



## "Garden Houses for Green Tourism in Hue city, Vietnam"



August 2012

## **Abstract**

Traditional garden houses of Hue city, Vietnam are a unique urban architecture known for their harmonious design with the nature, and are (ancient) examples of passive buildings designed considering local climactic conditions. Though the number of garden houses has fallen from about 4000 households to 2000 households at present, for promoting garden houses could be an important option of green tourism and promotion of eco-friendly city.

Garden houses were considered to promote green tourism, given its closeness to the nature. The study focuses on the income generation from garden houses and the potential for promoting garden houses as a part of green tourism, along with an analysis of the different (future) occupations men and women can be involved in this initiative. The study was carried out with various stakeholders in the tourism sector, such as local municipality, travel agencies, tourists, accommodation service providers, hotels, academia and local residents, as well as survey on garden houses to understand the current income and the perspectives of the garden house owners, gardeners, cyclo drivers and tourists for the promotion of garden houses.

The results show that garden houses can be effectively used to reduce a part of emissions as eco-friendly houses for the tourists to stay and for other recreation activities. Also, organic fruit and vegetable production from garden houses augments the advantages and caters towards enhanced income generation for both men and women given their education level at most till high school. A low carbon development was explored by supporting non-motorized transport for tourists visiting garden houses with cyclos. A win-win strategy by promoting green tourism could result through increase in the income generation to the garden house owners, gardeners and cyclo drivers.

**Keywords:** *Tourism, Service provider, Garden houses, Green tourism, Vietnam*

## Contents

|   |    |
|---|----|
| 1. Introduction .....   | 2  |
| 2. Methodology of research.....   | 2  |
| 3. Garden Houses in Hue .....   | 3  |
| 4. Garden Houses for green tourism .....  | 5  |
| 5. Current Barriers in the promotion of garden houses as local tourist attraction ..... | 11 |
| 6. Appendix .....   | 18 |



\* For the survey sample list on garden houses owner and gardener: A meeting was conducted with the leaders of 2 yards and a list on garden house owners and gardeners to conduct the survey was taken.

\* For the survey sample list on cyclo drivers: A meeting with the Leader of Youth Union was conducted, who managed the cyclo team for the survey.

\* For the survey sample list on tourists: Some foreign organizations in the city were chosen for the survey. Also places such as hotels and the culture centre were considered to meet the tourists

Interviews included face to face discussion with human subjects based on the designed questionnaire. Closed and open ended questions were used for receiving answers about fixed facts such as name, numbers, and occupation and so on wherein they do not require speculation and tend to produce short answers. With closed questions a small selection of possible answers to choose were given to manage the data and quantify the responses quite easily. The problem with closed questions is that they limit the response the interviewee can give and do not enable them to think deeply or test their real feelings or values.

Open questions could elicit an almost endless number of responses. This would give you a very good idea of the variety of ideas and feelings people had, it would enable them to think and talk for longer and so show their feelings and views more fully. But it was very difficult to quantify these results

Questionnaires often seem a logical and easy option as a way of collecting information from people. As with interviews, it can be decided to use closed or open questions, and can also offer respondents multiple choice questions from which to choose the statement which most nearly describes their response to a statement or item. The questionnaire was designed to fit with each objects to answer all the questions.

### **3. Garden Houses in Hue**

Hue is located in the tropical and temperate zone. It is characterized by a strong monsoon influence, a considerable amount of sunny days, and with a high rate of rainfall and humidity. Thus, the climate and the nature have important role in take form the characteristic of Garden House. The house is nestled in the nature and it occupies a miniature within the house area depending on each individual. House and garden, people and scenery, plants, clouds and water co-exist and blend with each other in a harmonious context full of humane colors. The rather high gate is topped with a small roof, large enough to give passer-by a temporary shelter against sun and rain. The perch is higher than the alley that can avoid flood. The roof is formed from double tile, which is the local produce and the roof lopes about 15-30 degree so it can resist the storm and makes rain-water escape quickly. The tiles are vermilion by

traditional lack, so it can prevent from insects. Footing-stone can be an example for respond humidity<sup>1</sup>.

Garden house is a characteristic of the urban architecture of Hue city, which has been stored and preserved over hundreds of years. Hue architecture of garden houses creates closeness between people and nature, between the villages with the city to make a character unique sweet charm of Hue. There were more than 4,000 gardens houses across the city and now only less than 2,000 are present, most of them in a state of serious deterioration, remain unoccupied due to cutting of garden in tiny parts, housing transfer, leasing. Even many garden houses have been disappeared in recently in Hue<sup>2</sup>.

In the society and religious belief, because of the impact of the Buddhism and the Confucianism, the owner usually built his house based on the Feng-Shui theory. The arrangement of Garden House is like a small universe zoom-out. For example, the house has the good orientation, so the House can receive the prosperous air and avoid the evil spirits. Normally the good orientation is the South, because in this orientation, the house can receive good wind, and can avoid bad wind from the other orientation. The masonry screen makes sure that guests cannot go straight into the house, and it making the house more private. Also the masonry screen makes the woman turn right, then go into the kitchen, and the man turn left, then go to the living room which was followed during ancient days. Craft-pictures on the beams, piles, doors, screen wall are complex or simple depend on the owner is the civil mandarin or the military mandarin, or may be a businessman. The interior decoration is flowers, lotus, mum flower, or dragon, phoenix, or living screen, lucky emblem, or emblems of Buddhism<sup>3</sup>.

In humanity, all trees in the Garden House are considered as friends and have a big impact on the spiritual life. When someone dies, the people tie white ribbons around the trunk to show that the tree mourns the deceased. The Mandarin families regarded the house and garden as one. This is the special characteristic of the Garden House. The Garden Houses have a strict order and a number of elements with a symbolic and spiritual value, all prescribed by Feng-Shui theory. The trees fulfill several purposes; they give beauty and shade but also an income when fruit and flowers are sold.<sup>4</sup>

Hence, Hue traditional Garden House is a special style of Vietnamese traditional House without general characteristics that exist in Vietnamese Traditional Houses and has unique characteristics that are unavailable in other regions in Vietnam.

---

<sup>1</sup> Chu Quang Tru (1999). *The traditional folk architecture of Vietnam*. Hanoi. Xay Dung Publisher

<sup>2</sup> Phan Thuan An (2002). *Monuments of Hue*. Vietnam. Thuan Hoa publishing house

<sup>3</sup> Hoang Ngoc Hoa (2004). *Feng Shui and Architecture space of Vietnamese people*. Available online: <http://blog.yahoo.com/PJQGL2BETTRULBSWSCHHIYKRMU/articles/624895/index>. (Accessed on 15-Nov-2012)

<sup>4</sup> Thai Cong Nguyen (1994). *The formation of Hue cultural heritage and its role in Vietnamese culture*. Hue

