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**THE DEVELOPMENT OF OVERLAND TOURISM
ON THE EAST WEST ECONOMIC CORRIDOR**

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INTRODUCTION

1. The urgency of the thesis

The East-West Economic Corridor (EWEC) stretches from West to East connecting the Indian and Pacific Ocean, through Myanmar, Thailand, Laos and Vietnam, which is one of the slow-growing areas within the developing countries. Therefore, EWEC attracts special attention of countries that want to strengthen their geopolitical influence through aids and international organizations...

EWEC has great significance in many aspects: socio-economic, development cooperation, poverty reduction..., contributing to narrowing the development gap and strengthening links between this region and other areas in ASEAN as well as countries in the region and the world. In these areas, tourism can be considered one of the most important directions.

Along with the explosion of the fourth industrial revolution and digital technology, travel tastes and habits have also changed fundamentally. With such characteristics, overland tourism will be the most appropriate type on the East-West Economic Corridor.

EWEC has many potentials to develop tourism as a multi-ethnic region, with diverse and rich cultures, many scenic spots, famous historical sites and valuable ecological resources such as sea, mountains, rivers and lakes. Therefore, how to exploit and build road-based tourism products in accordance with specific characteristics of EWEC will create an effect to promote tourism development of member countries.

In addition, the development of transnational overland tourism requires synchronization of transport infrastructure, service infrastructure, mechanisms and policies on entry and exit for tourists

and vehicles, forming common products, identifying target markets, and coordinating resources in promotion and marketing, which are very pressing issues for the research and development of overland tourism on EWEC.

Finally, despite the urgent need of overland tourism development on EWEC, there have not yet large-scale, comprehensive and comprehensive studies.

2. Research questions and objectives

2.1. Research objectives

2.1.1. General objective

The general objective of the thesis is to develop overland tourism on the East West Economic Corridor, providing scientific and practical basis for stakeholders to cooperate in the sustainable development of this tourism product.

2.1.2. Specific objectives

Firstly, the study selects theoretical basis which is suitable for the development of transnational overland tourism

Secondly, generalize and build a model of cooperation in developing transnational overland tourism, which can be applied in EWEC.

Thirdly, research into the potentials and characteristics of natural resources, the actual situation of exploitation and development of overland tourism on EWEC.

Fourthly, research into the development trend of tourist market, strengths, weaknesses, opportunities and threats when developing overland tourism, the legal framework and the role of intermediary organizations in development and cooperation.

Fifthly, provide policy implications, including proposed

solutions and recommendations to the Government, authorities and localities to promote the development of this product.

2.2. Research questions

What theory relates to the development of transnational overland tourism? What experiences are drawn from the development status of overland tourism routes in the world?

What factors influence the development of overland tourism? Characteristics and relationships between factors?

What are the potentials and current status of overland tourism development on the East-West Economic Corridor?

What are the foundations for promoting the development of overland tourism on the East-West Economic Corridor?

What solutions and proposals to the Government, functional agencies, State management agencies and business community in developing overland tourism on the East-West Economic Corridor?

3. Research subjects and scope

3.1. Research subjects

The research object of the thesis is: Developing tourism on the road of East West Economic Corridor.

3.2. Research scope

- Location: Research the development of overland tourism on the EWEC route, covering 13 provinces / cities in Burma, Thailand, Laos (Savannakhet) and Vietnam, and expanding to other provinces with resource combination such as Rang Gun , Vientiane, Chiang Mai, Quang Binh, Quang Nam ...

- Time: Research into the current status and historical data in the period of 2006-2018. Proposed solutions and recommendations to be implemented until 2025, with a vision to 2030.

4. Approach, research framework and research methodology

4.1. Approach

The thesis uses an approach from theory to practice to determine the internal development of overland tourism, thereby proposing solutions to develop overland tourism on the East West economic corridor.

