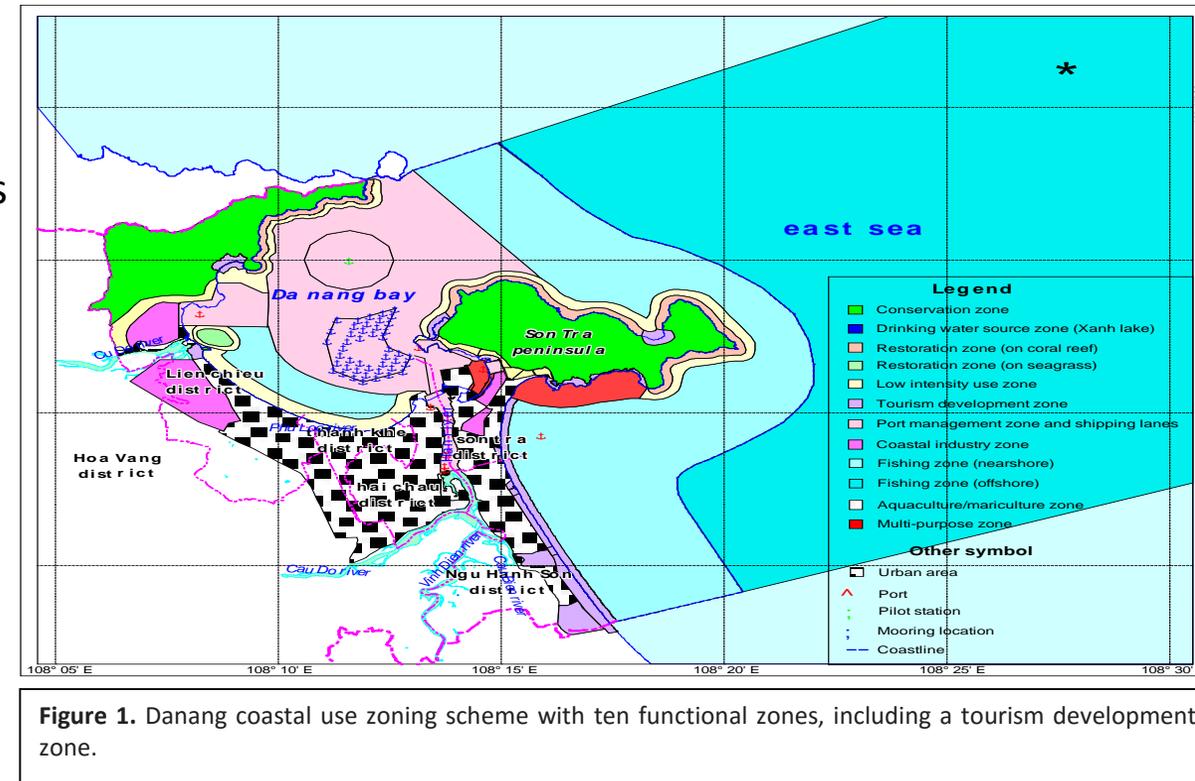


Coastal Tourism in Da Nang, Vietnam: Promoting a Win-win Situation for Achieving Conservation, Economic and Social Goals

Summary

- Pressure on the use of space and coastal and resources in Ngu Hanh Son and Son Tra Districts has resulted to habitat degradation, loss of landscape and loss of livelihood among the coastal communities.
- In 2000, Danang developed and implemented the National ICM Demonstration Site Project. One of the key outputs of the project was the coastal use zoning plan, which was approved by the People's Committee on 10 October 2005 through Decision No. 7825/QDUB. The plan aimed to enhance the spatial planning of the city, thus resolving use conflicts and promoting rational use of the coastal areas and resources.
- The Da Nang Master Plan Towards 2030 with Vision to 2050 details measures to transform the City into a major economic and tourism hub. The Master Plan and the coastal use zoning plan designated specific areas for tourism development. Their implementation required the relocation of residents and removal of noncompatible activities from the area. This was successfully achieved through a negotiation and compensation process led by the City Government
- Resettlement, livelihood assistance, and skills development programs provided to the fishing communities and coastal residents enabled their transition to other livelihoods.



Solutions

- Promote a participatory and multidisciplinary approach in the development and implementation of strategies and plans
- Implement the coastal use zoning plan in line with the planning and investment priorities of the City Government for tourism development
- Issue supporting legislations for the protection of the coastal areas and marine resources
- Conduct public awareness raising campaigns
- Ensure the smooth resettlement of affected coastal communities
- Rehabilitate the coastal areas to support tourism development and continually maintain environmental quality



Results

- **Improved standard of living among coastal communities**
 - The City's tourism development has improved the standard of living among the coastal communities by increasing their income, thus raising socioeconomic standards, and reducing their dependence on coastal and marine resources
- **Increased investments in tourism, increased revenue for the city, more job opportunities for the people**
 - The construction and rehabilitation of the coastal roads and beach areas have transformed former shoddy beaches into a beautiful waterfront with new wide coastal roads and green cover. Both Son Tra and Ngu Hanh Son Districts have attracted numerous foreign and domestic investors to build 4-5 star vacation resorts of international standard. As a result, a significant increase in tourist arrivals has been recorded over the years, which provides tremendous job opportunities for local people and brings revenue to the district as well as to the City.
- **Reduced dependence of communities on coastal and marine resources**
 - Policies and plans for improved fish production also require protection and conservation of the coastal and marine resources. The effective implementation of these interventions hinged primarily on the excellent reception of the stakeholders, especially the fishermen. To help fishermen change jobs and reduce the pressure on the marine resources, a job-transition support program was implemented in six pilot fishermen households from Son Tra District to change their current jobs from fishing to the services sector.