## **4. Garden Houses for Green Tourism**

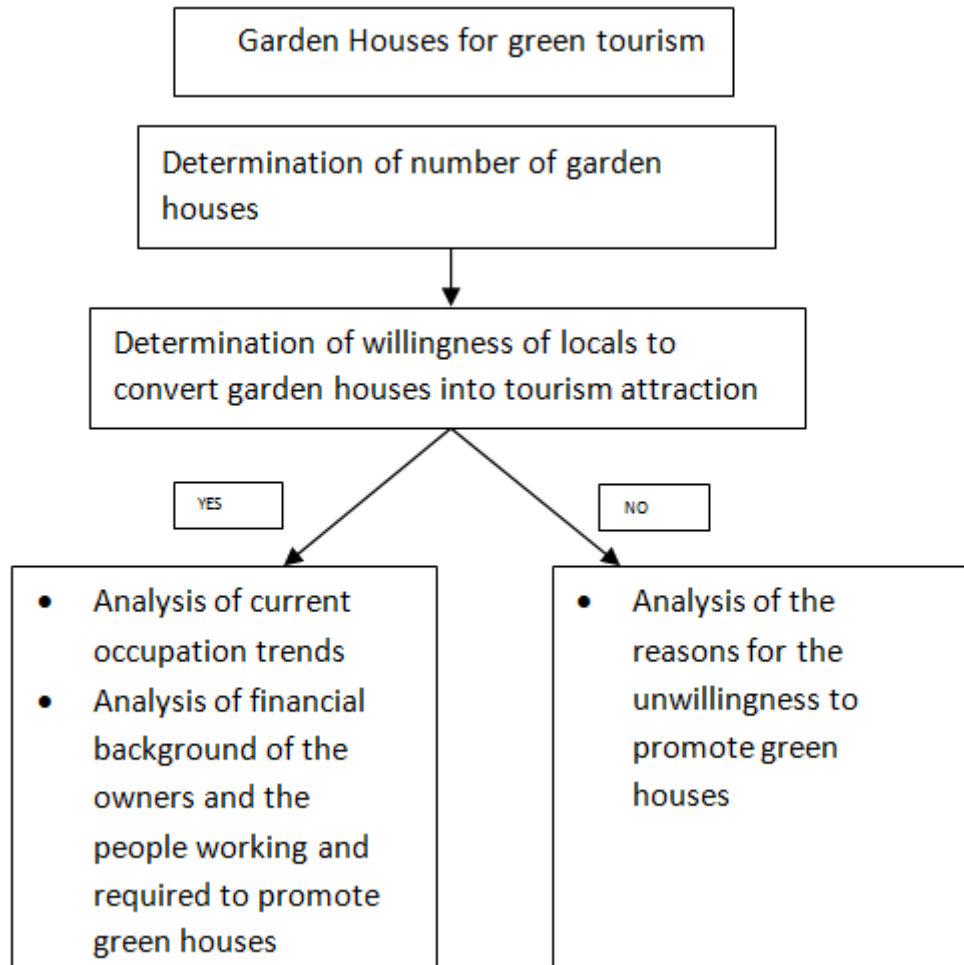
Nestled between nature, garden houses can be a prime tourist attraction in the otherwise busy streets of Hue city. They offer serene nature along with the local traditional touch, a perfect place for ideal relaxation within the reach in the local city without taking longer journeys to experience nature. However, promotion of garden houses for tourism is possible with the support of local interest and adequate funds to improve the present garden houses into a better tourist attraction. A preliminary analysis was carried out after the conduction of primary survey between tourists, garden house owners, cyclo drivers and other local people who work in garden houses. This analysis is aimed to create an idea on how green tourism can be promoted through the development of garden houses and the benefits out of them.

### **4.1 Methodology for the analysis based on the primary data collection**

A primary survey was conducted with a questionnaire (Appendix A) between tourists, garden house owners, cyclo drivers and gardeners. The objective of the questionnaire was to:

- Understand the interest of garden house owners to promote their houses as tourist attractions
- Understand the revenue generation of garden houses
- Understand the income of cyclo drivers and their interest for the promotion of their transportation system against restricted motorized vehicles
- Understand the occupation and the income of gardeners working in the gardens and their interest to promote garden houses
- Understand the preferences and interests of various tourists from different nationalities

The methodology developed to analyze the primary survey data is as illustrated in the figure 4.1. The methodology starts with the analysis of the number of garden houses that can be used for the tourist attraction after the approval of the owners. Thus, analyzing the current conditions suitable if garden houses are considered for green tourism. The second stage of analysis is the revenue generation and other benefits (co-benefits) that can be accrued if the green tourism is promoted after considering all the participants.



**Figure 4.1** Methodology for the analysis about garden houses based on primary data collection

#### **4.1.1 Number of garden houses and the willingness of various participants for the promotion of garden houses**

A total of 50 garden houses were surveyed in the Hue city along with their owners. The willingness of garden houses to be promoted for green tourism was surveyed amongst local cyclo drivers, gardeners, garden house owners and the tourists. The table 4.1 gives the summary about the willingness of the above mentioned locals and tourist in the promotion of the garden houses for green tourism. Ten out of fifty garden house owners were unwilling to develop their houses as tourist attraction. However, all the interviewed cyclo drivers and the 200 gardeners were willing to promote garden houses as local tourist attraction. All the 10 tourists interviewed were interested to go to places where it was restricted to motorized vehicles.

**Table 4.1** Willingness of the garden house owners to promote garden house for green tourism

|                           | <b>Total number of people surveyed</b> | <b>Number of people willing to promote garden houses as local tourist attraction</b> | <b>Remarks</b>   |
|---------------------------|--|--|--|
| <b>Garden House Owner</b> | 50                                     | 40   | <ul style="list-style-type: none"> <li>• Unwillingness was mostly attributed to financial constraints, improper maintenance of gardens, preserving gardens for children to play</li> <li>• All the owners agree to restrict the access to motorized vehicles near Garden houses</li> </ul> |
| <b>Cyclo Drivers</b>      | 50                                     | 50   | All the cyclo drivers agree to restrict the access to motorized vehicles near garden houses  |
| <b>Gardeners</b>          | 200                                    | 200  | <ul style="list-style-type: none"> <li>• All the owners agree to restrict the access to motorized vehicles near garden houses</li> <li>• Enhanced income opportunities</li> </ul>  |
| <b>Tourist</b>            | 20                                     | 20   | <ul style="list-style-type: none"> <li>• All the tourists enjoy local cuisine</li> <li>• 19 out of 20</li> </ul>   |

|  |  |  |  |
|--|--|--|--|
|  |  |  | tourist have no knowledge about garden houses <ul style="list-style-type: none"> <li>• All the tourists agree to restrict the access to motorized vehicles at some places</li> </ul> |
|--|--|--|--|

From table 4.1, it can be understood that though garden houses can be promoted for local tourism, there is a need for the progression and development of these houses to enhance tourism. There is also a need to generate local tourism awareness on the garden houses and their closeness to nature, while staying in an urban environment.

#### 4.1.2 Current status of the garden houses and the locals maintaining garden houses

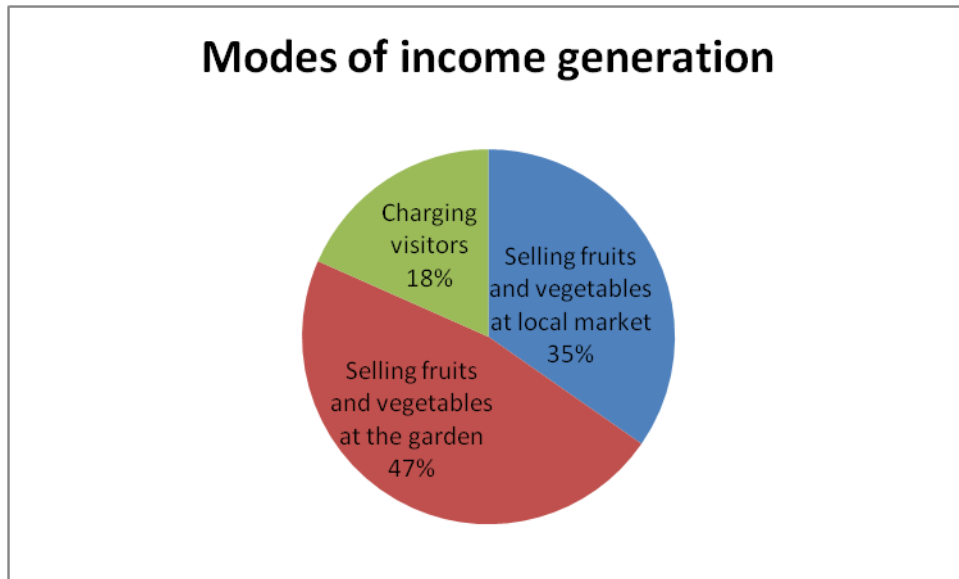
The current status of the garden houses can be analyzed from the perspective of end usage of garden houses, methods of maintenance employed and the modes of income generated from the garden houses. Table 4.2 explains the status of garden houses based on the parameters mentioned before.