4.2. Research framework

The thesis uses qualitative methods to synthesize and systematize relevant theories, concepts and experiences on overland tourism, overland tourism development, and road tourism development routes in the world ... as a basis for the introduction of influencing factors and contents related to the development of cross-country overland tourism. Since then, the thesis conducts an analysis of the potential, current situation and development trend of road tourism on EWEC to propose a model of development cooperation and SWOT matrix, as a prerequisite for providing orientations and solutions to develop tourism in the area of EWEC

Along with qualitative methods, the thesis uses quantitative methods through secondary data as well as primary data from surveys and assessments of tourists and tourism businesses on the route as the basis for the situation analysis, SWOT analysis, proposing a cooperation model for overland tourism development on EWEC and proposing directions and solutions for synchronous development in the coming time.

4.3. Research methodology

The thesis mainly uses qualitative research methods, combined with quantitative research to carry out research objectives, including:

Methods of system analysis, method of synthesis and statistical analysis, interview method, investigation, survey, expert method

5. Study results

The thesis is expected to achieve the following research results:

Provide a relatively complete theoretical system of transnational overland tourism.

An overview of a development and cooperation model for international overland tourism, which can be applied to many different geographical areas.

To assess the potential of tourism development in the localities on EWEC, and at the same time, assessing their development status.

To synthesize the legal framework for the deployment of activities on the routes, especially the procedures for entry and exit on the routes for tourists and vehicles.

To build a number of thematic products, identify tourist market and define promotion activities.

To propose some directions, solutions and recommendations to promote the development of overland tourism on the East West Economic Corridor.

6. Research overview

6.1. Researches about overland tourism development

6.1.1. Tourism product

There are many approaches to tourism products, notably such as Sharma (2007) [81], the Australian National Landscape Program (2012) and COMCEC Islamic Cooperation. Tourism products include many elements such as infrastructure (e.g transportation, electricity and water), service providers, accommodation, destinations as well as related tourism activities, facilities and

amenities.

6.1.2. Overland tourism

Route tourism products include a mix of different destinations and activities by theme, thus promoting business opportunities through the development of complementary products and services (Grefe, 1994; Page and Getz, 1997, Gunn, 2002). It has the advantage of better speed control, better control of the journey, greater comfort and lower cost while its disadvantage is lower capacity and safety compared to other forms of transport, not to mention environmental costs, traffic congestion, pressure on public utilities (Center for Regional Tourism Research, 2002) [18]

6.1.3. Theories and models for tourism product development

Researches on tourism development in the world all emphasize the importance of linkage and cooperation among related parties in a overland tourism value chain. Many theories were also used to analyze the role of cooperation in tourism development, such as Coase's theory of transaction cost (1937) [21], Zhou Qiang and Wei Jingfu (2010) [99], which emphasizes the intermediary role of a regional cooperative organization; Croucha and Ritchie's theory of competitiveness (1999), developing the global competitiveness of tourist clusters, which is presented in the work of Kim and Wicks (2010) [51] or Adam Brandenburger and Barry Nalebuff's theory of network values (1996) [8].

6.1.4. Factors influencing overland tourism development

6.1.4.1. Factors affecting tourism product development, including: (1) economic factors, (2) political factors, (3) technological factors, (4) demographic factors, (5) globalization and localization, (6) social and environmental awareness, (7) living and

working environment, (8) unique travel experience, (9) promotion, (10) safety and security (Masip 2006) [49]

6.1.4.2. Factors affecting the development of overland tourism, including: Innovative product development, infrastructure and accessibility to destinations; community participation, innovative and dynamic development of micro enterprises; information and promotional activities; network of cooperation, thinking and leadership in the region; poverty reduction by Meyer (2004) [56]

6.2. Researches about tourism development on EWEC

There are 2 international researches of Thitirat Panbamrungkij [89] and Montague Lord (2009) [61] referring to the opportunities, potentials, realities, development challenges, visions and objectives of EWEC so as to define development strategies and specific action plans for countries and localities on the route, including the role of fund raising of international financial institutions.

