

# Chapter 11

## Enhancing Women's Economic Empowerment Through Exploitation of Ethnic Cultural Values in Tourism Business in Ta Van Commune, Sapa Town, Lao Cai Province

**Hanh Thi Pham**

 <https://orcid.org/0000-0001-7527-5154>

*Vietnam Women's Academy, Vietnam*

**Huong Nhien Nguyen**

 <https://orcid.org/0009-0005-7847-2782>

*Vietnam Women's Academy, Vietnam*

**Hoa Anh Le**

 <https://orcid.org/0009-0008-7908-7386>

*Vietnam Women's Academy, Vietnam*

### ABSTRACT

*This chapter clarifies the theory of women's economic empowerment and examine the use of tradition cultural values in tourism within Ta Van commune, Sapa town, Lao Cai province, Vietnam. This study also proposes policy recommendations to the government, especially the Central Vietnam Women's Union to support ethnic women in Ta Van commune in sustainably utilizing and prseving traditional cultural values. Methodology includes field investigations and in-depth interview method of typical caases in Ta Van commune. SWOT analysis to assess strengths, weaknesses, opportunities, and challenges of exploiting national cultural values in tourism business in Ta Van commune is also done. Tourism business activities here will develop stably from 2020 – 2023. This is the result of policies to encourage the exploitation of national cultural values in tourism business and the business participation of women in this place. Difficulties of women in Ta Van commune doing tourism business include (1) limited cultural level and*

DOI: 10.4018/979-8-3693-6572-4.ch011

*(2) small and micro enterprises with little business capital.*

## **1. INTRODUCTION**

The report “Research on Gender and Viet Nam's Labor Market” (2021) by the International Labour Organization (ILO) shows that, on average, women work 59 hours per week, including 38.8 hours of income-generating work and 20.2 hours of housework. Meanwhile, men work an average of 50.7 hours a week, including 40 hours for paid workers and 10.7 hours for housework. Thus, women's housework time is twice as high as men's. The National Action Plan for the implementation of the 2030 Agenda for Sustainable Development clearly expresses the views of our Party and State on gender equality through Goal 5: “Achieving gender equality; increase the rights and create opportunities for women and girls.” To achieve the above goal, the promulgation of policies and mechanisms to support women to start and develop businesses is an urgent need. The Project on Supporting Women to Start a Business in the 2017-2025 Period of the Vietnam Women's Union (Project 939) will encourage and promote women to boldly start a business in the form of household economy, cooperatives, enterprises or develop the scale and type of ownership through the application of scientific and technological advances to create products, high-value services. Ethnic minority women belong to the priority group. Objectives, period 2021 – 2025: continue to support 12,500 women to start businesses and start businesses; provinces/cities support the establishment of at least 600 collective economic models, of which about 200 cooperatives are supported by the Association at all levels to establish in the regions.

With the support of many programs, schemes and policies, ethnic minority women have received a lot of attention and policies to improve their economic empowerment to improve their position in the family and society. The national target program chaired by the Vietnam Women's Union has set a goal by 2025, to establish 500 women-owned or co-owned livelihood groups/groups (livelihood groups/groups, cooperative groups, cooperatives) applying 4.0 technology in production and market connection.

Ta Van commune, Sapa town, Lao Cai province, Vietnam has a terrain backed by the majestic Hoang Lien Son mountain range and the front is adjacent to Muong Hoa stream. This is the home of the Hmong, Red Dao and Giay ethnic groups. Ta Van has exploited the tourism business of services: homestay; cooperative business in tourism services (weaving, selling brocade, etc.); culinary business... The main tourism products in Ta Van: Trekking tour; visiting brocade production and trading cooperatives; massage services of the Red Dao people; experience the culture of the Dao and Giay people; Visiting the rice terraces in the ripe season... Women in Ta Van contribute significantly to sustainable tourism by preserving traditional cultural values through various tourism activities, such as brocade weaving and homestay services. Their participation not only enhances economic benefits for the community but also supports environmental conservation and cultural preservation, aligning with global trends in responsible tourism. Moreover, women-owned businesses are often small and micro enterprises with little initial investment; Women here often have a low level of education, so access and application of science and technology are limited. In the digital era, women in Ta Van face challenges in adopting technology for tourism and business, such as utilizing e-commerce platforms and digital marketing. Increasing digital literacy and access to technology will empower women to expand their businesses, reach new markets, and increase tourism engagement.

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:  
[www.igi-global.com/chapter/enhancing-womens-economic-empowerment-through-exploitation-of-ethnic-cultural-values-in-tourism-business-in-ta-van-commune-sapa-town-lao-cai-province/364756](http://www.igi-global.com/chapter/enhancing-womens-economic-empowerment-through-exploitation-of-ethnic-cultural-values-in-tourism-business-in-ta-van-commune-sapa-town-lao-cai-province/364756)

## Related Content

---

### Climate Change and Entrepreneurial Financing

Ayansola Olatunji Ayandibuand Makhosazana Faith Vezi-Magigaba (2021). *Handbook of Research on Climate Change and the Sustainable Financial Sector* (pp. 399-410).

[www.irma-international.org/chapter/climate-change-and-entrepreneurial-financing/280979](http://www.irma-international.org/chapter/climate-change-and-entrepreneurial-financing/280979)

### Smart Tools for Tracing Organizational Competitive Behavior on Fast Decision Making

Nicolas Afanador, Ricardo Bonillaand H. Jackson Ocampo (2022). *Handbook of Research on Organizational Sustainability in Turbulent Economies* (pp. 266-291).

[www.irma-international.org/chapter/smart-tools-for-tracing-organizational-competitive-behavior-on-fast-decision-making/301039](http://www.irma-international.org/chapter/smart-tools-for-tracing-organizational-competitive-behavior-on-fast-decision-making/301039)

### A Study of Tourist Perceptions of Overseas Travel Stress While Visiting Bangkok, Thailand

Adarsh Batra (2011). *International Journal of Social Ecology and Sustainable Development* (pp. 1-16).

[www.irma-international.org/article/study-tourist-perceptions-overseas-travel/55090](http://www.irma-international.org/article/study-tourist-perceptions-overseas-travel/55090)

### Green Digital Enterprise and Chaos Theory in Tourism Development: The Case of Eco-Tourism in South Africa

Ezendu Ariwaand Carsten Martin Syvertsen (2010). *International Journal of Green Computing* (pp. 40-52).

[www.irma-international.org/article/green-digital-enterprise-chaos-theory/46076](http://www.irma-international.org/article/green-digital-enterprise-chaos-theory/46076)

### Livability Dimensions and Sense of Community in a Developing Country

Janaina Macke, João Alberto Rubim Sarateand Suane de Atayde Moschen (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-13).

[www.irma-international.org/article/livability-dimensions-and-sense-of-community-in-a-developing-country/293238](http://www.irma-international.org/article/livability-dimensions-and-sense-of-community-in-a-developing-country/293238)