From table 4.2, it can be observed that, the garden houses are mostly used for vegetable and fruits production mostly used for selling as well as household consumption. Thus, not a very significant percentage of garden houses are used for tourist attraction. From the figure 4.2, it can be observed that, about 18% of the overall surveyed owners charge the visitors which are a crude form of income generation for the garden houses.

**Table 4.2** Current Status of Garden Houses

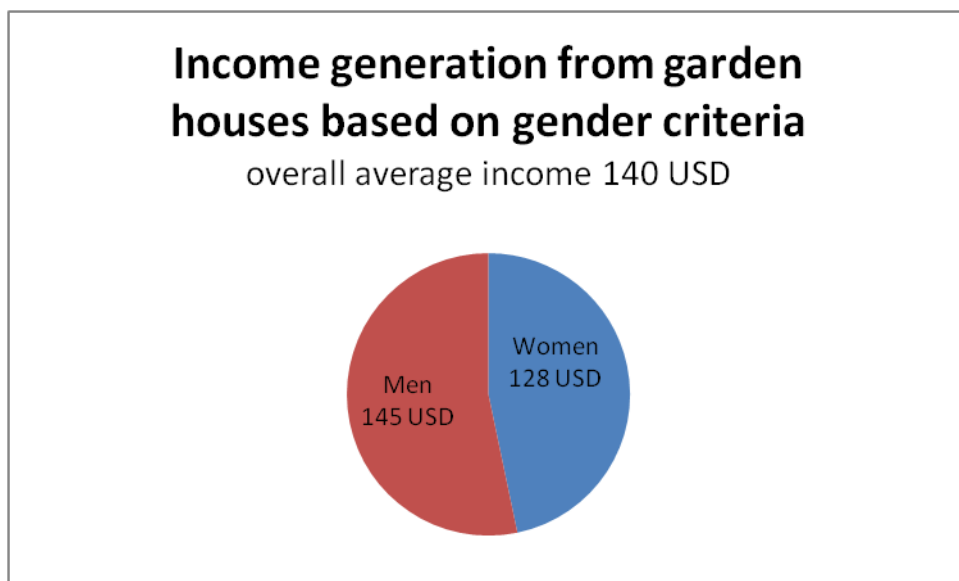
|                                   | Purpose   | Number |
|-----------------------------------|---|--------|
| <b>End use of Gardens</b>         | vegetable and fruit production for sale                               | 17     |
|                                   | vegetable and fruit production for sale and for household consumption | 20     |
|                                   | vegetable and fruit production for household consumption              | 13     |
| <b>Methods of maintenance</b>     | Cut grass, tend trees and organic fertilizer                          | 50     |
| <b>Modes of income generation</b> | Selling fruits and vegetables at local market                         | 17     |
|                                   | Selling fruits and vegetables at the garden                           | 23     |
|                                   | Charging visitors by selling fruits and drinks                        | 9      |

However, it can also be understood from the table 4.2, that almost all the garden houses use organic fertilizers to grow fruits and vegetables. Thus, 47% of owners earning income from selling fruits and vegetable at the garden are generating income by encouraging tourists to taste organic fruits and vegetables.



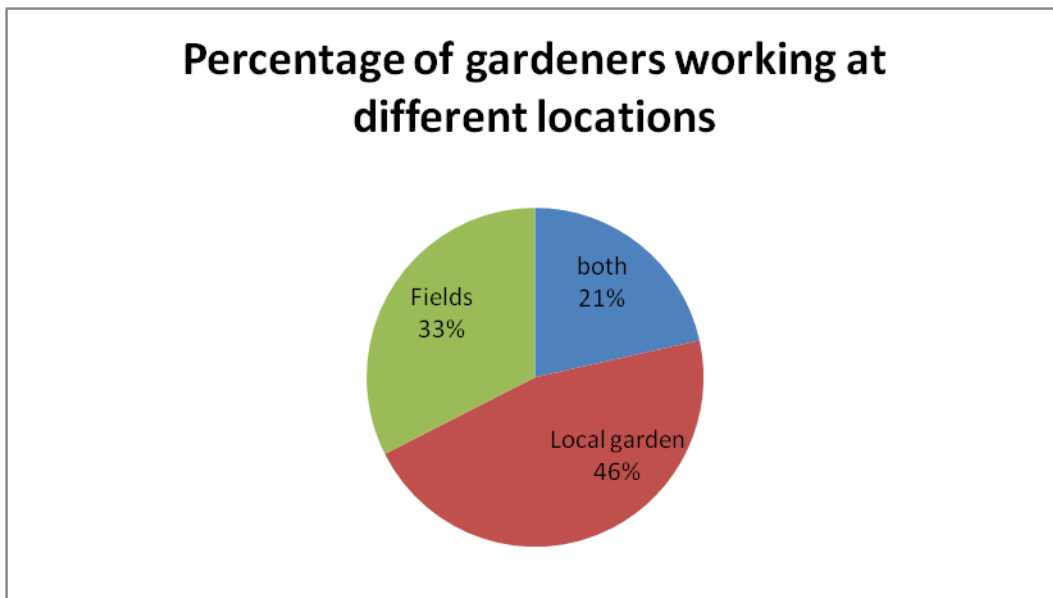
**Figure 4.2** Modes of income generation from garden houses

The average income from the garden houses according to the conducted survey is about 3,000,000 VND or 140 USD per month. Amongst the overall garden house owners, women who are about 26% of the 50 surveyed garden houses earn about 128 USD as compared to men who earn about 145 USD per month. The figure 4.3 illustrates the income generated based on the gender criteria.



**Figure 4.3** Income generation from garden houses

After the analysis of the current income generated and the modes of income generated by the garden house owners, it is also essential to analyse the cyclo-drivers for promoting the ‘no accesses to motorized vehicles as a part of green tourism. Cyclo-drivers play a vital role in tourist attraction and getting tourist to know about the local tradition and cultures. According to the primary data collected, the tourists constitute about 60% of the everyday customers to the cyclo-drivers. Their average monthly income is about 125 USD, with trips mostly around the city, Citadel Dong-ba market and Citadel- Garden house. However, according to the conducted survey, only 16% of the cyclo-drivers make frequent trips to Garden houses. The other major locals who can contribute to the garden houses are gardeners. They earn an average of about 3,000,000 VND or about 145 USD per month. According to the conducted survey, it was observed that, gardeners mostly work in the local gardens, fields or in both the locations. Figure 4.4 gives a general summary about the percentage of gardeners working in different locations.