Domestic studies include: Ho Viet et al. (2009) [3] which have somewhat generalized the status of tourism development on EWEC including theoretical basis and practical, socio-economic situation, tourism resources, tourism products of travel companies, actual exploitation of tourism in localities, based on which some directions and solutions are provided to effectively exploit the region's potentials and advantages.

6.3. Research gaps

No research has built a complete theoretical basis for the development of transnational overland tourism, there is no legal cooperation model among stakeholders.

There has not been adequate collection and classification of tourism resources on EWEC.

No survey of tourists on the whole route has been conducted to assess the characteristics of tourist market, consumer tastes, relevance and quality of service systems on the route.

There has not been a legal framework for the development of overland tourism

No development trends have been pointed out, especially in the development of potential visitors on EWEC

No analysis, evaluation and proposal of appropriate types of tourism products on the route.

No effective cooperation mechanism has been suggested among relevant parties to develop overland tourism on EWEC

CHAPTER 1

THEORETICAL BASIS AND PRACTICE ON DEVELOPING OVERLAND TOURISM

1.1. Fundamental definitions

1.1.1. Tourism and tourism products

1.1.1.1. Tourism

Article 3, Chapter I, Vietnam Tourism Law 2017 (issued on June 19, 2017): Tourism is considered activities related to human trips outside their permanent residence within 1 year continuously to meet the needs of sightseeing, relaxation, entertainment, exploration of tourism resources or combining with other legitimate purposes [5].

1.1.1.2. Tourism products

In general, tourism products can be interpreted as a collection of resources, infrastructure and human resources, activities and services used to provide satisfactory experiences for visitors at a destination.

Hollaway (1983) in his research indicated factors that contribute to the formation of a tourism product, namely: Destination attraction, accessibility to destinations, living conditions, current resources, service provision, freedom of choice, participation [41].

1.1.2. Overland tourism and products

1.1.2.1. Overland tourism defined

In essence, overland tourism can be interpreted as a type of tourism in which means of transportation are road transport vehicles (cars, trains, motorcycles, bicycles, etc.). ..) (Ho Viet, 2009) [3].

1.1.2.2. Characteristics of overland tourism

Overland tourism routes are often built with the goals of: Dispersing visitors and increasing income from tourism, bringing lesser-known attractions into tourism business, increasing the appeal of destinations, increasing the length of stay and spending of tourists, attracting new tourists and return visitors and increasing the sustainability of tourism products, along with the characteristics of: Geographical distance between starting points and travel destinations, budget needed to cover costs along the way, cognitive distance between starting points and destinations (Meyer, 2004) [56].

1.1.2.3. Overland tourism products defined

Overland tourism products are a collection of themed destinations, services and facilities, developed along roads in a specific geographic area by road vehicles such as cars. , motorcycles, bicycle trains, Overland tourism products are an integral part of overland tourism.

1.2. Theories on the development of overland tourism

1.2.1. Tourist cluster

1.2.2. Valua chain

1.2.3. Tourism sustainability***1.2.4. Thematic tourism******1.2.5. Tourism destination management*****1.3. Lessons learned from overland tourism development*****1.3.1. Camino de Santiago******1.3.2. Queensland heritage route******1.3.3. Hadrian wall*****1.4. Influence factors and evaluation criteria on the development of overland tourism development*****1.4.1. Influence factors:***

Characteristics of visitors; tourist trends; tourism resources; infrastructure; human resources; quantity and quality of service; policies and mechanisms; cooperation and linkage

1.4.2. Evaluation criteria

There are 3 groups of evaluation criteria: Economic, Social and environmental criteria

1.5. Contents of overland tourism development***1.5.1. Development of tourism products and services******1.5.2. Development of tourist markets******1.5.3. Promotion and marketing******1.5.4. Information application***

Thus, chapter 1 provides a theoretical basis for the development of transnational overland tourism and international experiences, thereby drawing out the influencing factors and relationships of stakeholders as well as generalizing a development and cooperation model. Based on this model, the analysis of potentials, realities, trends and so on will be carried out in the next chapters.

