PROJECT OUTLINE

1. **Name of the Country:**
The Socialist Republic of Vietnam

2. **Title of the Project:**
The Project for Livelihood Diversification through Heritage Tourism in Remote Agricultural and Fishery Villages

3. **Background and Necessity of the Project:**
Rural area in Vietnam is blessed with abundant cultural and local resources. The Vietnamese government addresses to develop rural tourism destinations, however, there are many undeveloped places in which living standard is still lower than urban area. It is expected that income sources in remote rural villages will be diversified through utilization of regional resources such as cultural heritage, national landscape and human resources for tourism purposes.

4. **Project Purpose:**
To diversify livelihood methods through the development of community capacity on heritage tourism in agriculture, ethnic minority and fishery villages.

5. **Target Area:**
1) Kim Lien Commune, Nam Trung Commune, Van Dien Commune in Nam Dan District, Nghe An Province
2) Yen Khe Commune (Nua Village), Con Cuong District, Nghe An Province
3) Cham Island, Hoi An City, Quang Nam Province

6. **Target Group:**
1) Local residents
2) Local industry groups, women’s union, fishery group, Travel agencies
3) Staffs of local government
4) Staffs of Vietnam National Administration of Tourism, Ministry of Culture, Sports and Tourism

7. **Expected Outcomes:**
Expected outcomes of the project are:
1. Tourism programs to utilize local resources and landscape are developed in surrounding villages of Lam River in Nghe An Province
2. Tourism programs to promote lifestyle and local industry of ethnic community are developed in Nua Village in Nghe An Province
3. Tourism programs to promote lifestyle and fishery in Cham Island in Hoi An City.
8. **Implementing Duration:**
1/2016 – 1/2019 (3 years)

9. **Implementing Organizations:**
- Japanese Side
  Showa Women’s University

- Vietnamese Side
  Coordinating Organization:
  • Vietnam National Administration of Tourism, Ministry of Culture, Sports and Tourism
  Implementing Organizations:
  • People’s Committee of Nghe An Province
  • Department of Culture, Sports and Tourism, Nghe An Province
  • People’s Committee of Quang Nam province
  • Hoi An Center for Cultural Heritage Management and Preservation
  And related organizations which are shown in I. 4. in the Minutes of Meeting