

Experiences of:
“COMMUNITY-BASED PROJECT”

ECOTOURISM DEVELOPMENT IN TAM THANH

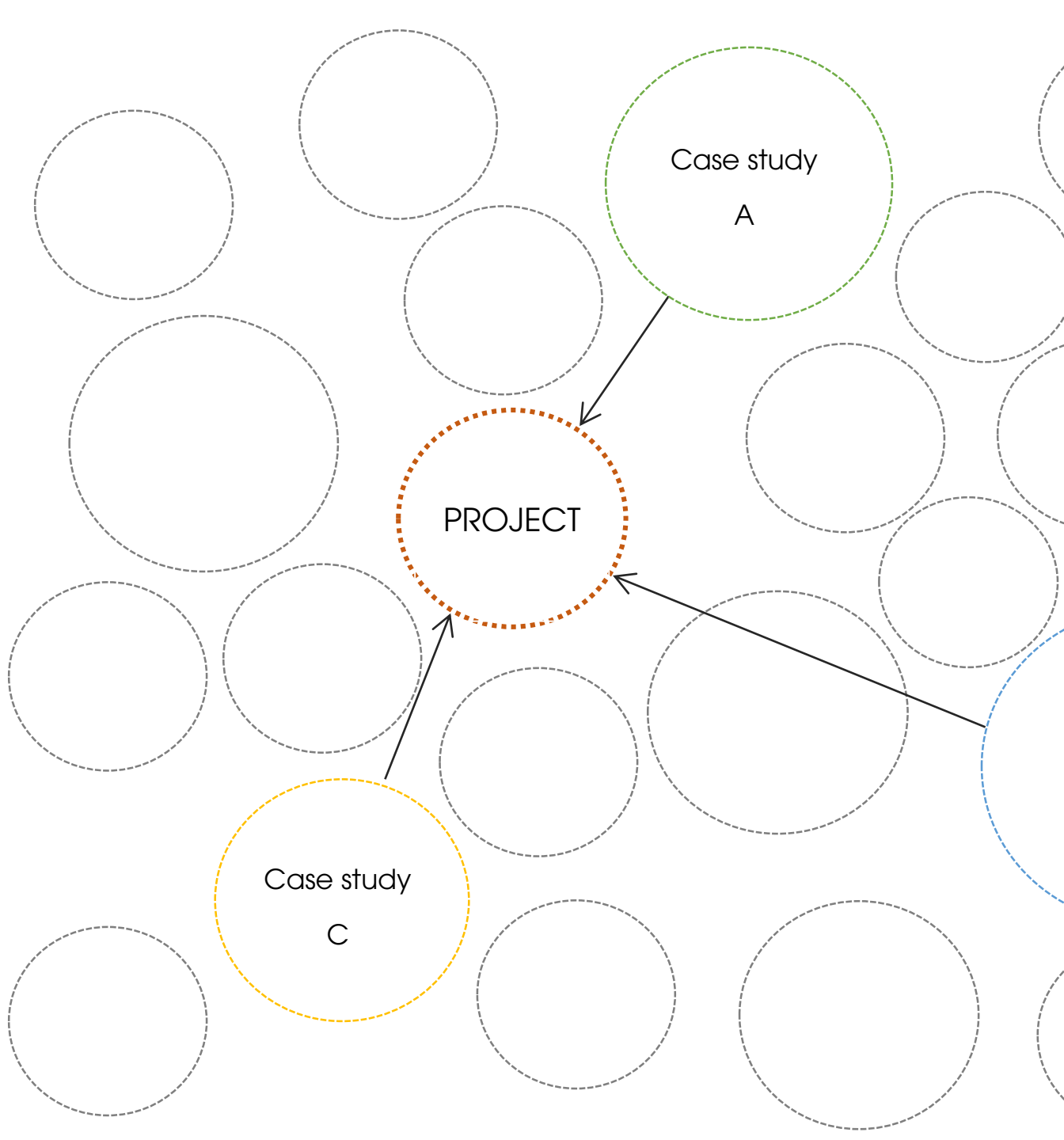
QUANG NAM, Vietnam

Nguyen Hanh Nguyen, Ph.D, Arch

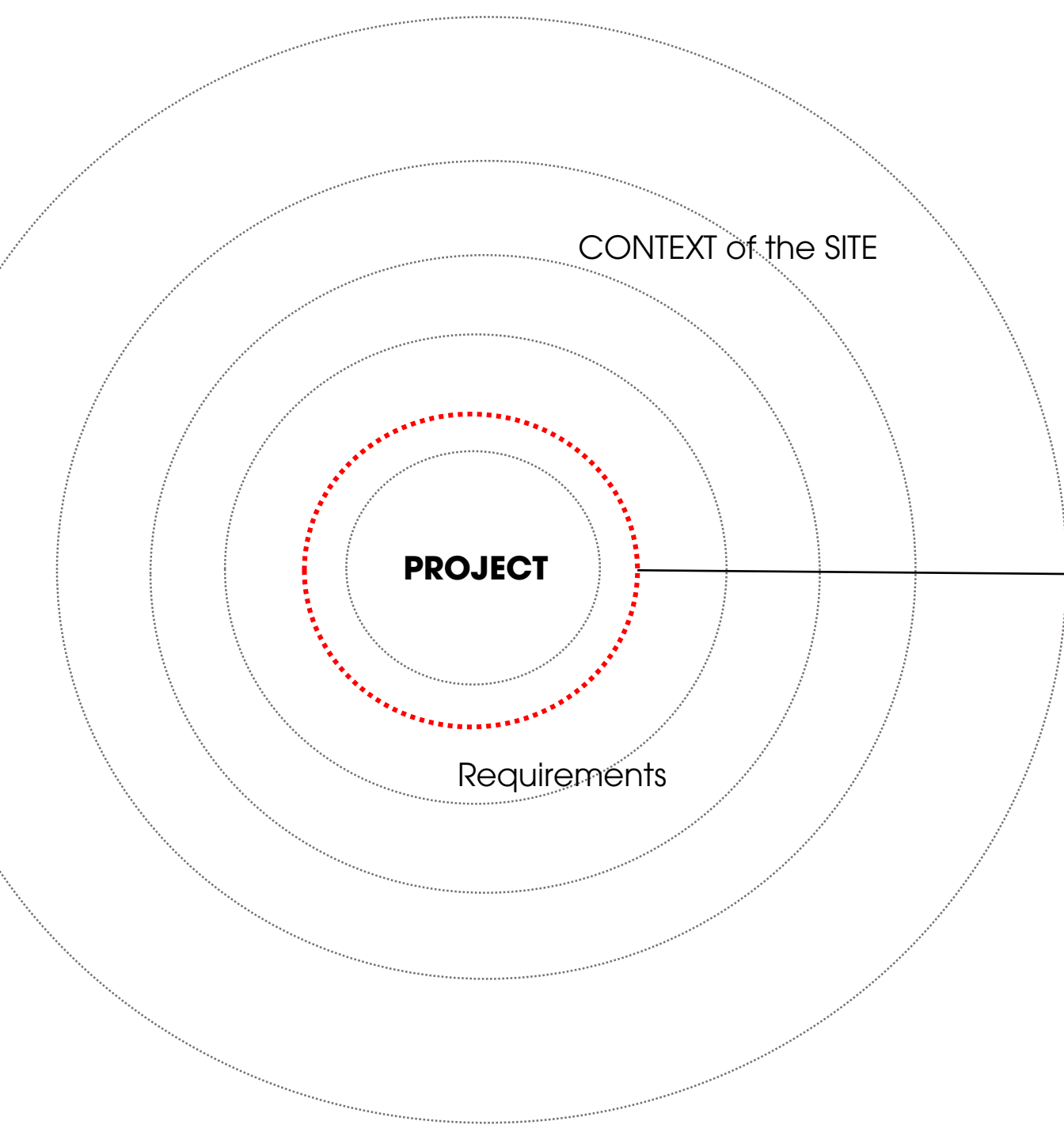
Interior Architecture Faculty

UNIVERSITY OF ARCHITECTURE HO CHI MINH CITY

“TRAILS OF THINKING”



- Lost "indigenous"
- No "Localization"
- Copy



- Keep "IDENTITY"
- Personalize, unique
- Creation of "personality"
- Forming design PHILOSOPHY

CASE STUDY for TAM THANH

Sources: Le Nhu Nga, Arch

"Architecture for the Community" workshop in December 2016, wrote the ACCA Project (2014) in the area. Binh Dong 1 Street, Ward 3, Tan An City, Long An Province, by a group of architects for community. **Context of poor self-reliance neighborhoods living on public land** and along canals, no clean water; no electricity, polluted environment, temporary housing (sheltered with temporary materials), unstable working population, insecure income, no household registration, no identification, ect.