CHAPTER 2

DEVELOPMENT STATUS OF OVERLAND TOURISM ON THE EAST WEST ECONOMIC CORRIDOR

2.1. EWEC's potentials and advantages for overland tourism development

2.1.1. Geographic characteristics and transport system

The geographical location of EWEC is extremely potential for developing overland tourism, enabling convenient connection with large tourist markets such as ASEAN, China, Europe, Australia, America, India and South Asian countries (Bangladesh, Srilanka, Pakistan). A particular advantage for developing overland tourism is that EWEC is located close to economic - political centers (Yangon, Bangkok, Chiang Mai, Vientiane, Pakse, Hanoi) and tourist centers (Siem Reap, Luang Prabang, Hue - Da Nang - Hoi An).

The East-West Economic Corridor is almost entirely located in ASEAN, which is considered a “buffer zone” to balance the development strategy with major countries between the Indian and Pacific Oceans, between Southeastern Asia and the Northeastern Asia. Due to its strategic importance, the East-West Economic Corridor has advantages in attracting attention and investment from major countries.

Before becoming an economic corridor, EWEC has a road traffic corridor connecting localities on the route. The formation of an economic corridor will quickly promote the development of transport infrastructure, attract investment in vehicles, increase the flow of passengers on the route, promote the reform of exit and entry procedures and of course will boost overland tourism development.

2.1.2. Tourism resources

Provinces and cities in EWEC and surrounding areas have

tourism resources including natural resources and human resources which are very rich and densely located along the main roads. Tourism resources of these provinces are diversified in types, unique in value, and less overlapping among localities, with great attraction for tourists.

Topography: Midland and highland terrain combined with coastal terrain, coastal areas creating majestic natural landscapes, beaches, near-shore islands... throughout the route, which is a great attraction for tourists.

Climate: Visitors to this area at any time of the year can find a place with beautiful weather or experience many weather patterns, many types of climate suitable for tourists' needs.

Hydrology: Abundance includes rivers, streams, lakes, waterfalls, lagoons, hot minerals and so on, which are very unique and famous, creating a unique advantage for the region.

Flora and fauna: Flora and fauna in EWEC are very unique, including high mountain ecosystems, river and lake ecosystems, wetland ecosystems and marine ecosystems.

Historical and cultural relics: The big difference is that there are three cultural heritages, many archaeological relics, the storage of dinosaur fossils, the dense appearance of historical sites, war relics and spiritual values, which are very special.

Festivals and craft villages: are one of the characteristics and advantages for tourism products on EWEC. Visitors to this area have the opportunity to participate in festivals almost year-round, which are all special and long-established festivals and villages.

Cuisine and arts: Local cuisine and arts are advantages of localities on the route with dozens of unique and diverse dishes and various types of performing arts.

Ethnicity: There are dozens of ethnic groups living on EWEC with a variety of customs, traditional culture, culinary costumes...

Survey results show that visitors highly appreciate the attraction of tourism resources on EWEC. However, attention should be paid to the preservation of cultural heritage, folk festivals as well as impacts of climate change.

2.1.3. Conditions and achievements in socio-economic development

Most localities on EWEC have abundant resources, wide land and sparsely populated areas, with many places to develop. However, industry, commerce, trade, services... are all developed incompatible with the potential; therefore, it is necessary to focus resources to invest in exploitation and development, in which tourism is considered one of the main development focuses.

2.1.4. Tourism-oriented areas

For many reasons analyzed above, tourism has become a prioritized economic sector for development on the route, creating jobs, eradicating poverty and creating a spread for the overall growth of the economy. Research into tourist destinations of 4 countries along the corridor will create opportunities for local tourism projects to be implemented. However, the biggest challenge facing countries on EWEC in developing overland tourism throughout the entire route is the synchronous cooperation mechanism among countries.