**Figure 4.4** Percentage of gardeners working in different location

Thus, in conclusion of the current status of garden houses and the about the local who are likely to support garden houses, the following points can be observed:

- 80% of garden house owners are willing to support garden houses to promote green tourism
- All the interviewed cyclo drivers, gardeners and owners were willing to promote ‘no access’ to motorized vehicles while visiting garden houses
- Enhanced awareness about garden houses is required to promote them amongst the tourists. 19 out of 20 tourists do not know about these houses
- All the surveyed garden houses generated income by selling vegetables in the local market and in the gardens. Only 18% of the surveyed owners charged visitors while visiting garden houses making them crudely a tourist spot

- The average income per month for the garden house owners is about 140 USD, for the cyclo drivers it is about 125 USD and the gardeners about 145 USD
- The major attraction apart from the nature itself are organically grown fruits and vegetables that can be sold to the tourists
- No access to motorized vehicles helps cyclo drivers to enhance their generated income. As 60 % of their passengers are tourists, they are very essential to promote the garden houses.
- Currently about 16% of the cyclo-drivers take tourists to the local garden houses which can be improved significantly
- With better income generation schemes, local gardeners can help in improving the gardens of the garden houses and improve the overall beauty and quality of the nature, along with the better production of fruits and vegetables

## **5. Current Barriers in the Promotion of Garden Houses as Local Tourist Attraction**

Rural tourism in general and garden house tourism in particular have long been considered a means of achieving economic and social development and regeneration. More specifically, it has been widely promoted as an effective source of income and employment, particularly in peripheral rural areas where traditional agrarian industries have declined. More recently, however, a number of established tourism destinations have also turned to rural tourism in order to diversify their tourism products and markets. The purpose of this survey is to explore the extent to which this latter role for garden tourism represents a realistic tourism development policy. It highlights the challenges and problems encountered by green tourism entrepreneurs, identifying a number of issues which militate against the success of green tourism development. Based on the survey information, it identifies high development costs but low returns, low demand, a lack of essential skills and the dominance of mass tourism operators as major challenges<sup>5</sup>. It concludes, therefore, long-term financial and technical support is essential if tourism is to play an effective rural development role. Tourism has long been considered an effective catalyst of rural socio-economic development and regeneration.

The development of green tourism traditionally seen in summer-sun destinations is an effective means of achieving not only the regeneration of garden house areas but also a chance for promotion of a variety of tourism-policy objectives, packages including the attraction of more diverse, higher-spending markets; mitigating the problems of seasonality; encouraging independent, non-organized tourism; spreading the socio-economic benefits of tourism into the hinterland; promoting the cultural, as opposed to

---

<sup>5</sup> Based on the information from the 'Department of Culture, Sports and Tourism' of Thua Thien Hue. (Aug 2012)

climatic, attractions of the destination; and, satisfying the alleged demand for more environmentally appropriate forms of tourism. Over the last decade, many rural economies have suffered a severe downturn and with falling employment and income levels in traditional agrarian industries there has been increasing contribution to a vicious circle of economic decline and socio-economic problems. In particular, rural incomes have fallen well below national averages, whilst the loss of public services, high unemployment levels and the consequential out-migration of younger, better educated members of rural communities have collectively endangered the constitution and structure of rural areas. Thus as a result, tourism been embraced as a potential means of reversing this decline and also given the intimate relationship between the socio-economic health of rural areas in general and the prosperity of the farming community in particular, has become an integral element of rural development policy.

Therefore, this increasing dependence on and support for garden house (green) tourism is based upon a number of perceived benefits it potentially provides to rural areas. Generally, green tourism is seen as a valuable and growing sector of the overall tourism market, representing a significant source of income to rural economies. These may be summarized as:

- \* Economic growth, diversification and stabilization through employment creation in both new (tourism related) and existing businesses, trades and crafts; opportunities for income growth through pluriactivity; the creation of new markets for agricultural products; and, a broadening of a region's economic base.
- \* Socio-cultural development, including the re-population of rural areas; the maintenance and improvement of public services; the revitalization of local crafts, customs and cultural identities; and, increased opportunities for social contact and exchange.
- \* Protection and improvement of both the natural and built environment and infrastructure.

The extent to which these benefits are realized remains the subject of debate. Certainly, there is evidence to support the claim that, as a vehicle of economic growth and diversification, tourism can make an important contribution to rural incomes both at the level of the individual farmer and more widely in the local economy. Equally, there is little doubt that tourism is an important source of employment, particularly in traditionally popular rural destinations, and can play a fundamental role in the social and environmental development of rural areas.

At the same time, however, the notion that tourism represents a panacea to the problems facing rural areas, that it is a 'magic wand that will speed up economic

progress' must be treated with some caution. That is, the extent to which tourism contributes effectively to rural development and diversification, hence the extent to which it is deserving of government support and finance is questioned in many quarters. In general, of course, the development of green tourism with most other forms of tourism may have undesirable economic, social and environmental consequences for local communities. However, studies have also shown that a number of factors militate against the achievement of rural economic diversification and growth through tourism. In particular, it has been found that tourism contributes relatively little extra to farm incomes, with the returns from investing in tourism primarily in accommodation facilities rarely meeting expectations.

To an extent, this can be explained by the fact that green tourism enterprises tend to be small scale and supply a highly seasonal market, although it is indicative of a number of challenges facing the successful diversification into tourism. These include<sup>6</sup>:

- \* Not all garden house areas are equally attractive to green tourists and simply providing accommodation facilities does not guarantee demand. The total product package must be sufficient to attract and keep tourists, offering suitable opportunities for spending (As per the response from garden house owners).
- \* Developing and organizing green tourism may require a significant investment either beyond the means of the business owner or greater than justified by potential returns. In such cases, government subsidies may be required to maintain the social benefits of diversification into tourism (As per the response from garden house owners).
- \* Local communities and businesses may find it difficult to adapt to a service role (As per the local tourism department).
- \* The quality of products and services must match the demands and expectations of the tourists and expectations (As per the local tourism department).
- \* Individual garden tourism enterprises normally possess neither the skills nor the resources for effective marketing (As per the local tourism department).

Whether they are known as home, mixed, backyard, kitchen, farmyard, and compound or homestead gardens, family food production systems are found in most regions of most countries worldwide. They may be the oldest production system known and their very persistence is proof of their intrinsic economic and nutritional merit. Traditional tropical gardens typically exhibit a wide diversity of perennial and semi-perennial

---

<sup>6</sup> Based on the interaction with the local garden house owners and local tourism department (Department of culture, sports and tourism) (2012).

crops, trees and shrubs, well adapted to local microclimates and maintained with a minimum of purchased inputs. The dynamic role of home gardening in family nutrition and household welfare must be assessed in the context of the wider farming system and household economy. Usually, the functions and output of the home garden complement field agriculture. Whereas field crops provide the bulk of energy needed by the household, the garden supplements the diet with vitamin-rich vegetables and fruits, energy-rich vegetable staples, animal sources of protein and herbs and condiments.

Gardening is not cost-effective as a nutrition intervention as compared with fortification, supplementation and targeted. Another common criticism is that gardening is only feasible for households with access to land, water and technical assistance, leaving out many of the food insecure. Further, opponents claim that homestead production is often embraced as a panacea for food insecurity, when in fact it has proved unreliable as a steady source of food and income for poor households. Advocates of gardening cite evidence that home gardening can be a sustainable strategy for improving food security and incomes when gardens are well adapted to local agronomic and resource conditions, cultural traditions and preferences. This type of gardening is accessible to the poorest people since it relies on low-cost, low-risk technology and may be adapted to hostile environments (e.g. dry-land gardens, flooding gardens).

Home gardening contributes to household food security by providing direct access to food that can be harvested, prepared and fed to family members, often on a daily basis. Even very poor, landless or near landless people practice gardening on small patches of homestead land, vacant lots, roadsides or edges of a field, or in containers. Gardening may be done with virtually no economic resources, using locally available planting materials, green manures, “live” fencing and indigenous methods of pest control. Thus, home gardening at some level is a production system that the poor can easily enter.