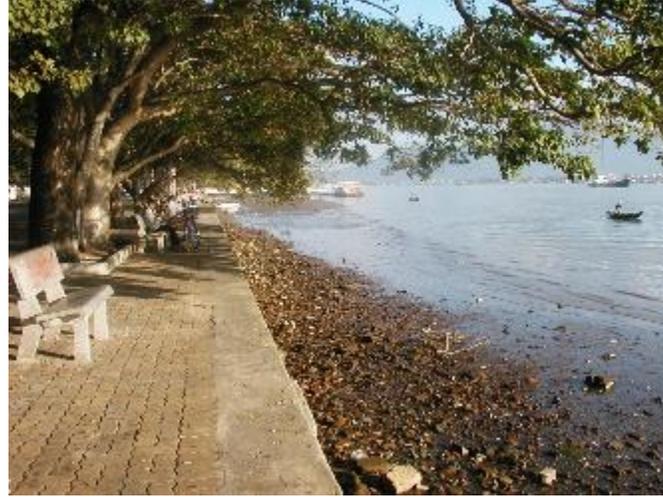
Coastal Road Before and After Rehabilitation



Lessons learned

- Ensuring that the long-term vision of the local government to uphold a healthy balance of economic growth, social progress, and environmental protection requires high level of commitment and investment over a long period of time.
- The tourism industry can be a good partner in managing and sustaining natural resources of an area where they are investing ... in most cases the future of their business depends on these resources.
- Consulting with and engaging sectors of the community that are being displaced by tourism development benefit both sides. The affected coastal communities are given a voice to convey concerns and interests, including security for their families.

Han River Bank Before and After Rehabilitation



Shared Responsibilities, Shared Benefits: An Innovative Approach to Engaging Fisher Communities in Sustainable Coastal Resource Management

Summary

- Danang's socioeconomic development is highly dependent on its rich natural resources, particularly with regard to fisheries and coastal tourism. Protecting and managing these marine and coastal resources are therefore a priority of the City.
- Guaranteeing the rights of the fisher folks to continue fishing and maintaining their source of livelihood, while at the same time playing a key role in coastal resource management to support a vibrant tourism industry that is fuelling the City's economic growth, has been a challenge.
- Over ten years of ICM program implementation have contributed to improving the City's planning and management capacity including expanding the involvement of civil society in program implementation resulting to better appreciation of the role of communities in environmental protection.
- One innovative approach applied by Danang City involved the establishment of a Model Club of Coastal Community for Sustainable Development. The Club promotes the direct participation of local communities in coastal resource management and in the implementation of alternative livelihood options to generate higher incomes and better living conditions among the members



Solutions

- **Establish the Club's foundation and Code of Conduct**

- The Club was launched on 2 November 2010 with the presence of local leaders and representatives from farmer associations and relevant government departments. The Club is guided by a Code of Conduct that outlines the social norms, and the rules and responsibilities of the members

- **Initiate, develop, and implement the Club's activities**

- To reinforce the activities of the Club, the Danang ICM Program, in collaboration with Danang Farmer's Association, helped the Tho Quang coastal communities and fishermen in the initiation, development and implementation of various activities such as regular consultations and meetings, information and education campaigns and coastal cleanup events.

- **Replicate the good practices and expand coverage to other coastal communities**

- The Danang Agency of Seas and Islands maintains a website, www.ccbhd.danang.gov.vn, that showcases the activities and outputs of the Club. A plan to scale up the model club's good practices for the period 2015-2019 will cover four wards located in four different districts of the city. Ultimately, the target is to have a similar community club in each coastal ward in Danang by the year 2020

Model Club of Coastal Community for Sustainable Development

- A volunteer organization of workers engaged in fishing, aquaculture, and seafood processing.
- Its policy is to facilitate the implementation and assist in the enforcement of relevant policies, legislations, and guidelines related to fisheries, aquaculture and seafood processing.
- The Club also helped facilitate public information and education campaigns to ensure the effective and rational use of the coastal resources.

Results

- Improved management and protection of coastal resources
- Improved coastal environment
- Increased participation of communities and organizations in marine and coastal resources and environmental protection
- Jobs created for local fishermen through skills trainings and livelihood assistance
- Increased public awareness and perception change on environmental protection



Lessons Learned

- A “Model Club” is an innovative approach to organizing and engaging local communities in environmental protection and sustainable use of natural resources. The Club allows the members to interact with each other and with representatives of the City government. It gives a voice to the fishers and fisher households who are otherwise sidelined from planning and development processes, but must bear the brunt of the changes brought about by development.
- With proper guidance and mentoring in the early stages, the local fishers took ownership of the Club and were better able to convey the rationale and benefits of improved coastal resource management through the activities organized by the Club.
- By interacting with the Club, the City government became more aware of the priorities, capacities, and needs of the community in order to make the transition from being a barrier to or constraint in sustainable development to a responsible player. Through awareness building and training programs, the fisher community was empowered, and willing to take on the responsibility as a partner of the City in ensuring effective management and sustainable utilization of coastal resources.
- By supporting the fishers with skills development, financial aid, and technical advice, the fishers experienced direct benefit, which enticed them to switch vocations or to consider other livelihoods that lessened the pressure on the natural coastal environment. This allowed the recovery of some key aquatic species such as corals, algae and seaweed, which in turn enhances livelihoods associated with tourism. Most importantly, it resulted to higher income and safer and better working conditions, leading to a much improved quality of life.