2.2. Overland tourism development on EWEC

2.2.1. Overland tourism infrastructure

According to survey results on tourists and tourism enterprises on EWEC, infrastructure and facilities of this destination is evaluated quite well. In particular, according to enterprises, *means of transport*

at destinations on the route were rated the best (3.89 points), while *road transport infrastructure* was the least appreciated (3.25 points) but it is still above the average. For tourists, *the quality of internet, water and electricity supply* was evaluated well while *road transport infrastructure* was still the poorest criterion (3.64 points). Thereby, it can be seen that *road transport infrastructure* is the priority to be improved in the coming time for overland tourism development on the East-West economic corridor.

2.2.2. Overland tourism and services

With regard to evaluation of services on EWEC, survey results show that supporting services such as *post and telecommunication services (telephone, internet) and ATM services, money exchange, card payment...* were rated the best by businesses; meanwhile, *healthcare services, and diversity and abundance of entertainment activities* were rated the lowest, but the score is still above the average. For visitors, the criteria are rated at a good level. Thus, in general, tourism products and services on EWEC meet the needs of tourists; however, from the perspective of enterprises operating on this route, it is necessary to develop more recreational activities.

2.2.3. Overland tourist markets

EWEC is located in the Asia Pacific region, which is a destination attracting the largest number of global tourists. However, some localities on the route are considered low-lying areas in tourism development (except some localities in Thailand and Vietnam). The main tourist markets to EWEC include: Local customers, Europe - Australia - America, Northeast Asia, Southeast Asia and South Asia. With the current customer structure, it is difficult to achieve sustainable development of customers on the route.

2.2.4. Tourism human resources

The sudden development of the number of visitors on EWEC in 2007 - 2010 has shown a huge gap in human resources on the route, and when this gap is basically overcome, human resources on the route still remain weak with a lack of many areas, including the quality of human resources in state management agencies, promotion agencies and service provision system.

2.2.5. Overland tourism development linkage and cooperation

This activity was still very weak over the past time, and not implemented with detailed instructions. Specifically, the legal framework has not been formed, or has been formed but the guidance for implementation is still very confusing; Linkage on State management in the localities is still very loose and unrelated; thus, not creating joint products and locating the main tourist markets as well as not forming promotion funds and coordination mechanisms.

2.2.6. Barriers in overland tourism development

So far, economic cooperation among localities and countries in EWEC still face many barriers, which are problems due to the incompatible mechanism of each country, making it impossible to run smoothly along the EWEC. There is the regulation of maximum speed limit; the road sign system is not uniform; road traffic systems are different between Thailand (go left) and other countries; immigration procedures at border gates are still cumbersome; there is no common visa exemption system for third nationalities; The implementation of the Agreement to facilitate transport of people and goods crossing the border between the countries of the Greater Mekong Subregion has not been synchronized; fees and charges, types of declarations at border gates have not yet been unified...

CHAPTER 3
ORIENTATIONS AND SOLUTIONS FOR OVERLAND
TOURISM DEVELOPMENT ON EWEC

3.1. Orientations for overland tourism development on EWEC

3.1.1. Trends affecting overland tourism development on the East-West Economic Corridor

3.1.1.1. General natural, economic and social trends

Environmental, economic and political change: Rapid changes in the natural environment, regional socio-economic and political environment will create great challenges as well as obvious opportunities in overland tourism development on EWEC.

The impact of 4.0 industrial revolution: The power of online travel and social networks will create tremendous opportunities for localities and businesses to quickly capture and implement effective ways to reach customers. On the contrary, without proper awareness to timely access technology, there will also be some challenges.