Gardening provides a diversity of fresh foods that improve the quantity and quality of nutrients available to the family. Households with gardens typically obtain from them more than 50 percent of their supply of vegetables and fruits (including such secondary staples as plantains, cassava, taro and sweet potato), medicinal plants and herbs; those households having garden systems that include animal-raising also obtain their primary and often only source of animal protein. Very small mixed vegetable gardens can provide a significant percentage of the recommended dietary allowance

for protein (10 to 20 percent), iron (20 percent), calcium (20 percent), vitamin A (80 percent) and vitamin C (100 percent) (Marsh et al., 1994)<sup>7</sup>.

Homestead production is also an important source of supplementary income for poor rural and urban households. The combined value of garden production, including sale of produced vegetables and animal products along with their current income might increase their income level by 20 percent.

The garden can percussion the household food and income during periods of low income generation, e.g. the pre-harvest lean season, harvest failure, prolonged unemployment, health or other disabilities suffered by family members or agricultural and economic disruption caused by any reasons.

### **5.1. Criteria for successful garden promotion**

The criteria for the garden promotion is presented below based on the research findings conducted by FAO during 2011<sup>8</sup>

- Work in areas where households have some experience with home gardening; build on traditional methods to enhance household food security.
- Use a group approach and village leaders for technical training.
- Integrate nutrition awareness and education into garden planning.
- Involve whole families in garden planning and management, and especially involve women in the distribution of garden harvests and income generated.
- Be flexible with respect to choice of species and cropping patterns, encouraging diversity and use of locally adapted varieties.
- Encourage reliance on local materials for soil, water and organic pest management and develop household or community based seed production;
- Monitor the project for regular feedback of training and other needs.

---

<sup>7</sup> Marsh, R. and Talukder, A. (1994). *Production and Consumption effects of the introduction of home gardening on target, interaction and control groups: A case study from Bangladesh*. France. Association for Farming System Research/ Extension (AFSR/E)

<sup>8</sup> Marsh. R (2011). *Building on Traditional gardening to improve household food security*. FAO

## **5.2. The role of women**

Although it is often assumed that women are the principal home gardeners, the role of women in gardening varies based on region and culture. Gardening is typically a family activity involving women, men, children and the elderly, with some tasks carried out separately and others jointly. Men generally participate in the heavier tasks (bed establishment, fence building, well digging and tree harvesting), while women manage the day-to-day maintenance tasks. Women and children typically are responsible for maintaining small scaled livestock. The elderly have a special role in passing down traditional gardening knowledge to the next generations, especially their understanding of the care and use of indigenous plants.

Accordingly, it is important to involve the whole family in gardening promotion projects. This is especially true in cultures where women are not generally exposed to outsiders and hesitate to get involved in new activities without the approval of their husbands. In addition, women may have limited time available for gardening, especially when they are employed in the own-farm or off-farm field production as well as time-consuming domestic tasks such as gathering fuel and water and preparing food.

Marketing of garden produce can be an important source of independent income for women. This aspect is particularly critical in female-headed households, where men migrate for long periods or in cultures where women traditionally feed the family through their own work.

## **5.3. Policy recommendations**

Strategy, planning, programs, schemes and projects for tourism development are the steps needed for the effective implementation of the policies. The integrated approach is required with strong commitment of the Government, close coordination between sectors and levels, and the local people approval and support

Some recommendations for the green tourism:

- It is also important to keep the local garden houses intact with the increased inflow of tourists. The quality of the destination can thus be ensured by
  - Maintaining good public/community relations
  - Reducing costs and improving efficiency
  - Enhancing image and market share
  - Reducing risks and meeting legislation
  - Conserving natural resources
  - Sharing environmental solutions and good practice

- Improving industry/government relations.
  - Transport and travel
  - Reducing the emissions of carbon dioxide and other greenhouse gases
  - Efficient use of water and energy
  - Using natural and eco-friendly products and services
  - Minimizing use of hazardous and toxic substances
  - Supporting strategies that develop the local community
  - Minimizing noise disturbance to neighbours
  - Increasing demand for green tourism-related services and products, spurred by environmental and social awareness and concern amongst urban consumers about growing congestion, smog, and other environmental and social issues;
  - Increasing supply of new green tourism services, products, technologies, knowledge, and skills; and new tourism trends and approaches, including ecotourism, sustainable tourism, urban tourism, and responsible tourism, all related to emerging cultural preferences and demographic shifts.
- Effective development of Business (small, medium, large businesses related to tourism and environment industries, and more) around the garden house areas;
  - Government (at all levels; related to industry, environment, arts, heritage, culture, tourism, transportation, telecommunications, urban planning and development, parks and recreation, and more) must coordinate with tourism department to develop a framework to promote garden houses and other cultural heritages as well;
  - Promotion of local labour (hotel and food, transportation, and more) for employment opportunities creation;
  - Promotion of capacity building, innovation, and leadership amongst the diverse players in the evolving industry in relation to green tourism by
    - Supporting development of information and tools to stimulate dialogue and action leading to green tourism development.
    - Identifying policies that enable and enhance as well as challenge or deter urban green tourism human resources development. Such policies may relate to tourism, economic development, finance and taxation, land use and transportation, social equity and diversity, parks and heritage, culture, and human resources development.

The successful green tourism model include: agricultural tourism marketing, tourism communities associated with hospitality technology; trend architecture-friendly environment, development of heritage tourism with tourism community, shopping, entertainment, etc., to focus on building the product line combined with cultural tourism products on the basis of restoring, preserving and promoting cultural and ethnic identity, the tradition cultural values of Hue city.

## Appendix

### A) Questionnaires designed for the conduction of the survey

#### FOR GARDEN HOUSE OWNER

1. Name:
2. Address:
3. Sex:
4. Age:
5. Occupation:
6. Education:
7. Member of household:

| Relation with respondent | Age | Education level | Occupation |
|--------------------------|-----|-----------------|------------|
|                          |     |                 |            |
|                          |     |                 |            |
|                          |     |                 |            |

8. How many years have you been living in this house?
9. To whom does the land belong to?  
To whom does the house belong to?
10. Income of respondent (daily or monthly)
11. Size of garden
12. What do you use the garden for? (vegetable production for sale, vegetable production for household consumption, fruit tree for sale, fruit tree for home consumption, others)
13. Who maintains the garden?  
Who among the household members work on the garden?  
Do you hire others to look after the garden?  
If yes, how many people do you hire? Women or men?  
How much do you pay the hired labor? (for women, for men? For different work?)  
Where do you get your hired labor? (neighborhood? Hire from province?)
14. How much time do you spend to tend to your garden?  
For household members (\_\_\_ days a week; specify)  
For hired labor (specify the number of days)

15. What do you do to maintain the garden?

Cut grass and tend trees only

Vegetable production

Others (specify)

Please elaborate on what you do in the garden

Fertilizer use (chemical fertilizer? Organic fertilizer? Please elaborate on what you do)

How much vegetable do you produce per year?

If you are selling your vegetables, where do you sell? How do you bring the produce?

16. Do you accept visitors to your garden? If not, why not? If yes, how do you accept them? Please elaborate. (free access, access with charge, sell food, sell souvenirs, etc)

17. Are you interested in developing your house into a tourist attraction?

If yes, how would you like to do? Please describe your plan. What kind of support do you need in order to develop into tourist attraction?

If no, why not?

19. If the area is to be promoted as low emission attraction, and restrict the access by motorized vehicle by tourists, what do you think?