Architects **Oriented**,
The poor did design
products: "Resident areas"

Success because of
Design BY
community

"Co- Planning"



CASE STUDY for TAM THANH

Sources: Le Nhu Nga, Arch

"Co - deploying "



CASE STUDY for TAM THANH

Sources: Le Nhu Nga, Arch

Residential spontaneous was legalized

- Having electric power
- Clean water
- Having drainage systems
- Toilets
- Space for community activities
- permanent houses
- A clean environment
- Population has household, with identification,



Public courts for daily community activities

Back to.....

TAM THANH

QUANG NAM, Vietnam

Context of Tam Thanh



STAGES

TO IMPLEMENT THE PROJECT

STEP 1

STEP 2

STEP 3

STEP 4

STEP 5

Co- survey

**Co- propose
Core values
of Project**

**Workshop 1:
Co- Analysis**

**Workshop 2:
Co- Design**

**Workshop 3:
Co- Implement**

TAMTHANH MARCH, 2017- HINARCH





PROPOSAL FOR TAM THANH

LÀNG DU LỊCH CỘNG ĐỒNG TAM THANH

PROPOSAL for TAM THANH

Nguyen Thu Nga, Marketing and Fund raising leader

BRANDING

HÌNH ẢNH KHÁC BIỆT VÀ PHÁT TRIỂN DANH TIẾNG

BRAND STRATEGY

Xác định mô hình tổ chức,
nguyên tắc quản lý và mục
đích, mục tiêu chiến lược

Tầm nhìn
Giá trị
Nét đặc biệt
Đặc tính
Hành vi

BRAND PLATFORMS

Tạo một trải nghiệm,
cảm nhận về một
thương hiệu nhất quán
tích cực

Điểm tiếp xúc, nơi quảng bá
Vật thể và phi vật thể
Truyền thông Kỹ thuật số
Con người
Quy trình và Sản phẩm

PROPOSAL for TAM THANH

Nguyen Thu Nga, Marketing and Fund raising leader

Nhóm
Khách Du lịch

Nhóm
Kinh doanh

Nhóm
Cộng đồng dân cư

Mục tiêu xây dựng làng Du lịch Cộng đồng TAM THANH

- Tăng trưởng số lượng
- Trải nghiệm văn hóa Cộng đồng Đa dạng/ Phong phú loại hình
- Các giá trị đặc biệt cạnh tranh

- Tạo kế sinh nhai
- Đầu tư hợp lý
- Hiệu quả Kinh tế
- Phát triển bền vững
- Tăng trưởng du lịch

- Sản phẩm du lịch của chính cộng đồng
- Gia tăng bản sắc văn hóa
- Giữ bản chất tốt đẹp của người dân và tính nguyên bản của sản phẩm du lịch

Discover the core values of Tam Thanh



*WORKSHOP 1:
Co- Analysis of Tam Thanh*



CORE PROBLEMS- CORE VALUE

- Rác
- Khách du lịch đến và đi trong ngày
- Người dân thân thiện, giàu tình cảm
- 2 hệ sinh thái, các làng nghề truyền thống trên sông, trên biển

PROPOSAL

- “Dự án làng không rác”
- “Village stay”
- Khám phá sông/ khám phá biển





*WORKSHOP 2:
Co-Design of Tam Thanh*

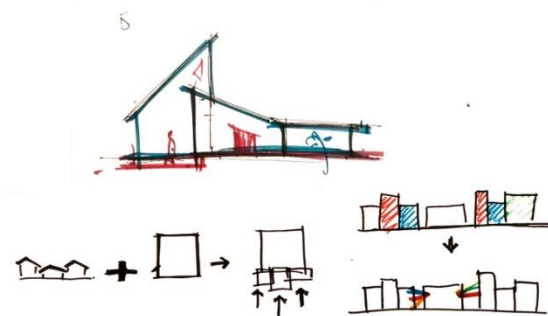


Facilities catering to the tourism concept:



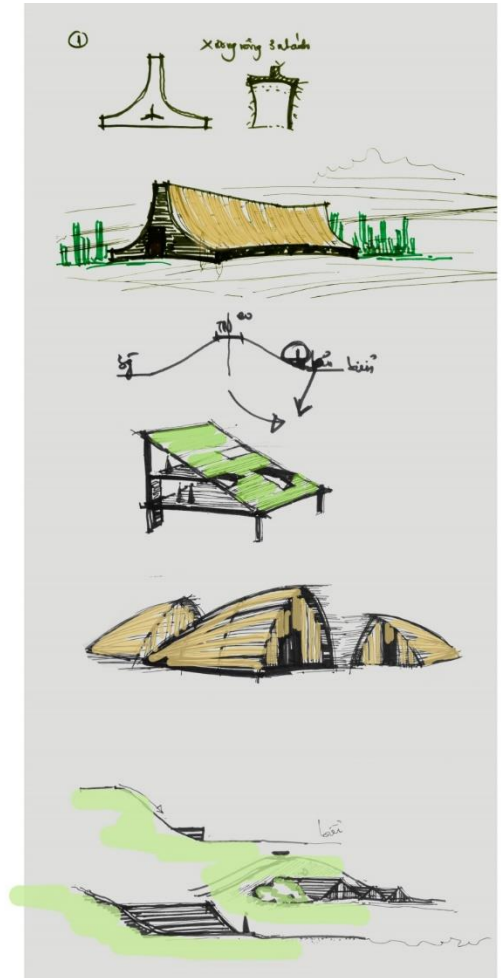
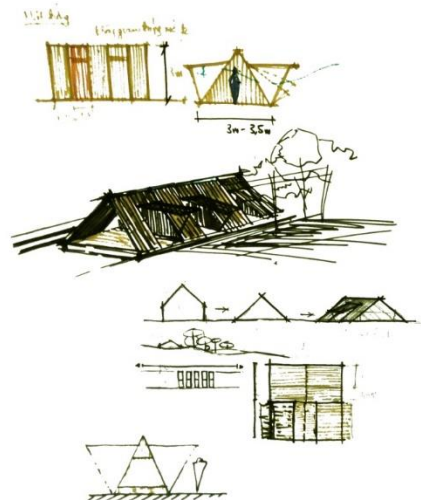
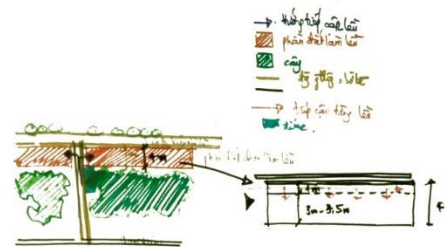
Facilities catering to the tourism concept:

SÂN NHÀ VĂN HÓA



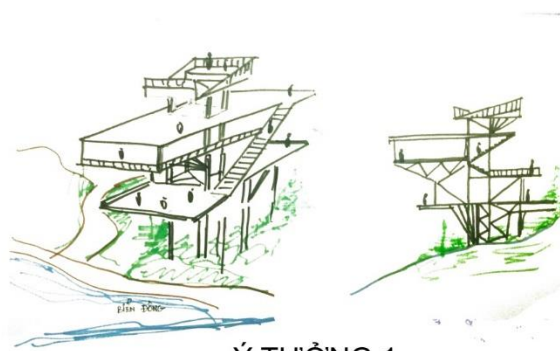


HỆ THỐNG LỀU CẨM TRẠI

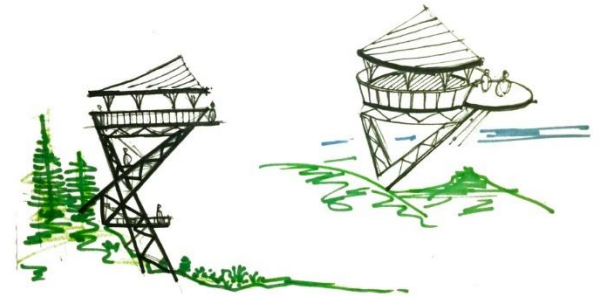




• CHÒI QUAN SÁT



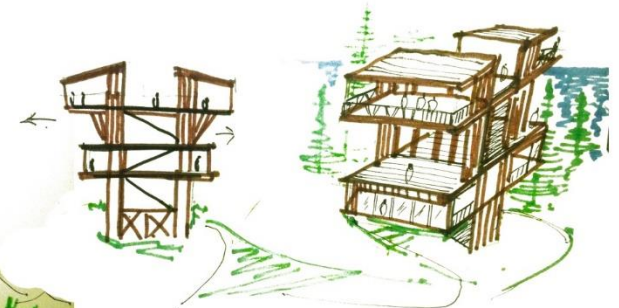
Ý TƯỞNG 1



Ý TƯỞNG 2



Ý TƯỞNG 3

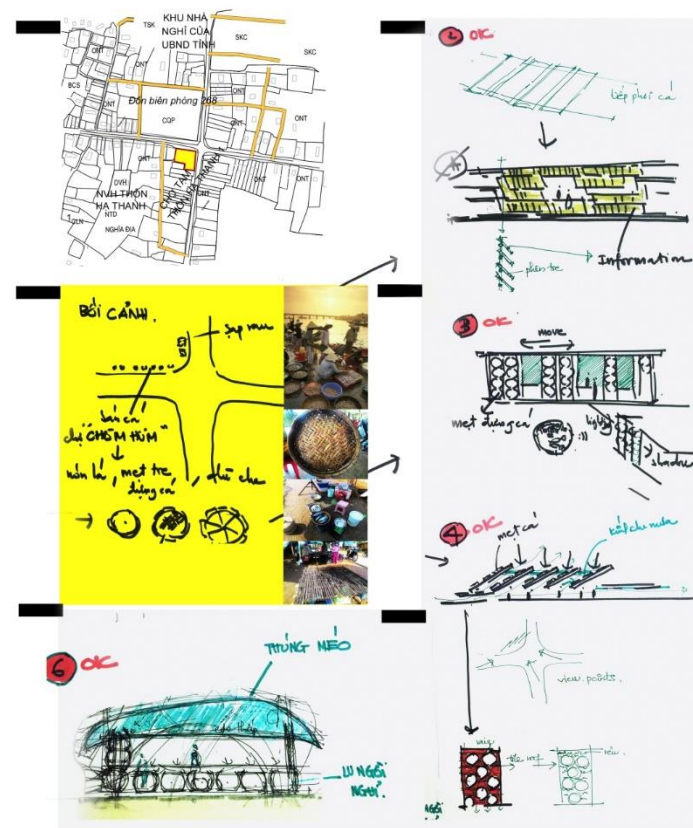


Ý TƯỞNG 4





KIOT THÔNG TIN







**Community
participated**
in boat
painting and
decorated
village road



- Con đường Nghệ thuật/ Thuyền thúng

**Community
participated**
in boat
painting and
decorated
village road



Facilities catering to the tourism concept:

In service of tourism, some facilities are designed (co-design, community design) including:

- **Reception area:** Including greeting gate, parking area, information supply.
- **Playground at cultural houses:** 7 cultural houses for 7 villages were proposed to renovate the playground.
- **Building a cultural house in Trung Thanh village**
- **Observatory on the river and the sea**
- **A sustainable concept for Tam Thanh Community Arts Village:** The Tam Thanh Community Arts Project. This is a place where art works are kept, where artists and can come explore new experiment and save their creations to the community.



Unique tourism concept:

- ***The art of boats:*** Artisanizing boats - simple and familiar tools of the people. Volunteers who are famous artists have instructed people to draw on and place 111 boats in empty spaces along the riverside to create a special landscape
- ***Non-garbage village:*** The village now welcomes tourists, since then only the Thanh Nien road (road of Youth) the main road of the village is stay clean, the others and the coast have a lot of rubbish.
- ***Village of Flowers:*** Cactus is a special species of the sea that found in village, people had mixed them with some special flowers to create a peaceful landscape.
- ***"Village stay":*** Instead of Home stay, a popular concept, here the services of eating, sleeping, resting from the village, not the household.



Table: COMMUNITY PARTICIPATION IN PROJECT PHASES

	STAGES		People in Community	Commune authorities	City Government	Project Steering Committee	Experts	University students
1	Survey, potential detection		X	X	X	X	X	
2	Preparing the project, recruiting students to participate						X	X
3	Workshop 1: Co- Analysis	Capacity training				X	X	X
		Field survey		X	X	X	X	X
		Understanding community requirements	X	X		X	X	X
		Meeting, Site analysis presentation	X	X	X	X	X	X
4	Workshop 2: Co- Design	Ideas of Planning and Landscaping	X	X	X	X	X	X
		Idea of Architecture	X	X	X	X	X	X
		Build activity experience	X	X	X	X	X	X
		Media and Fundraising	X	X	X	X	X	X
5	Workshop 3: Co- Implement	Planning, Landscaping	X	X	X	X	X	X
		Architecture	X	X	X	X	X	X
		Activity experience	X	X		X	X	X
		Media activities		X	X	X	X	