI before they participate in the training on Enhancement of Community Capacity and Rural Development Promotion Function for Vietnamese - Michinoeki in Oct 2011 in Japan.
- To get information of tourism village and traditional handicraft products for applying in livelihood development in pilot sites.

## **2. Schedule**

Duration: 02 days: 29/8/2011 - 30/8/2011

1) 29/8/2011

- To visit Restaurant No.64 (Quan 64) - Roadside Station in Moc Chau district, Son La province;
- To visit Lac tourism village in Mai Chau district, Hoa Binh province;
- To visit Hoa Binh Roadside Station - MICHINOEKI in Muong Khen, Hoa Binh.

*(Stay overnight at Hoa Binh city)*

2) 30/8/2011

- Hoa Binh to Dien Bien Phu city (Revisit Quan 64 in Moc Chau district, Dien Bien province)

## **3. Participants**

- 1) Mr. Goseki Kazuhiro, Chief Advisor of SUSFORM-NOW;
- 2) Mr. Pham Cong Nguyen, Vice Head of Forest Protection Unit of Dien Bien district, member of PMU;
- 3) Mr. Mai Xuan Chi, Expert of Agricultural and Rural Development Division of Dien Bien Dong district, member of PMU;
- 4) Mr. Nguyen Tuan Hien, Project Officer of SUSFORM-NOW

## II. VISITING RESTAURANT N 64 (Quan 64) - ROADSIDE STATION, MOC CHAU DISTRICT SON LA PROVINCE

Delegation of SUSFORM-NOW project stopped at Quan 64 - Roadside Station in Moc Chau district, Son La province to have lunch and visit Roadside Station model on 29 August 2011 PM.

### 1. General information of Quan 64 - Roadside Station



Owner of Quan 64: Mr. Do Dinh Hong & Ms. Do Thi Lan

- Quan 64 has been constructed and operated since 2000 with strong supports from related local authorities. This is a famous Roadside Station on the way from Hanoi - Son La - Dien Bien province and reverse direction.
- Quan 64 has some good advantages such as its location is far from Hanoi 179 km on national road No.6. The distance is very suitable for drivers and passengers to stop for taking rest; There is a good natural water resource; Parking place is convenient and large enough for many vehicles to park at the same time; Weather is cool all time of the year. It is a good view and comfortable place; Quan 64 can service with high quality such as comfortable rest place, clean toilet, good food with suitable price. There are more than 100 kinds of forestry, agricultural and local handicraft products for selling: pumpkin, vegetable, dry bamboo shoot, tea, fruit, milk, candy, knife, chopping-board etc.



- There are 25 staffs always working at Quan 64 and its confectionery. Salary is average from 2 million to 3 million per person per month.

## 2. Remarks

- Quan 64 operates as completed functions of real roadside station. It provides high quality of its services to drivers and passengers. It also contributes to keep traffic safety.
- It contributes to give jobs for local people;
- It helps local people who are living around Quan 64 (7 villages) to sell their forestry, agricultural and local handicraft products for developing production and improving their living conditions
- 30/8/2011, SUSFORM-NOW delegation visited again Quan 64 to confirm some collected information such as distance and local products, taking rest and buying some local products at Quan 64.

## III. VISITING LAC TOURISM VILLAGE, MAI CHAU DISTRICT, HOA BINH PROVINCE

Following the studytour schedule, SUSFORM-NOW delegation continued to visit Lac tourism village, Mai Chau district, Hoa Binh province.

### 1. General information



- There are 100 households in Lac village. All households have shop to sell souvenir, local handicraft products. It includes 19 household, which have guesthouses and restaurants at home (home-based) to service tourists.
- Delegation visited an antenna shop of JICA Vietnam Rural Industry Promotion Project. The shop owner is Ms. Lo Thi Di. She is White Thai ethnic group. She informed that the JICA Project has shops in Hanoi and Ho Chi Minh cities to show and sell local handicraft products.



- There are many kinds of products to show and sell in the antenna shop such as: Skirts of H'Mong's women, brocade cloths, shoulder bags, Pieu towels, brocade hats etc of Hoa Binh province and other provinces such as Na Sang - Dien Bien and Than Uyen - Lai Chau. Brocade loom is presented in the shop for introducing making brocade tool with tourists. Other local handcraft products were made from rattan, bamboo, stumps, etc that are presented in the shop.

## 2. Remarks

- Through model of the JICA antenna shop in Lac tourist village, local people, especial women have more income from production and selling local traditional products. Average interest of the shop is VND 1,700,000 per month.
- It helps to maintain and conserve local traditional production such as brocade and handicraft.
- It helps to introduce local culture to Vietnamese and foreign tourist.