Tourist market development: As there is an upward trend in general visitors to the Asia Pacific region, the ASEAN region and the Mekong Subregion region, countries on EWEC are having a great opportunity to increase the number of visitors. In particular, China, India and ASEAN countries will be the most potential markets. The structure of visitor sources will also have fundamental changes: The average and fairly middle-income customers account for a high proportion, the age of tourism is younger. However, increasing the number of visitors will also create risks such as environmental pressure, impact on traditional culture, increase living costs and disrupt destination planning.

3.1.2. The legal framework will be implemented and come into effect in the coming time

From 2018 onwards, many intra-ASEAN agreements, within the Greater Mekong Sub-region and on the East-West Corridor, will take effect, creating great opportunities for developing overland tourism, namely: The policy of opening the sky; ASEAN Framework Agreement on facilitating cross-border passenger transport in ASEAN countries; realization of the contents of the Transboundary Transport Agreement in the Greater Mekong Sub-region (GMS-CBTA); The general visa formation policy for the whole group follows the Shenghen visa model and the common visa in ACMECS (Thailand, Laos, Myanmar, Cambodia, Vietnam). This will be a great opportunity for attracting more visitors to EWEC.

3.1.3. The role of intermediary organizations in overland tourism development on EWEC

Both theory and practice emphasize the importance of establishing an intermediary mechanism to connect stakeholders in cross-border development cooperation in order to connect Governments and localities on the route in conducting common activities (creating general products, main customer market positioning and coordinating resources for destination introduction and promotion). This role will become clearer when intermediary organizations are the funding units for these activities. Relevant institutions can be regional councils, local linkages, tourism associations, alliances of businesses on the route. With a very important geopolitical position, the emergence of non-governmental organizations such as ADB, AIIB, UNDP, World Concern and World Vision... will act as intermediaries to connect the above

governments and localities.

3.1.4. SWOT analysis and development directions

On the basis of studying the potentials, actual exploitation situation and development status; as well as economic, social and environmental trends; tourist markets and consumer structure change; relevant legal frameworks will be applied in the near future in order to point out strengths, weaknesses, opportunities and threats for overland tourism development on EWEC. The SWOT matrix and development directions are established as a premise for proposing policies and solutions to develop overland tourism on EWEC.

3.1.5. Direction for cooperation model in overland tourism development on EWEC

On the basis of theoretical research, research experience of a number of routes in the world, from the model of subject relationships in tourism, the thesis has generalized the model of cooperative development of overland tourism, the thesis has identified 6 groups of basic factors affecting the development of transnational tourism, including: Tourism resource system, infrastructure, service facilities, tourism products calendar, guest resources, human resources. Through the combination of factors affecting the development of overland tourism (Appendix 2), combined with potential analysis, situation analysis, and survey results of 295 customers (Appendix 3), 49 enterprises (Appendix 4) and 39 experts in tourism sector including scientists and managers in the localities (Appendix 5), as well as research into some development trends taking into account the characteristics of the East-West Economic Corridor, the model is adjusted to 2 impact factors which are the Legal Framework and Promotional activities. Besides, the role of intermediaries (NGOs, banks ...) to connect the parties is also made clear.

The model is the cooperation of 3 parties (State, local community, business community), impacting on 8 groups of factors (legal framework, basic infrastructure, conditions for tourism development, human resources, utility services, tourism products, promotion) according to different levels. In particular, the State mainly impacts on the legal framework, infrastructure, human resources; the business community will intervene deeply in service facilities, product formation, positioning of customers and market promotion; Residential communities will be related to destination resources, environmental protection and human resources. In order to develop this type of tourism on the East-West Corridor, it is necessary to have close cooperation of these three parties.

3.2. Proposing solutions and recommendations for developing tourism on the EWEC

studying the model, relationship and interaction between the parties, on the basis of studying some development trends and the legal framework which will take effect in the coming time, along with potential analysis and the reality of coordination in SWOT matrix, along with the development directions, the thesis proposes a number of solutions and recommendations to related parties in promoting the development of overland tourism on EWEC.