FOR WORKER IN THE GARDEN HOUSE

1. Name:
2. Address:
3. Sex:
4. Age:
5. Occupation:
6. Education:
7. Members of household:

| Relation with respondent | Age | Education level | Occupation |
|--------------------------|-----|-----------------|------------|
|                          |     |                 |            |
|                          |     |                 |            |
|                          |     |                 |            |

8. Since when are you living in Hue?
9. Condition of work
  - How many days per week do you work?
  - From what time to what time do you work?
  - Where is your work place? How long does it take to commute? How do you commute to work?
10. Current earnings (by day or by month)
11. How long have you been working in this job?
12. Where did you work before this? And before that? (employment history since out of school) (note: we want to know the employment history in order to assess the training/ skill level / work experience of respondents)

| Occupation/type of work | Year of engagement in that work | Place of work |
|-------------------------|---------------------------------|---------------|
|                         |                                 |               |
|                         |                                 |               |
|                         |                                 |               |

13. What do you think if the garden houses are developed and the area becoming a low emission area restricting access of motorized vehicles by tourists?
14. What opportunities do you foresee? (more jobs? More income generating opportunities? Etc.)

What problems do you foresee? (more competition? Congestion? Family obligation? )

Please elaborate.

FOR CYCLO DRIVERS

1. Name:
2. Address:
3. Sex:
4. Age:
5. Education:
6. Members of household:

| Relation with respondent | Age | Education level | Occupation |
|--------------------------|-----|-----------------|------------|
|                          |     |                 |            |
|                          |     |                 |            |
|                          |     |                 |            |

7. Working condition
  - How many hours a day do you work? From what time to what time?
  - How many days a week do you work?
8. To whom does the cyclo belong to?
9. How many passengers do you service per day on average?
10. Around how many kilometers do you drive per day?
11. How many percentage of your customers are non-Vietnamese?  
How many percentage of your customers are tourist Vietnamese?
12. Which is the most common route that you service?
13. How much is your daily income?
14. How many years have you been working as cyclo driver?
15. Before being a cyclo driver, what were you doing? (occupation history since out of school)

| Occupation/ type of work | Year of engagement in that work | Place of work |
|--------------------------|---------------------------------|---------------|
|                          |                                 |               |
|                          |                                 |               |
|                          |                                 |               |

16. What do you think of developing garden houses into a low emission area and restricting access of motorized vehicles?
  - What opportunities do you see?
  - What problems do you see?

## 6. List of Tables for data analysis

### Garden House Owners

Profile (sex, age, occupation, education, number of household members)

| Sex    | Age (Average number of Years) | Occupation   | Education  | Number of household members (Average number) |
|--------|-------------------------------|--|--|--|
|        |                               |  | Number   | Number                                       |
| Male   | 65                            | Planting, 13 (36%)<br>Retirement, 11(31%)<br>Farmer, 4(11%)<br>Old age, 1(3%)<br>Trading, 1(3%)<br>Carpenter, 1(3%)<br>Shoe-Maker, 1(3%)<br>Officer, 2(6%)<br>Builder, 1(3%)<br>Gardener 1(3%) | Primary-School 4(11%)<br>Secondary-School 17(47%)<br>High-School 15(42%)                   | 4  |
|        |                               | Total  | 36   | Total 36                                     |
| Female | 69                            | Planting, 5(36%)<br>Retirement, 3(21%)<br>Old Age, 2(14%)<br>Trading, 1(7%)<br>House worker, 1(7%)<br>Hair Dresser, 1(7%)<br>Gardener 1(7%)  | Primary-School 2(14%)<br>Secondary-School 9(64%)<br>High-School 2(14%)<br>University 1(7%) | 3  |
|        |                               | Total  | 14   | Total 14                                     |

Garden house maintenance and income generated by male and female garden house owners

|        | Number of owners (out of a sample size of 50) | Percentage break up | Average income Generated by ownership of land/house | Garden House Maintenance |       |
|--------|---|---------------------|---|--------------------------|-------|
| Male   | 38  | 76%                 | 3,034,200   | Self                     | 37%   |
|        |   |                     |   | Parents                  | 24%   |
|        |   |                     |   | Grand Parents            | 39.5% |
| Female | 12  | 24%                 | 2,631,600   | Self                     | 58.3% |
|        |   |                     |   | Parents                  | 25%   |
|        |   |                     |   | Grand Parents            | 17%   |

### Occupation of garden house owners based on the size of the gardens

| Size                  | Occupation   | Number   |
|-----------------------|--------------|----------|
| >=1000 m <sup>2</sup> | Retirement   | 5(62.5%) |
|                       | Trading      | 1        |
|                       | Builder      | 1        |
|                       | House Work   | 1        |
|                       | Planting     | 4(37.5%) |
|                       | Total        | 12       |
| >=2000 m <sup>2</sup> | Retirement   | 8(21%)   |
|                       | Planting     | 10(42%)  |
|                       | Officer      | 2(10.5%) |
|                       | Shoe Maker   | 1(5.3%)  |
|                       | Farmer       | 3(15.8%) |
|                       | Gardener     | 1(5.3%)  |
|                       | Total        | 25       |
| >=3000 m <sup>2</sup> | Retirement   | 4(50%)   |
|                       | Trading      | 1(16%)   |
|                       | Farmer       | 1(16%)   |
|                       | Hair Dresser | 1        |
|                       | Planting     | 2(16%)   |
|                       | Total        | 9        |
| >=4000m <sup>2</sup>  | Planting     | 1(100%)  |
|                       | Total        | 1        |
| >=5000m <sup>2</sup>  | Retirement   | 2(66%)   |
|                       | Gardener     | 1(33%)   |
|                       | Total        | 3        |

### Vegetable and fruit production of garden houses based on the size of the gardens

| Size                  | Use of garden  | Number   |
|-----------------------|--|----------|
| >=1000 m <sup>2</sup> | Vegetable and fruit production for sale                            | 1(12.5%) |
|                       | Vegetable and fruit production for sale and house hold consumption | 2(25%)   |
|                       | Vegetable and fruit production for household consumption           | 5(62.5%) |
|                       | Total  | 12       |
| >=2000 m <sup>2</sup> | Vegetable and fruit production for sale                            | 12(42%)  |
|                       | Vegetable and fruit production for sale and house hold consumption | 8(33%)   |
|                       | Vegetable and fruit production for household consumption           | 5(25%)   |
|                       | Total  | 25       |
| >=3000 m <sup>2</sup> | Vegetable and fruit production for sale                            | 3(50%)   |
|                       | Vegetable and fruit production for sale and house hold consumption | 2(33%)   |

|                      |  |         |
|----------------------|--|---------|
|                      | Vegetable and fruit production for household consumption           | 1(16%)  |
|                      | Total  | 9       |
| >=4000m <sup>2</sup> | Vegetable and fruit production for sale and house hold consumption | 1(100%) |
|                      | Total  | 1       |
| >=5000m <sup>2</sup> | Vegetable and fruit production for sale                            | 2(66%)  |
|                      | Vegetable and fruit production for sale and house hold consumption | 1(33%)  |
|                      | Total  | 3       |

