

LESSONS LEARNED IN BALANCING BETWEEN TOURISM DEVELOPMENT AND CONSERVING THE WORLD CULTURAL HERITAGE OF HOI AN ANCIENT TOWN, QUANG NAM PROVINCE

VAN BA SON

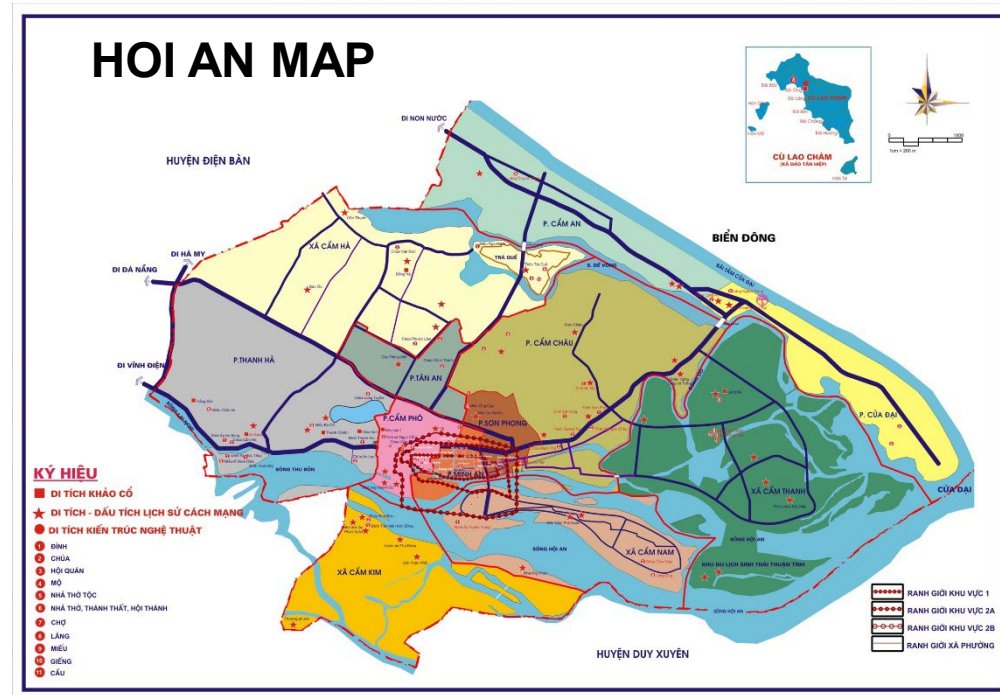
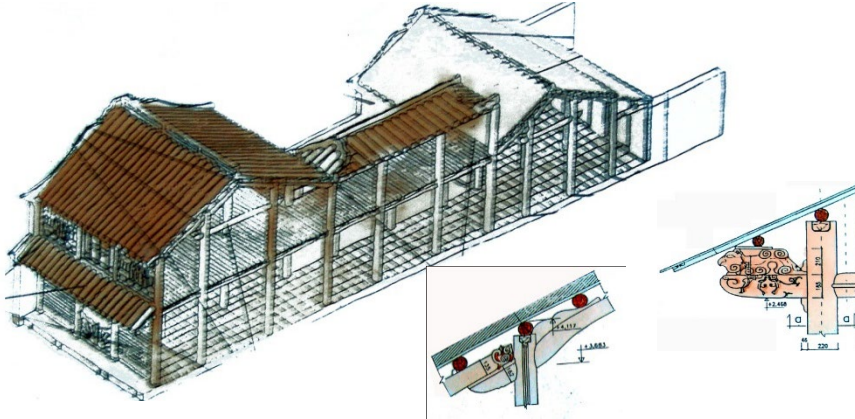
Deputy Director of Department of Culture, Sports and Tourism of Quang Nam