3.2.1. Proposed solutions to develop overland tourism on the East West Economic Corridor

3.2.1.1. Tourism product development, including:

Developing various types of products on the route (Ecotourism, marine tourism, spiritual tourism, cultural tourism, history, heritage, craft villages, cuisine...); Developing tourism products by theme (Friendship Road, Heritage Route, Ecological

Route); developinh products associated with destinations (types of souvenirs and local specialties: products of Ao Dai, festival costumes, products from silk, products made from seafood, handicrafts from wood, bamboo leaves, etc., implementing night markets, entertainment centers, and nightlife).

3.2.1.2. Tourist market positioning and development

On the basis of studying tourist markets, potential resources, infrastructure system, service facilities as well as the development trends of customer market analyzed above, potential sources of customers on EWEC are positioned according to priority as follows: 4 countries on the route (Myanmar, Thailand, Laos, Vietnam), out-of-route visitors from ASEAN countries, tourists on Trans-Asia route and visitors from other areas to regional tourist centers.

3.2.1.3. Linakage in promotion and marketing

Linkage between localities on the route in promotion activities is probably the most meaningful activity when specific products have been identified and customer markets are positioned. Localities can coordinate their individual resources to become a source of promotion for the whole region. These activities include: Identifying forms of promotion and marketing (Tourism fair, destination introduction events, farmtrips, image promotion, organizing thematic events); the coordination of the parties in promotion and marketing activities (General Department of Tourism, local leaders, tourism promotion agencies, travel companies, service providers).

3.2.2. Recommendations to develop overland tourism on EWEC

3.2.2.1. Tourism infrastructure and facility development

In terms of infrastructure, especially transport infrastructure, it

is necessary to invest in planning tourism on the whole route as well as in each region in the countries, forming a main road connecting 13 provinces/cities and 4 secondary routes connecting with tourist spots. Besides, it is necessary to invest in information centers, parking lots, stops, sanitation areas, telecommunication systems...

Regarding service facilities for tourists, it is necessary to establish attractions associated with tourism resources, standardize means of transport, call for investment in inadequate services and invest in human resource development.

3.2.2.2. Linkage in tourism development

As emphasized in the development model, linkage is the most important factor to quickly develop overland tourism on EWEC. In fact, transnational overland tourism cannot be developed with local efforts, fragmentation and small localization. There needs to be strong commitment of stakeholders in linking resources, promoting overland tourism development. Specifically, there should be linkage between governments and international organizations, linkage between local tourism management agencies and linkage in the business community on the route.

3.2.2.3. Preserve resources and improve the environment

This is a guarantee factor for sustainable tourism development, including: ensure planning associated with the protection of tourism resources and the environment, refine the system of regulations and measures to protect the environment, educate to raise the sense of responsibility and socialize the protection of natural resources and the environment, creating an equal business environment for enterprises and a safe and secure environment for tourists.

CONCLUSION

Achievements of the thesis:

1) Summarize a relatively complete theoretical system for transnational overland tourism development

2) Propose a model for overland tourism development that is applied on EWEC and can be extrapolated to other destinations.

3) Comprehensively study the geopolitical location, transport system and tourism resources, thereby confirming the great potential for overland tourism development on EWEC.

4) On the basis of studying the development situation, together with survey results on tourists, strengths and weaknesses of overland tourism product development have been concluded.

5) Analysis of development trends as a basis for proposing solutions and recommendation for overland tourism development on EWEC.

6) The thesis has proposed 4 groups of solutions together with 3 recommendations to develop overland tourism on EWEC.

New points of the thesis: define 8 factors affecting transnational overland tourism development, build a development model, which can be expanded for some other areas, determine basic products that will be exploited on the route, analyze and position tourist markets for overland tourism development, propose forms of promotion, marketing and product introduction.

New research directions: Intensive research on tourism resources on the route, extensive research on the formation of thematic tourism products, research to update destination information on GIS systems and research on effective cooperation mechanism among stakeholders.

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