## VI.SITING HOA BINH ROADSIDE STATION - MICHINOEKI

### 1. General information



- Hoa Binh Roadside Station - MICHIOEKI was set up under “The Study for Roadside Station Master Plan in the Socialist Republic of Vietnam” funded by JICA. It has been operated since 2009. Mr. Nguyen Xuan Hung is a manager of Hoa Binh Roadside Station. There are 11 staffs in the Hoa Binh Roadside Station.

- Total area of the Hoa Binh Roadside Station is 6,000 m<sup>2</sup>. There are drinking place, toilets, souvenir shop and parking place in the Station.



## 2. Remarks

The Hoa Binh Roadside Station - MICHIOEKI has been operating since 2009 but effect of its operation was not high. Some foreign tourists of Tourism Companies visited it only. Main reasons of above situation are below:

- Infrastructure of the Hoa Binh Roadside Station is not synchronic and complete. It has no garage, petrol station, restaurant and guesthouse. Gate of parking place is narrow and inconvenient. Parking area is not large enough.
- Hoa Binh Roadside Station is located in wrong place of taking rest. Distance is short only 90 km from Hanoi.
- Drivers and passengers did not understand well about function of Roadside Station.
- Advertising for Roadside Station was not good. It had no billboard of Roadside Station in right place. So it didn't give information of Roadside Station to drivers, passengers and others. Design of Hoa Binh Roadside Station was not perfect.

## V. IMPROVEMENT OF UNDERSTANDING LEVEL OF THE PARTICIPANTS

Through the study tour, Mr. Nguyen and Mr. Chi became to understand well on concept and role of MICHINO-EKI, economic function of MICHINO-EKI to develop livelihood of neighboring villagers, challenges of Vietnamese MICHINO-EKI, etc. and finally summarized five questions which they would like to study in Japan while participating MININO-EKI training course (*see Task Sheet attached herewith - VII*).

## **VI. POPOSED APPLYING PLAN IN DIEN BIEN PROVINCE.**

### **1. Setting up tourism villages at pilot sites.**

- Traditional handicraft trading villages of Dien Bien province should be restored and expanded. Models of livelihood development should be encouraged and implemented at the pilot sites.
- Eco Tourism Villages should be set up at some project pilot sites. Shops should be opened in the eco tourism villages to show and sell some local products, especial food to tourists.

### **2. Building Roadside Station**

- The pilot sites of the project are far from main roads. So, it hasn't enough conditions to set up Roadside Stations there. However, some small shops can be opened on the roadside of commune, village roads for introducing and selling local products.
- One Roadside Station - MICHINOEKI is necessary to set up on national road No.6. It should be located at the entrance to the Dien Bien Phu city. It is the best place for drivers, passengers and tourists to take rest. The Roadside Station also is a good place to show and sell local products of pilot sites and introduce culture of different ethnic minority groups and history of Dien Bien province to Vietnamese and foreign tourists.

## VII. TASK SHEET

### REPORT

#### Studytour to Hoa Binh

Reporter: **Mr. Pham Cong Nguyen**

Office: Forest Protection Unit of Dien Bien district, Dien Bien province

Reporter: **Mai Van Chi**

Office Address : Agriculture & Rural Development Division of Dien Bien Dong district, Dien Bien province.

#### **I. Road Side Station - Quan 64, Moc Chau district, Son La province.**

Restaurant owners: Mr. Do Dinah Hong and Ms. Do Thi Lan

##### ***1. Why are many people visiting here?***

- Quan 64 has been built since 2004. It has received supports of administrative procedures from related authorities; It is located far from Hanoi 179 km with many convenient conditions such as suitable distance for taking rest of drivers and passengers from Hanoi, cool weather, lager packing place, natural water resource.

- Quan 64 services meals and drinking, large and clean toilets, selling local products with more than 100 products, rest rooms for guests who stay in Quan 64 for short time or overnight.

##### ***2. How this road-side station contribute (or not contribute) to develop livelihood of the neighboring villagers?***

- There are 4 H'Mong villages, 2 Thai villages and 1 Muong village around the Quan 64.

- Quan 64 has a candy production plant with 25 workers who are from neighbor villages. It has 17 workers always work at the Quan 64. Workers of Quan 64 can get average salary from 2 million VND to 3 million VND per month per person.

- Quan 64 sells agricultural products, handicraft products of local people from neighbor villages. Those products are pumpkin, dry bamboo shoot, tea, fruit, milk, candy, knife, chopping-board, worm wine, gecko wine etc.

### ***3. How can you utilize such road-side station for developing livelihood of our Pilot Sites?***

- The pilot sites of the project are far from main roads. So, it hasn't enough conditions to set up Roadside Stations there. However, some small shops can be opened on the roadside of commune, village roads for introducing and selling local products.
- Kermis and daily market and be set up; It will help local people to sell and buy goods and introduce local products to tourists. It also attract tourists' coming and sells local products to them.