### Maintenance of the garden houses

| Size                  | Maintenance of garden | Number   |
|-----------------------|-----------------------|----------|
| >=1000 m <sup>2</sup> | Self                  | 8(12.5%) |
|                       | Grand parents         | 3(25%)   |
|                       | Parents               | 1(62.5%) |
|                       | Total                 | 12       |
| >=2000 m <sup>2</sup> | Self                  | 11(42%)  |
|                       | Grand Parents         | 11       |
|                       | Parents               | 3(25%)   |
|                       | Total                 | 25       |
| >=3000 m <sup>2</sup> | Self                  | 1(50%)   |
|                       | Grand Parents         | 4(33%)   |
|                       | Parents               | 4(16%)   |
|                       | Total                 | 9        |
| >=4000m <sup>2</sup>  | Grand Parents         | 1(100%)  |
|                       | Total                 | 1        |
| >=5000m <sup>2</sup>  | Self                  | 2        |
|                       | Parents               | 1(33%)   |
|                       | Total                 | 2        |

### Hired people to maintain garden by sex of hired people

| People hired to maintain garden | Number                                   | Percentage breakup (%) | Pay         | Place where the hired person is from |
|---------------------------------|--|------------------------|-------------|--------------------------------------|
| Male                            | 8  | 16                     | 514,286     | Local                                |
| Female                          | 1  | 2                      | 1,000,000   | Local                                |
| Self                            | 41                                       | 82                     | -           | -                                    |
| Size                            | Average time spent on garden (days/week) |                        | Hired Labor |                                      |
| >=1000 m <sup>2</sup>           | 4  |                        | -           |                                      |
| >=2000 m <sup>2</sup>           | 4  |                        | Man (88%)   |                                      |
| >=3000 m <sup>2</sup>           | 4.3                                      |                        | -           |                                      |
| >=4000m <sup>2</sup>            | 3  |                        | -           |                                      |
| >=5000m <sup>2</sup>            | 5.33                                     |                        | -           |                                      |

| Size                    | Maintenance work   |
|-------------------------|--|
| $\geq 1000 \text{ m}^2$ | Cut grass, tend trees, organic fertilizers, plant fruits |
| $\geq 2000 \text{ m}^2$ | Cut grass, tend trees, organic fertilizers               |
| $\geq 3000 \text{ m}^2$ |  |
| $\geq 4000 \text{ m}^2$ |  |
| $\geq 5000 \text{ m}^2$ |  |

Acceptance of the visitors by the garden house owners based on occupation, size of gardens and income

| Occupation   | Acceptance of visitors |
|--------------|------------------------|
| Planting     | 22.2% (4/18)           |
| Retirement   | 50% (7/14)             |
| Farmer       | 50% (2/4)              |
| Trading      | 0% (0/4)               |
| Carpenter    | 0% (0/2)               |
| Shoe Maker   | 0% (0/1)               |
| House worker | 100% (1/1)             |
| Hairdresser  | 0% (0/1)               |
| Officer      | 0% (0/2)               |
| Builder      | 0% (0/1)               |
| Gardener     | 0% (0/2)               |

| Size                    | Acceptance of visitors                  |  |
|-------------------------|---|--|
|                         | Percentage of people accepting visitors | Number of people accepting visitors/total number |
| $\geq 1000 \text{ m}^2$ | 25%                                     | (3/12)   |
| $\geq 2000 \text{ m}^2$ | 40%                                     | (10/25)  |
| $\geq 3000 \text{ m}^2$ | 22%                                     | (2/9)  |
| $\geq 4000 \text{ m}^2$ | 0%                                      | (0/1)  |
| $\geq 5000 \text{ m}^2$ | 33.3%                                   | (1/3)  |

| Income (VND/month) | Acceptance of visitors                  |  |
|--------------------|---|--|
|                    | Percentage of people accepting visitors | Number of people accepting visitors/total number |
| $\geq 1000,000$    | 100%                                    | (5/5)  |
| $\geq 2000,000$    | 20%                                     | (1/5)  |
| $\geq 3000,000$    | 37.5%                                   | (3/8)  |
| $\geq 4000,000$    | 30%                                     | (3/10)   |
| $\geq 5000,000$    | 87.5%                                   | (7/8)  |
| $\geq 7000,000$    | 100%                                    | (1/1)  |

| Sex    | Acceptance of visitors                  |  |
|--------|---|--|
|        | Percentage of people accepting visitors | Number of people accepting visitors/total number |
| Male   | 29%                                     | (11/38)  |
| Female | 50%                                     | (6/12)   |

| Occupation   | Interest in developing into tourist attraction |
|--------------|--|
| Planting     | 50% (9/18)                                     |
| Retirement   | 71.4% (10/14)                                  |
| Farmer       | 100% (4/4)                                     |
| Trading      | 0% (0/4)                                       |
| Carpenter    | 0% (0/2)                                       |
| Shoe Maker   | 0% (0/1)                                       |
| House worker | 100% (1/1)                                     |
| Hairdresser  | 0% (0/1)                                       |
| Officer      | 0% (0/2)                                       |
| Builder      | 0% (0/1)                                       |
| Gardener     | 0% (0/2)                                       |

| Size                    | Interest in developing into tourist attraction |  |
|-------------------------|--|--|
|                         | Percentage of people accepting visitors        | Number of people accepting visitors/total number |
| $\geq 1000 \text{ m}^2$ | 66.6%  | (8/12)   |
| $\geq 2000 \text{ m}^2$ | 80%  | (20/25)  |
| $\geq 3000 \text{ m}^2$ | 33%  | (3/9)  |
| $4000 \text{ m}^2$      | 0%   | (0/1)  |
| $\geq 5000 \text{ m}^2$ | 100%   | (3/3)  |

## Workers

Profile (sex, age, occupation, education level, number of members in household, number of children below five)

| Sex    | Age (Average number of Years) | Occupation |        | Education   |                       | Number of household members (Average number) |
|--------|-------------------------------|------------|--------|---|-----------------------|--|
|        |                               |            | Number |   | Number                |  |
| Male   | 53                            | Planting,  | 100%   | Primary-School<br>Secondary-School<br>High-School | 29%<br>42%<br>29%     | 4  |
|        |                               | Total      | 100    | Total   | 100                   |  |
| Female | 49                            | Planting,  | 100%   | Primary-School<br>Secondary-School<br>High-School | 20%<br>48%<br>32(14%) | 3  |
|        |                               | Total      | 100    | Total   | 100                   |  |

| Sex    | Average number of years in Hue |
|--------|--------------------------------|
| Male   | Since birth – 53 years         |
| Female | Since birth- 49 years          |

### Work rate of the workers

| Sex    | Work rate (Number of days per week) | Occupation |
|--------|-------------------------------------|------------|
| Male   | 5                                   | Planting   |
| Female | 5.2                                 | Planting   |

| Sex    | Work rate (Number of hours/day) | Occupation |
|--------|---------------------------------|------------|
| Male   | 8.8                             | Planting   |
| Female | 8.9                             | Planting   |

## Average earnings of the gardeners

| Sex    | Age group | Average Earnings | Occupation |
|--------|-----------|------------------|------------|
| Male   | 40-50     | 2,975,600        | Planting   |
|        | 51-60     | 2,865,200        |            |
|        | 61-80     | 3,138,500        |            |
| Female | 30-40     | 2,875,000        | Planting   |
|        | 41-50     | 3,066,000        |            |
|        | 51-60     | 3,047,500        |            |
|        | 61-80     | 3,425,000        |            |

## Cyclo Drivers

Profile (age, sex, education level, number of household members)

| Sex  | Age (Average number of Years) | Education        |            | Number of household members (Average number) |
|------|-------------------------------|------------------|------------|--|
|      |                               |                  | Number     |  |
| Male | 50                            | Primary-School   | 10%(5/50)  | 4  |
|      |                               | Secondary-School | 48%(24/50) |  |
|      |                               | High-School      | 42%(21/50) |  |
|      |                               | Total            | 50         |  |

