



Reusing the Revenue from Tourism
for Hoi An World Heritage Site Conservation and Promotion

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I. INTRODUCTION:

1) The Hoi An world cultural heritage site has a total area of 30 hectares (approximately 0,3 km²) and is about 30 kilometres south-east of Da Nang city. The Hoi An geographical position: 15^o50' Latitudes North ,108^o20' Longitudes East



2) Residents are living in this site. There are now about 16.000 people living and acting in protected zones. Their traditional lifestyles and customs relating to their trading activities have still maintained and preserved clearly.



3) In the heritage site, there are still many art - architectural, historical and archaeological types of monuments with the number of over 1.100 relics. There are three kinds of ownership: State, Private and Collective. Among them, privately - owned relics are 86%.



Pre-historical period

ARCHAEOLOGICAL SITES



Champa Period

ART – ARCHITECTURAL RELICS



Houses



Well

*Cẩm Phô
Communal
House*



*Hội An
Market*

*Chúc Thánh
Pagoda*



*Cao Đài
temple*

*Lăng Ông
(A Shrine
built for
worshipping
Whale)
Cham Island*



*Quan Công
Temple*

*Japanese
Covered
Bridge*



*French styled
tombs*

*The Tran's
family chapel*



*French
styled houses*

*Catholic
Church*



*Chinese
Assembly Hall*

* The World Heritage Committee of UNESCO recognized Hoi An Ancient Town as a World Cultural Heritage in the 4th December 1999 for the two following criteria:

Criterion (ii): *Hoi An* is an outstanding material manifestation of the fusion of cultures over time of an international commercial port.

Criterion (v): *Hoi An* is an exceptional well preserved example of a traditional Asian trading port.



Certification of Hoi An Ancient Town as the World Cultural Heritage (dated the 4th December 1999)

II. REUSING THE REVENUE FROM TOURISM FOR HOI AN WORLD HERITAGE SITE CONSERVATION AND PROMOTION

II.1. Impact of the honourable title to the local tourism development

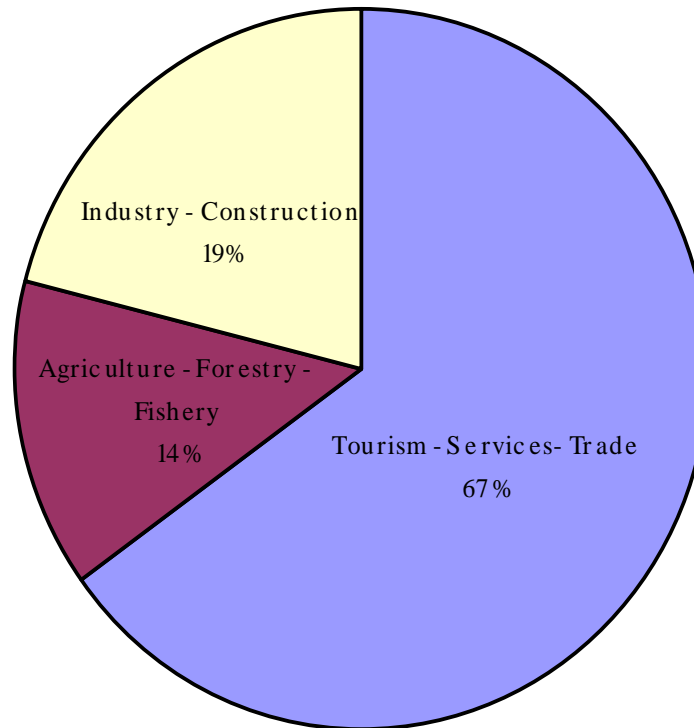
- *Multi-dimension impacts to the heritage site.
There appears the clearly positive impacts in this period.*



- *Being the cultural business title to the local economy development, especially tourism – service economy industry.*

Year	Domestic Tourist	International Tourist	Total	% from the previous years
1997	58.834	81.148	139.982	-
1998	80.039	66.480	146.519	4,7
1999	84.858	73.457	160.314	9,4
2000	97.823	99.617	199.440	24,4
2001	208.133	153.600	363.734	82,4
2002	230.565	212.000	444.567	22,2
2003	277.900	185.296	465.199	4,6
2004	241.868	352.442	596.314	28,2
2005	318.994	329.222	650.221	9,0
2006	453.379	423.395	878.780	35,2
2007	424.320	608.477	1.032.797	17,5

Ration of Tourism - Services - Trade Industry in Hoi An Municipal GDP
Tỷ trọng của ngành Du lịch - Dịch vụ - Thương mại trong tổng GDP toàn
thành phố (năm 2008)



II.2. Reusing the revenue from tourism for the heritage site conservation and promotion: including revenues from the taxes of tourist – service activities and the sale of entry tickets.

75 % of revenue from the sale of entry tickets is reinvested into the cultural heritage conservation and promotion activities and the remaining 25% is allocated for maintaining the services provided by the Tourist Guide Office. This revenue is used as follow:

II.2.1. Conserving and promoting built heritages:
II.2.1.1. Investing for the restoration of State-owned relics: 100% of State budget.

Sources of Funds for the Restoration of State-Owned Built Heritage

In USD

Year	Total of state - owned relics restored		Municipal budget		National and provincial budget		Foreign donors	
	Number	Budget	Number	Budget	Number	Budget	Number	Budget
2000	13	246,241	1	27,272	11	201,060	1	17,909
2001	32	371,370	27	163,812	3	130,558	2	77,000
2002	18	438,658	10	112,633	7	301,275	1	24,750
2003	22	522,416	11	96,400	10	369,776	1	56,240
2004	31	1,954,754	17	1,388,024	13	543,200	1	23,530
2005	16	924,028	16	474,028	1	450,000	-	-
2006	6	453,540	6	202,207	1	251,333	-	-
2007	2	29,129	2	29,129	-	-	-	-
Total	140	4,940,136	90	2,493,505	46	2,247,202	6	199,439
Percentage	100 %		50.5 %		45.5 %		4 %	

II.2.1.2. Providing a partial subsidy for private conservation endeavours from 40% to 75% based on the values and location of a relic.