## **II. Lac Tourism Village - Mai Chau, Hoa Binh**

### ***1. How villagers are marketing their local products to develop their livelihood?***

- There are 100 households in Lac village. All households have shop to sell souvenir, local handicraft products. It includes 19 household, which have guesthouses and restaurants at home (home-based) to service tourists.
- Delegation visited an antenna shop of JICA Vietnam Rural Industry Promotion Project. The shop owner is Ms. Lo Thi Di. She is White Thai ethnic group. She informed that the JICA Project has shops in Hanoi and Ho Chi Minh cities to show and sell local handicraft products.
- There are many kinds of products to show and sell in the antenna shop such as: Skirts of H'Mong's women, brocade cloths, shoulder bags, Pieu towels, brocade hats etc of Hoa Binh province and other provinces such as Na Sang - Dien Bien and Than Uyen - Lai Chau. Brocade loom is presented in the shop for introducing making brocade tool with tourists. Other local handicraft products were made from rattan, bamboo, stumps, etc that are presented in the shop.
- JICA Project helped local people, especially women to have added job at leisure harvest time. They save their time to make tradition local handicraft, brocade. They get extra income from the added job average 1.7 million VND per month per shop.

### ***2. What is villagers' expectation from the project?***

Villagers of Lac Tourism Village expected to receive techniques of combined colors, design pattern on brocade cloths and brocade products from JICA project.

### ***3. How can you apply the experiences of the Project and the Lac village to develop livelihood of villagers of our Pilot Site?***

- Pilot sites of SUSFORM-NOW project in Dien Bien province can learn and apply Lac Tourism village model such as opening shops for introducing and selling local products, home based-stay, and service local foods to tourists.

- Restoring tradition local handicraft villages and expanding livelihood development model to local people.

### **III. MICHI-NO-EKI Muong Khen, Hoa Binh**

#### ***1. Ideally, what should MICHI-NO-EKI be?***

- Hoa Binh Road Side Station MICHINO-EKI is stopping and taking rest place of drivers and passengers;
- Mr. Nguyen Xuan Hung is a manager of Hoa Binh MICHI-NO-EKI. There are 11 staffs in the Hoa Binh MICHINO-EKI including administrative staffs and marketing staffs for local products.
- The Hoa Bing MICHINO-EKi has been built since 2008. It has started to operate since 2009. Its total area is 6.000 m<sup>2</sup> including shop area for showing and selling local products, drinking and taking rest areas, toilets and front and back parking places.
- Function of MICHIO-EKI is support to traffic. Drivers and passengers are attracted by Road Side Station to stop for taking rest. Other functions of the MICHINO-EKI are advertising and selling local products.
- In fact, MICHINO-EKI's operation was not very effective. Because, only some buses with foreign tourists stopped at the Road Side Station so far. Its location is only 90 km from Hanoi. So that distance is not suitable for stopping and taking rest.

#### ***2. What are challenges of Hoa Binh MICHI-NO-EKI?***

- Total area of the Hoa Binh MICHINO-EKI is limited. It is not large enough for vehicles' parking. Enter and out gate of the parking is narrow. It is inconvenient for coming in and out of long trucks or gig buses.
- It is necessary to upgrade infrastructure of the Hoa Binh MICHINO-EKI such as expanding parking area, building garage and restaurant.
- It has no advertising poster of Hoa Binh MICHINO-EKI at suitable place. So drivers didn't know about Hoa Binh MICHINO-EKI and didn't stop for taking rest.
- Hoa Binh MICHINO-EKI should adverse on Internet and develop communication with Tourism Companies for attracting drivers and passengers to Hoa Binh MICHINO-EKI.

#### ***3. How can you apply the experiences of the Hoa Binh MICHI-NO-EKI to develop livelihoods of the villagers in our Pilot Sites?***

- Many tourists visited Dien Bien Phu city. It is historical and eco-tourism place. So it is necessary to set up one MICHINO-EKI including hotels or guesthouses in Dien Bien Phu city.
- We hope to have a Road Side Station with enough standard criteria that will be located at entering place of Dien Bien Phu city. It is the best place for drivers, passengers and tourists to take rest or stay overnight. The Roadside Station also is a good place to show and sell local products of pilot sites.
- Building MICHINO-EKI at Dien Bien Phu city should be cooperated to implement by both sides Japan and Vietnam.

***4. Five (5) questions of which you want to find out the answers from the MICHI-NO-EKI training in Japan?***

- 1) What kinds of forest products from neighbor villages of Road Side Station will be developed?
- 2) Local products of villagers who are living around Road Side Station should be produced by big scale or small scale?
- 3) How to manage and operate Road Side Station for using all its functions effectively?
- 4) Where is budget resource from to support Road Side Station? Is it from local budget resource?
- 5) How to propagate and advertise Road Side Station MICHINO-EKI? How to combine functions of Road Side Station with developing agricultural and forest products of local farmers?