1. GEOGRAPHIC LOCATION – HISTORY OF HOI AN

OVERVIEW OF HOI AN ANCIENT TOWN

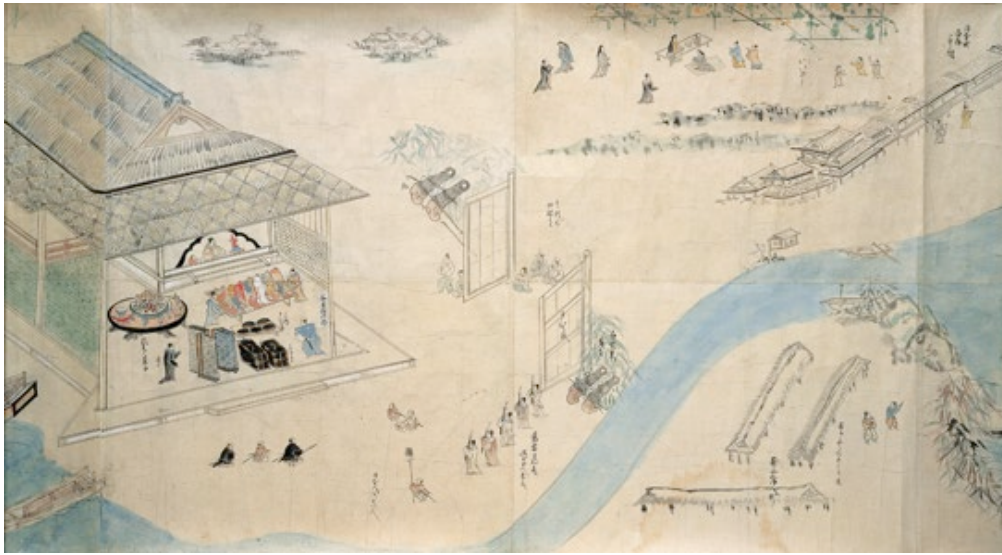
- + Land area: 60.68km²
- + Population: 120.000 people, including 9 wards và 4 communes (The farthest commune is Cu Lao Cham, 15km from the mainland.).
- Old Quarter:
 - + Area 30 ha
 - + History of 500 – 600 years and known as the largest trading port in the South of Vietnam in the 17th century.



Painting on the Faifo River by John Barrow, 1793



With favorable natural conditions and the open-door policy of the Nguyen Lords, in the Middle Ages, Hoi An became a bustling international trading port of The South of Vietnam, the whole region and the world. Through historical changes, today Hoi An still preserves a system of tangible and intangible cultural heritages that are very diverse and rich, both in content and type, in which Hoi An Ancient Town is considered a complex of architectural relics - urban residents of the Middle Ages that remains almost intact in Vietnam and Southeast Asia.



A corner of a Japanese street in Hoi An in the 17th century in the painting of Giao Chi people trading country's sea map of the Chaya family currently kept in Japan

Ships from different countries came to trade in the 17th - 18th centuries



Drawn by W. Alexander

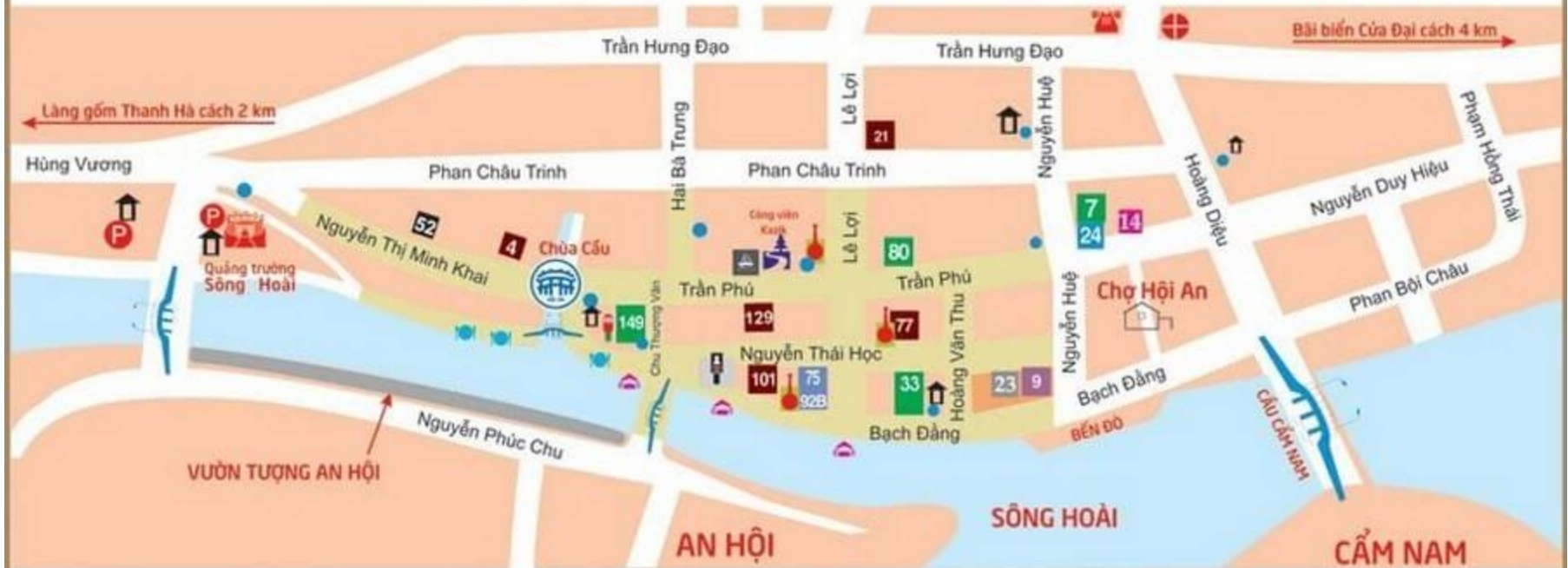
Shipping on the River Faifo.