Types of relics	Located on the main road		Located in small lanes, alleys	
	Government support (%)	Owner contribution (%)	Government support (%)	Owner contribution (%)
Special	60	40	75	25
Categories 1 & 2	45	55	65	35
Categories 3 & 4	40	60	60	40

Sources of Fund for Restoration of Private-Owned and Collective-Owned Built Heritage

In USD

Year	Common and private owned relics			
	Number of relics	Budget	Support from State budget	Owner contribution
2000	4	3,409	3,409	0
2001	23	18,275	18,275	0
2002	7	4,466	4,466	0
2003	12	11,616	11,616	0
2004	5	5,845	5,845	561
2005	19	93,836	59,903	33,933
2006	40	223,175	124,732	98,443
2007	18	149,464	95,893	53,571
Total	128	105,177	68,119	37,057
Percentage		615,263	391,697	223,565
		100%	63.6%	36.4%

**II.2.1.3. Constructing the infrastructures, public constructions;
Conserving and promoting the traditional villages.**



Rehabilitating the Thanh Hà Pottery Village

II.2.2. Conserving and promoting the intangible heritages.

II.2.2.1. Investing to rehabilitate traditional festivals annually. This activity was invested about 300,000 USD in the year 2008.



II.2.2. Investing to re-appear the legendary night, non - motorized streets monthly with the budget of nearly 12,000 USD per year.



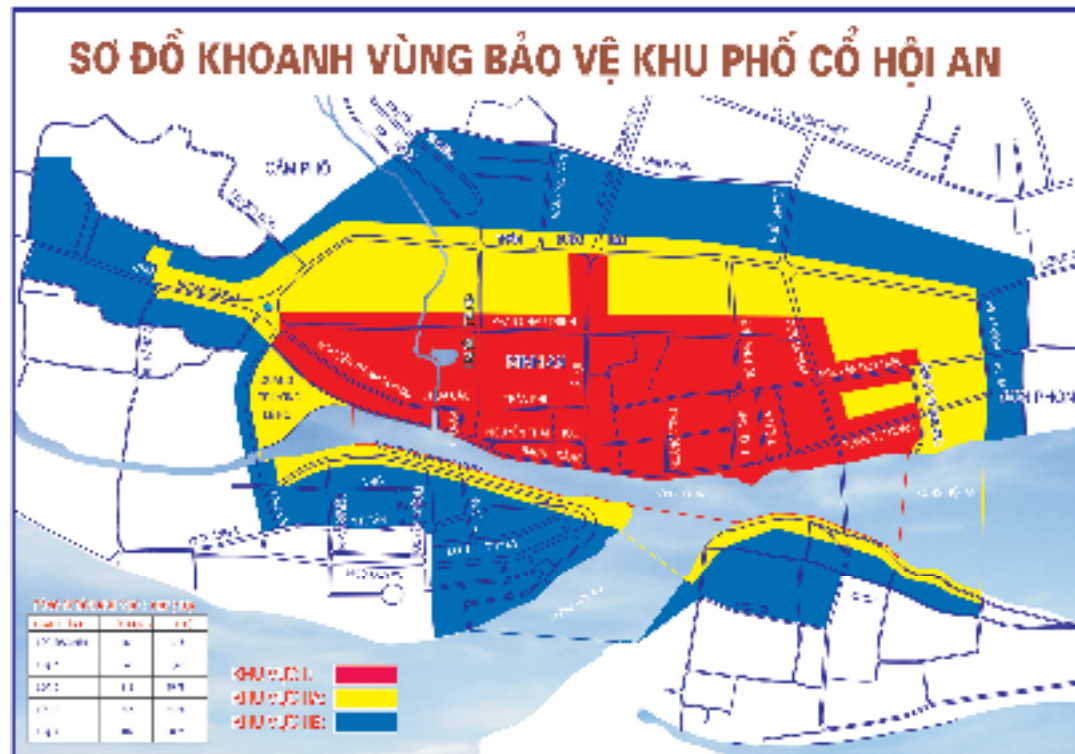
II.2.2.3. Investing to research and promote the local intangible heritages with the budget of nearly 34,000 USD per year.

II.2.2.4. Allocating to the heritage buildings in tourist visitation with the budget of 170,000 USD per year.

II.2.2.5. Allocating to maintain tourist services provided by the Tourist Guide Office with the budget of 250,000 USD per year.

III/ SOME EXPERIENCES:

1. Making the best convenience for the local population to receive benefit from heritage site.
2. Dividing protected zones, classifying relics to apply suitable conservation policy



* Zone I (red): Intact conserving zone

* Zone II (yellow and blue) protected zone of landscape and ecological environment which is divided into zone IIA and zone IIB.

3. Mobilizing communities' power of many agencies and authorities to the conservation of heritage site.
4. Discovering and preventing int timely dangers to heritage site such as environmental pollution, relics' deformation, traditional lifestyle's change and natural disaster, etc.

The facade of a house is hidden by business activities.





Floods are the frequent danger for the downgrading of relics



THANK YOU VERY MUCH FOR YOUR ATTENTION !

Hoi An, October, 2009