

# **Blending handicrafts and tourism development the good way of preservation of tradition and poverty alleviation in rural areas**

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This paper (presented at workshop on promotion of craft village-based tourism along West- East corridor, Co-organised by Vietnam National Administration for Tourism; ASIA Seed Institute and JODC (Japan) May, 2005) explained the strength of handicraft and tourism development in the scheme of the socio economic approach, and discusses the overall strategy of implementing the tourism and handicraft development project in Vietnam. Approaching from both the macro perspectives as political level and micro perspective as village activities