Published June 4, 1806 by T. Cadell & W. Davies, Street, London.

Engraved by T. Medford

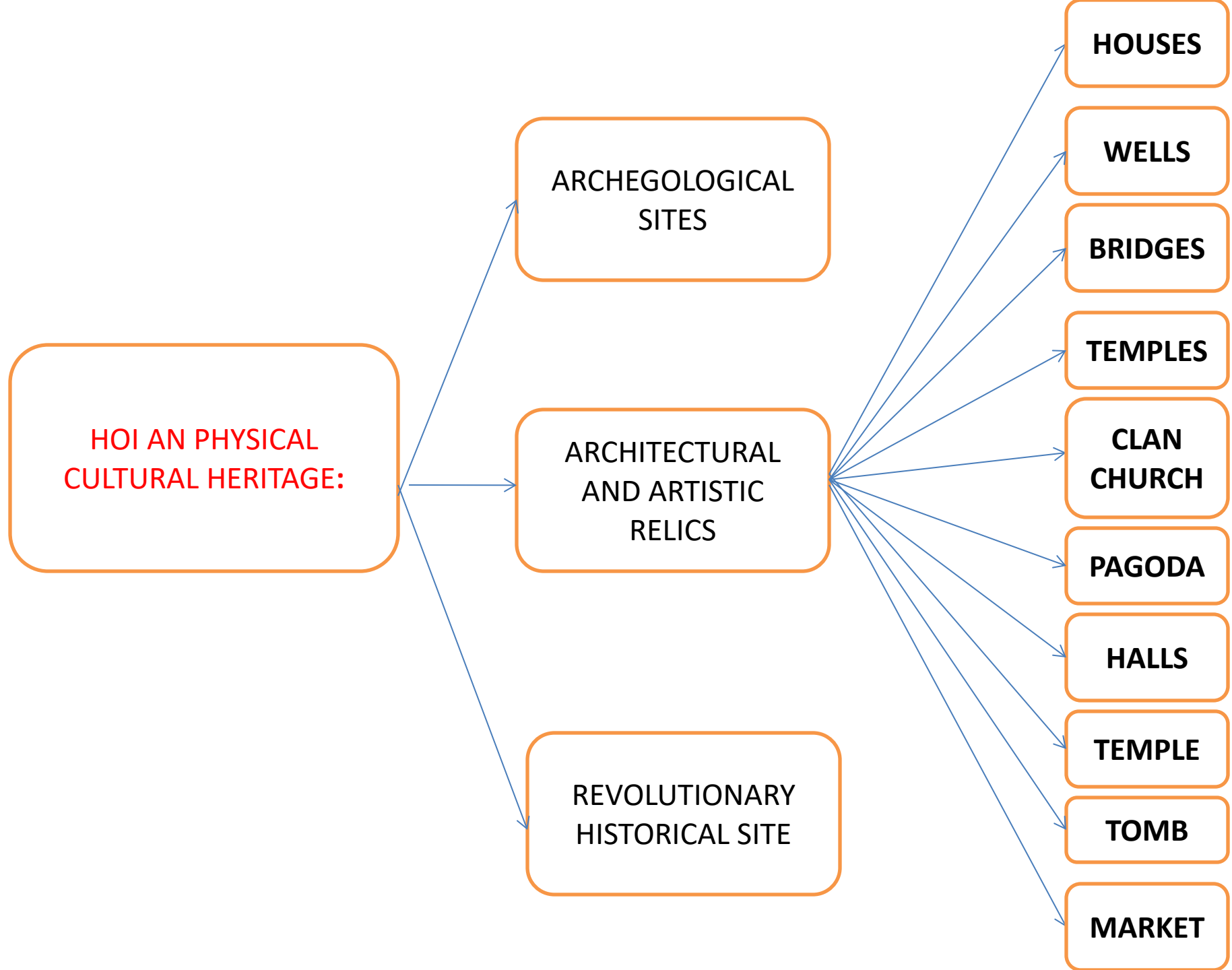
Map of tourism sites in Hoi An

SƠ ĐỒ CÁC ĐIỂM THAM QUAN ĐÔ THỊ CỔ HỘI AN

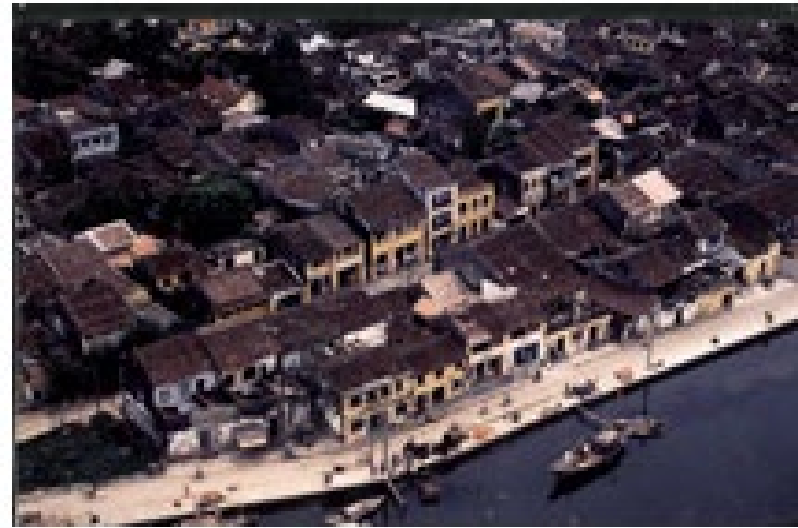


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|--|--|-----------------------------|
| 21 Nhà thờ tộc Trần | Chùa Cầu (Cầu Nhật Bản) | Trò chơi Bài Chòi |
| 4 Nhà cổ Phùng Hưng | 24 Miếu Quang Công | Trò chơi đập nổi |
| 77 Nhà cổ Quân Thắng | 9 Xưởng sản xuất thủ công mỹ nghệ | Âm thực Hội An |
| 129 Nhà cổ Đức An | 52 Đình Cẩm Phô | Quầy vé |
| 101 Nhà cổ Tấn Kỳ | 23 XQ Hội An | Bãi đậu xe |
| 80 Bảo tàng gốm sứ mậu dịch | 14 Tụ Tiên Đường Minh Hương | Toilet công cộng |
| 7 Bảo tàng lịch sử - Văn hóa Hội An | 75 Biểu diễn ca nhạc cổ truyền | Điểm dạy hát dân ca |
| 149 Bảo tàng Văn hóa Sa Huỳnh | Phở đi bộ | Trình tấu nhạc cụ cổ truyền |
| 33 Bảo tàng Văn hóa dân gian | Dịch vụ làm và thả hoa đăng | |

2. CULTURAL HERITAGES IN HOI AN



The architecture of Hoi An ancient town complex includes more than 1360 relics, including 1280 architectural and archaeological relics such as: ancient houses, bridges, wells, markets and religious works such as: clan churches, pagodas, communal houses, assembly halls...



Of which, houses: Account for over 85% of the relics that make up Hoi An Ancient Town and are the type of relics that create the unique characteristics of the world heritage. Ancient houses in Hoi An Ancient Town are divided into the following main types:

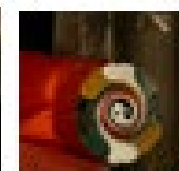
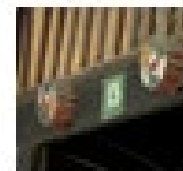
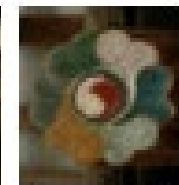
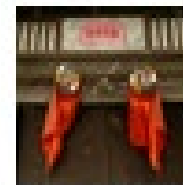
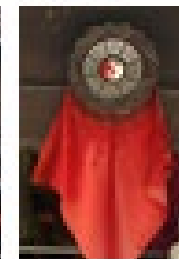
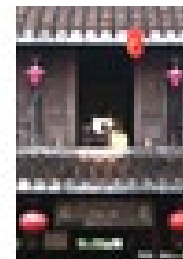
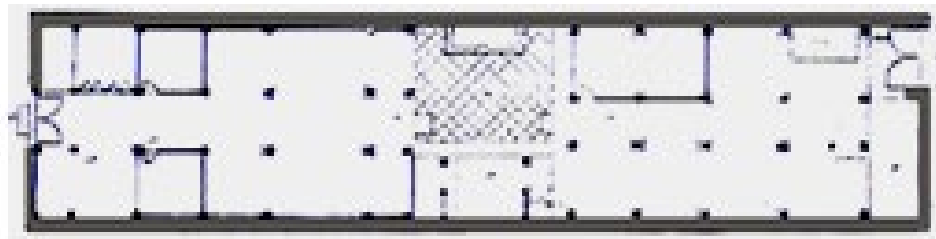
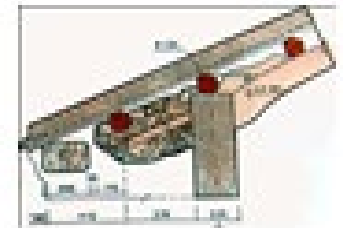
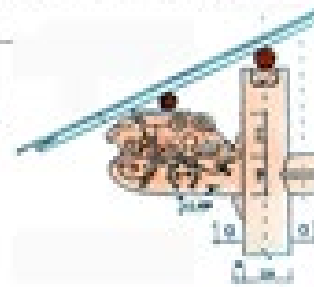
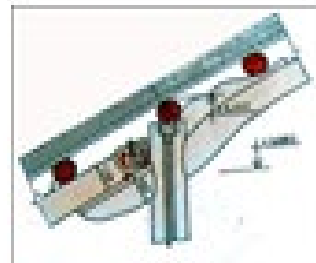
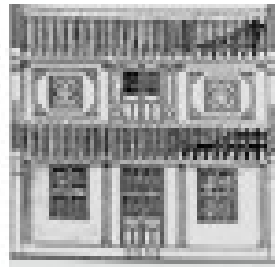
- * 1-storey house, wooden walls: These houses date from the 18th to the 19th century. These houses are mainly located on Tran Phu Street.
- * 1-storey house with low attic, stepped roof, built around the end of the 19th century.
- * 2-storey house with porch, built around the end of the 19th century to the beginning of the 20th century.
- * 2-storey house with brick walls, built around the end of the 19th century, early 20th century.
- * 2-storey French-style house, built around the beginning of the 20th century.

Typical architecture in Hoi An

Ancient houses



Details



**HOI AN INTANGIBLE
CULTURAL HERITAGE:
THERE ARE 7 TYPES**

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graph TD; A[HOI AN INTANGIBLE CULTURAL HERITAGE: THERE ARE 7 TYPES] --> B[1. SPEECH – WRITTEN]; A --> C[2. FOLK LITERATURE]; A --> D[3. FOLK PERFORMING ARTS]; A --> E[4. TRADITIONAL CRAFTS]; A --> F[5. TRADITIONAL FESTIVAL]; A --> G[6. SOCIAL CUSTOMS AND BELIEFS]; A --> H[7. FOLK KNOWLEDGE];
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**1. SPEECH –
WRITTEN**