## Work rate of the cyclo-drivers

|              | Maximum work rate (maximum number of days/week) | Minimum work rate (minimum number of days/week) | Average work rate (Average number of days/week) |
|--------------|---|---|---|
| Cyclo Driver | 7   | 5   | 7   |

|  | Maximum work rate (maximum number of hours/day) | Minimum work rate (minimum number of hours/day) | Average work rate (Average number of hours/day) |
|--|---|---|---|
| Cyclo Driver (all cyclo drivers are cyclo owners themselves) | 16  | 8   | 13  |

|              | Number of drivers working after 8pm in the night | Percentage | Maximum working time of the cyclo drivers |
|--------------|--|------------|---|
| Cyclo Driver | 28   | 56 %       | 10pm                                      |

|              | Maximum number of passengers | Minimum number of passengers | Average number of passengers |
|--------------|------------------------------|------------------------------|------------------------------|
| Cyclo Driver | 5                            | 2                            | 3                            |

|              | Maximum number of Kilometers run/day | Minimum number of Kilometers run/day | Average number of Kilometers run/day |
|--------------|--------------------------------------|--------------------------------------|--------------------------------------|
| Cyclo Driver | 40                                   | 10                                   | 16                                   |

|              | Maximum percentage of Vietnamese tourists | Minimum percentage of Vietnamese tourists | Average percentage of Vietnamese tourists | Average percentage of non- Vietnamese passengers |
|--------------|---|---|---|--|
| Cyclo Driver | 100                                       | 10  | 60  | 40   |

### Routes of services of the cyclo-drivers

|              | Route of service        | Number of cyclo-drivers in the mentioned route of service | Percentage of cyclo drivers in a route of service (%) |
|--------------|-------------------------|---|---|
| Cyclo Driver | Around the city         | 19  | 28  |
|              | Citadel –Dong Ba Market | 21  | 42  |
|              | Citadel garden-house    | 9   | 18  |
|              | citadel-Thien Mu pagoda | 1   | 2   |
| Total        |                         | 50  | 100   |

### Average earnings of the cyclo-drivers based

|              | Salary range (VND/month) | Number of cyclo-drivers in the mentioned route of service | Percentage of cyclo drivers in a route of service (%) |
|--------------|--------------------------|---|---|
| Cyclo Driver | 60,000-80,000            | 13  | 26  |
|              | 80,000-100,000           | 22  | 44  |
|              | 100,000-160,000          | 15  | 30  |
| Total        |                          | 50  | 100   |

|              | Salary range (VND/month) | Average percentage of Vietnamese passengers |
|--------------|--------------------------|---|
| Cyclo Driver | 60,000-80,000            | 63  |
|              | 80,000-100,000           | 55  |
|              | 100,000-160,000          |   |

|              | Maximum number of years in service | Minimum number of years in service | Average number of years in service |
|--------------|------------------------------------|------------------------------------|------------------------------------|
| Cyclo Driver | 25                                 | 6                                  | 16                                 |

|              | Salary range (VND/month) | Average number of years in service |
|--------------|--------------------------|------------------------------------|
| Cyclo Driver | 60,000-80,000            | 17                                 |
|              | 80,000-100,000           | 15                                 |
|              | 100,000-160,000          | 17                                 |

## Tourists:

### Profile of the tourists

| Sex    | Number (total 10) | Nationalities |        | Average age |
|--------|-------------------|---------------|--------|-------------|
|        |                   |               | Number |             |
| Male   | 80                | France        | 4      | 26          |
|        |                   | American      | 2      |             |
|        |                   | Japan         | 2      |             |
|        |                   | Vietnam       | 1      |             |
|        |                   | Total         | 8      |             |
| Female | 20                | Japan         | 1      | 25          |
|        |                   | Vietnam       | 1      |             |
|        |                   | Total         | 2      |             |

### Companions while traveling

| Person travelling with | Nationalities |        |
|------------------------|---------------|--------|
|                        |               | Number |
| Friend                 | France        | 3      |
|                        | American      | 2      |
|                        | Japan         | 1      |
|                        | Vietnam       | -      |
|                        | Total         | 6      |
| Family                 | France        | 1      |
|                        | Vietnam       | 1      |
|                        | Total         | 2      |
| Alone                  | Japan         | 1      |
|                        | Vietnam       | 1      |
|                        | Total         | 2      |

| Person travelling with | Gender | Number |
|------------------------|--------|--------|
| Friend                 | Male   | 5      |
|                        | Female | 1      |
|                        | Total  | 6      |
| Family                 | Male   | 1      |
|                        | Female | 1      |
|                        | Total  | 2      |
| Alone                  | Male   | 2      |
|                        | Female | -      |
|                        | Total  | 2      |

### Length of stay in Hue

| Nationality of tourists | Length of stay in Hue<br>(Number of days) |
|-------------------------|---|
| France                  | 38  |
| American                | 19  |
| Japan                   | 19  |
| Vietnam                 | 22  |

### Places visited by tourists based on nationality, age and sex

| Sex    | Places frequently visited  |
|--------|--|
| Male   | Pagoda, beach, garden, Imperial city, parks, perfume river, tombs, |
| Female | Citadel, tombs, beach, An Hein garden house                        |

| Nationality of tourists | Places frequently visited                           |
|-------------------------|---|
| France                  | Pagoda, beach, garden, imperial city, parks         |
| American                | Citadel, perfume river, tombs                       |
| Japan                   | Citadel, tombs, beach, Pagoda                       |
| Vietnam                 | Citadel, tombs, beach, An Hien garden house, Pagoda |

| Sex    | Places frequently visited                     |
|--------|---|
|        |   |
| Male   | Motorbike, bike, walking, taxi, on foot, bus, |
| Female | Motorbike, walking, taxi                      |
|        |   |

| Age   | Modes of transportation                      |
|-------|--|
|       |  |
| 15-20 | Taxi, on foot, bike                          |
| 20-30 | motorbike, bike, bus, walking, taxi, on foot |
| 30-40 | bus, bike, motorbike, walking, taxi          |

| Nationality of tourists | Types of food preferred   |
|-------------------------|---|
|                         |   |
| France                  | Rice, noodle, nem, shrimp, pork beef, pho, café, Vietnamese food, chicken curry |
| American                | Noodle soup, curry, chicken   |
| Japan                   | noodle, rice, all Vietnamese food   |
| Vietnam                 | Hue traditional cake, noodle, rice, spring roll                                 |

### Information sources for the tourists

| Nationality of tourists | Information source on tourist attraction                             |
|-------------------------|--|
|                         |  |
| France                  | Map, books of France culture center, internet, map, guide            |
| American                | Internet, map  |
| Japan                   | Traveler guide, advice from friend, internet, Le petit fute at hotel |
| Vietnam                 | Tourist information at hotel, internet, guide                        |

| Sex    | Information source on tourist attraction  |
|--------|---|
|        |   |
| Male   | internet, map, guide, France culture center, Guide du Routard, Le petit fute at hotel |
| Female | Traveler guide, advice from friend, internet, tourist information at hotel            |
|        |   |

| Age   | Information source on tourist attraction   |
|-------|--|
| 15-20 | internet, map  |
| 20-30 | Traveler guide, advice from friend, internet, Guide du Routard, France cultural centre |
| 30-40 | Tourist information at hotel, Le petit fute at hotel, internet, map                    |

### Visit of tourists to the garden houses

| Nationality of tourists | Visit to garden houses |
|-------------------------|------------------------|
| France                  | No                     |
| American                | No                     |
| Japan                   | No                     |
| Vietnam                 | Yes                    |

| Sex    | Visit to garden houses |
|--------|------------------------|
| Male   | No                     |
| Female | Yes                    |