**5. TRADITIONAL
FESTIVAL**

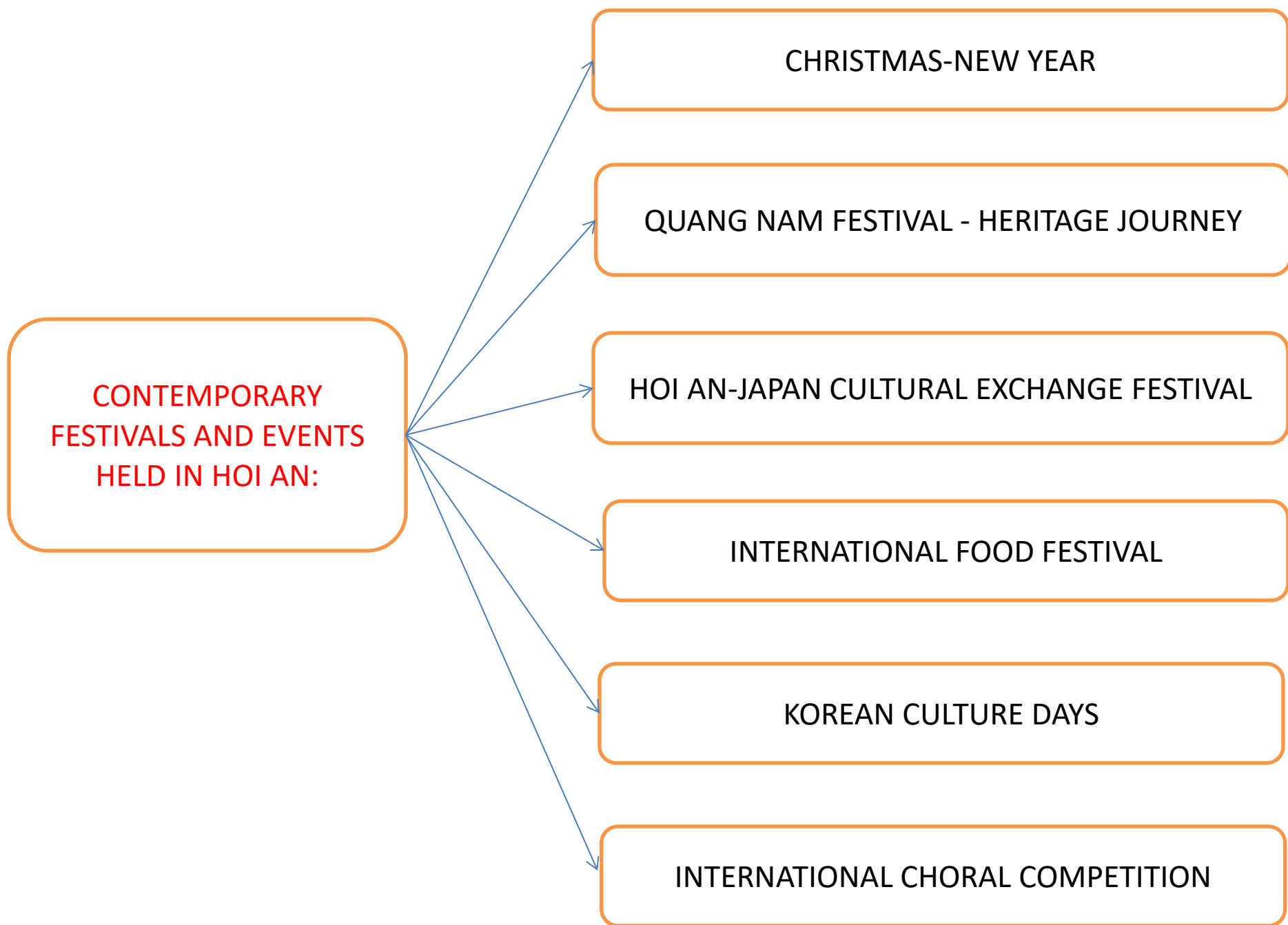
2. FOLK LITERATURE

**4. TRADITIONAL
CRAFTS**

**6. SOCIAL CUSTOMS
AND BELIEFS**

**3. FOLK
PERFORMING ARTS**

**7. FOLK
KNOWLEDGE**



HÀNH TRÌNH DI SẢN



3. COOPERATION IN CONSERVATION AND PROMOTION OF CULTURAL HERITAGE

International cooperation
in preserving and
promoting the world
cultural heritage of Hoi An
Ancient Town

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graph LR; A[International cooperation in preserving and promoting the world cultural heritage of Hoi An Ancient Town] --> B[Since being recognized as a World Cultural Heritage in 1999, with the efforts and policies of the city's government and people, Hoi An has achieved many achievements in preserving and promoting cultural values, especially in international cooperation and exchange; thereby, bringing many benefits to the socio-economic development in Hoi An.]; A --> C[Hoi An was awarded the Local Heritage Conservation Efforts (LEAP) Award by UNESCO Asia - Pacific and the Heritage Conservation Collaboration Artisan Recognition Award - Mr. Huynh Ri in 2001; the Merit Award for Truong Clan Temple for Cultural Conservation in 2004; the Honor Award for Tang Clan Temple for Cultural Conservation in 2009. Since 2009, Hoi An has always been in the top tourist destinations in the world.];
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SEMINARS, CONFERENCES, ARCHAEOLOGICAL EXCAVATIONS, EXPERT CONSULTATIONS







4. EXPLOITATION AND PROMOTION OF CULTURAL HERITAGE IN TOURISM ACTIVITIES

TỔ CHỨC CÁC KHOÁ HỌC TẬP, TRẢI NGHIỆM TẠI BẢO TÀNG, DI TÍCH CHO HỌC SINH VÀ KHÁCH THAM QUAN





ORGANIZING TOURS TO VISIT TRADITIONAL CRAFT VILLAGES



PERFORMANCE OF FOLK ART ACTIVITIES: BAI CHOI, TUONG (PLAY),
THIEN CAU DANCE, BA TRAO SINGING



PHÁT HUY CÁC MÓN ẨM THỰC TRUYỀN THỐNG HỘI AN



T-ung it



Cao l-Çu

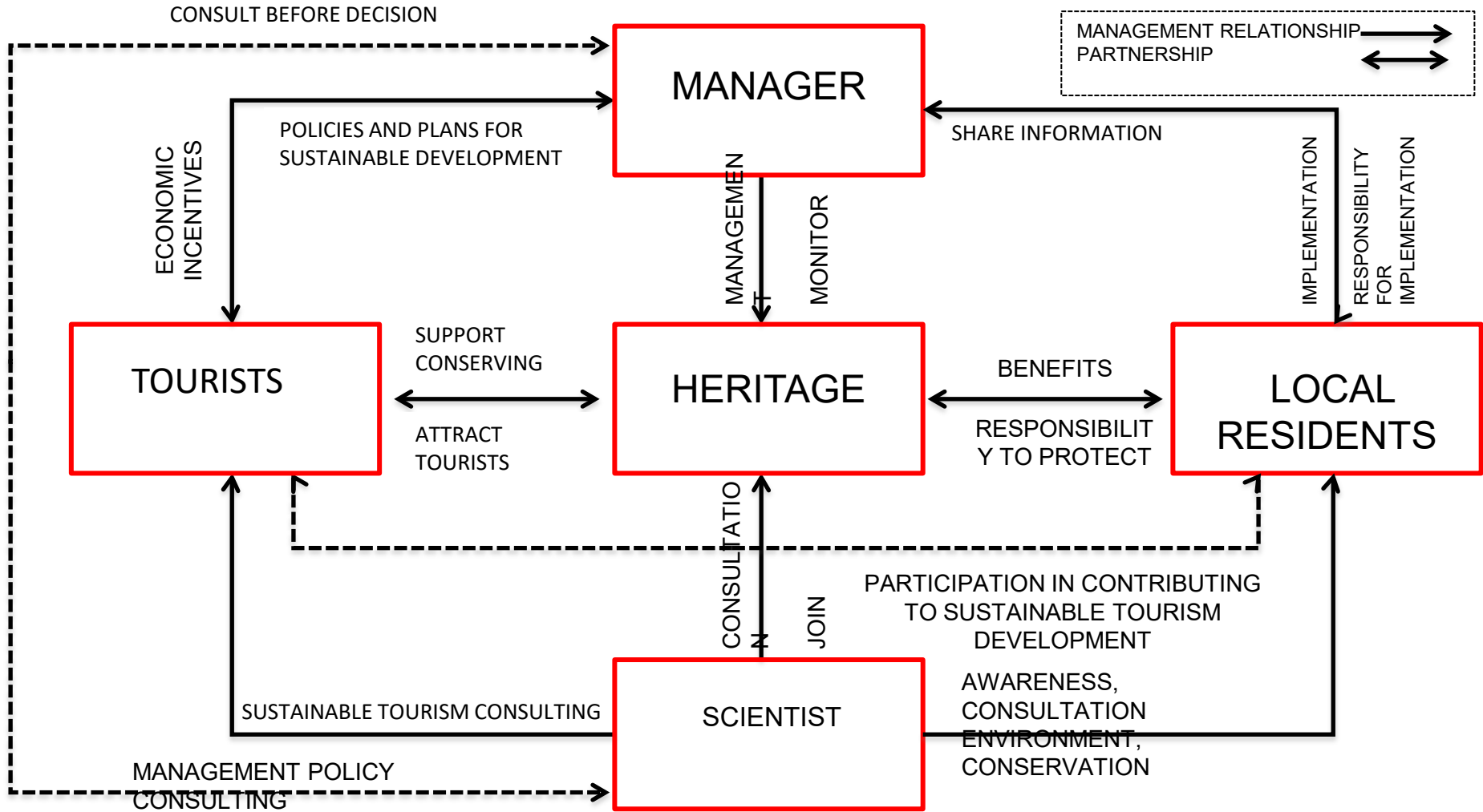


Xy m-µ



MỠ Qu-ŋg

5. BENEFIT FROM THE CITY AND ITS PEOPLE



PARTICIPATION OF STAKEHOLDERS IN MANAGEMENT, CONSERVATION AND PROMOTION OF HOI AN ANCIENT TOWN

PEOPLE'S BENEFITS

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graph LR; A[PEOPLE'S BENEFITS] --> B[City policy: Since the 80s and 90s of the 20th century, the Party Committee and government of Hoi An town (now Hoi An city) have had important orientations to preserve relics and heritage, including the policy of relying on heritage for economic development and developing the economy to return to enrich heritage.]; A --> C[Creating conditions for people to benefit from heritage: Realizing that heritage will be difficult to preserve without contributing to improving people's livelihoods, local authorities have been creating conditions for people to benefit from heritage from a very early age.]; A --> D[Support policy for heritage conservation: along with mobilizing capital sources from the Central, Provincial, and international organizations to restore relics, since 2006, Hoi An Town People's Committee has issued a mechanism to support funding for the restoration of privately and collectively owned relics at a rate of 40% to 75% of the total investment cost (state-owned relics are invested 100%).];
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MAP OF PROTECTION AREA OF OLD QUARTER



RATES OF USING FUNDING FROM TICKET REVENUE

SUPPORTS FOR RELICS

70%

- RECOVERY OF MONUMENTS
- INVESTMENT IN INFRASTRUCTURE, URBAN RENOVATION AROUND THE OLD TOWN
- SCIENTIFIC RESEARCH
- FESTIVALS, PROMOTION

30%

- PAYING DIRECT MANAGEMENT DEPARTMENT
- RESTORE TRADITIONAL FESTIVAL ACTIVITIES
- MARKETING PROMOTION
- PAYMENT TO MONUMENT OWNERS

EXPENDITURE FOR 17 MONUMENTS AND MUSEUMS

MECHANISM TO SUPPORT FUNDING FOR PRIVATE AND COLLECTIVE MONUMENT

Type of monument	LOCATION ON MAIN ROAD		VỊ TRÍ KIỆT, HẸM	
	Government support (%)	Contribution of the owner of the relic (%)	Government support (%)	Contribution of the owner of the relic (%)
Special	60	40	75	25
Type 1 and 2	45	55	65	35
Type 3 and 4	40	60	60	40

SUPPORTING RECOVERY OF
MONUMENTS, HOUSING,
PREVENTING DEGRADATION OF
MONUMENTS,...



restore some
traditional craft
villages

lantern making



restore some traditional craft making



LESSONS LEARNED

1. Identify heritage values: early issue a legal basis for management
2. The consensus, consistency, and steadfast participation of the entire political system: starting point, continuity...
3. Strong attention and direction from leaders at all levels through many periods
4. Transparency, democracy, fairness, not taking the loss for the people in management work and policies
5. People's consensus (taking people, heritage owners as the center, linking rights with responsibilities)
6. Having good ways of doing things, boldly, innovatively, creatively, persistently
7. The culture and conservation staff have long-term commitment.

SUGGESTIONS AND RECOMMENDATIONS

- a. Currently, Hoi An is an important cultural heritage tourism destination of Vietnam and reaching out to the world, so it needs appropriate investment mechanisms and funding such as: restoration of relics, cultural institutions, museums, entertainment areas, tourism infrastructure, traffic infrastructure;
- b. According to Decree 109/2017/ND-CP, dated September 21, 2017 of the Government (Regulations on protection and management of World Cultural and Natural Heritage in Vietnam), the Provincial People's Committee has issued a Management Plan and promulgated the Regulations on protection of Hoi An World Cultural Heritage, but the resources for implementation are very big, so it needs funding support from the Central Government and the People's Committee of Quang Nam Province;
- c. Research the model of the first heritage urban area in Vietnam (world heritage) to be able to apply to Hoi An with pilot and separate mechanisms and policies towards smart heritage urban management

A scenic view of a traditional Vietnamese town, likely Hoi An, with a row of yellow buildings and tiled roofs along a river. Several wooden boats are moored in the water. The sky is blue with scattered white clouds. A large, white, rounded rectangular box with an orange border is superimposed over the center of the image, containing the text "THANK YOU!" in red, italicized, sans-serif capital letters.

THANK YOU!