

**MINISTRY OF EDUCATION AND TRAINING  
DANANG UNIVERSITY**

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**RATIONAL EXPLOITATION  
THE WORLD'S CULTURAL HERITAGE TO  
DEVELOP TOURISM IN CENTRAL AREA OF  
VIETNAM**

**Major: Economic Industry**

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**SUMMARY OF ECONOMIC DOCTORAL THESIS**

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## INTRODUCTION

### 1. URGENCY OF THE SUBJECT

In present day, tourism is becoming popular in many countries around the world. Cultural tourism trends also have many tourists all over the world interested. Cultural tourism resources are the major factor that is put into exploitation to contribute attracting tourists. These resources are always attracted a large amount of domestic and foreign tourists to visit and study. The exploitation of these resources contributed significantly to the development of local tourism. Tourism potential of the Central region is very rich and diversity. In recent years, the number of tourist comes to region increasing with satisfactory speed, providing a significant source of revenue for economic development. Besides, Central Area is home to all of the unique cultural values of the country which was recognized by UNESCO, such as: the ancient capital of Hue, Hue royal court music, Hoi An ancient town, My Son relics, gongs Tay Nguyen...Those are the world's cultural heritages (TWCHs), masterpieces inherited from the past and can pass on to future generations. TWCHs are very important because it is associated with the past and present. It helps us to see the traditions, beliefs and achievements of a country and its people. However, like many other things, TWCHs are very fragile and if we do not keep it carefully, it is very easily damaged. To keep these resources always intact, the exploitation must always goes hand in hand with, preservation and promotion the cultural heritages. Recognizing the importance of this, I have selected the topic: "***Rational exploitation the world's cultural heritages to develop tourism in Central Area of Vietnam***" for the economic doctoral thesis.

## **2. RESEARCH OVERVIEW**

Tourism activities occupy an important position in the economic structure of many countries, contribute a large amount to the annual budget, bring great benefits to the country that has abundant tourism potential, improve and enhance people's lives. Therefore, tourism development activities are being researched by many interested scientists. Researches concerns with tourism development, sustainable tourism development by Arthur Pedersen, Anna Leask, Huibin and colleagues, Ortega, Wray and colleagues, or such as: Sustainable of culture tourism development in Vietnam[6], Sustainable Planning tourism development[15], General master plan of tourism development of Middle-North region in 2010, orientations to 2020[38], Planning of tourism development for provincial coastal Middle region in the joint development zone[30]. There are also a number of studies related to world heritage such as: Issues given out of management and tourism development at World Heritages in Vietnam[12], tourism management at world heritages[27], planning and oriented tourism development in the areas of world Heritage in Vietnam[42]. The research mainly discusses problem of tourism development(TD), offering solutions to TD as well as guidelines for exploit world heritage. However, a systematic study of tourism exploitation of world heritages in Vietnam still has not been studied much.

## **3. OBJECTIVES AND DUTIES OF THE DISSERTATION**

Research Objective: On the basis of theoretical research, analyze the tourism's current situation in TWCHs , the thesis proposes solutions and recommendations to the reasonable exploitation of world cultural heritage in material form in Central Vietnam.

To accomplish the general objective, the thesis have to follow specific duties:

- Research and clarify theoretical issues related to the rational exploitation TWCHs. Systematize argument structure about TWCHs,

determine the characteristics of TWCHs, provide a theoretical basis for rational exploitation TWCHs to develop tourism

- Identification of criteria and indicators for assessment of the rational exploitation TWCHs.

- Analysis and reviewing of tourism development in Central Area, tourism exploitation of TWCHs and logical reviewing of current exploitation TWCHs.

- Proposal direction and solutions logicalfor TWCHs to develop tourism for Central Area in the future.

Based on the research objectives of the thesis has identified the research questions : ①How is the rational in exploiting the world's cultural heritage? ②Which criteria are considered to evaluate the reasonableness in exploiting TWCHs?③Does exploit TWCHs promote tourism development in Central area?④Which activities need to be taken for rational exploitation of TWCHs?

#### **4. SUBJECT AND SCOPE OF THE STUDY**

Subjects of the research: focused on the exploitation of TWCHs in material form (Hue relics, the ancient town Hoi An, My Son Sanctuary and Citadel of the Hô Dynasty)

Scope of the study is defined by the following limits:

- + Space Research: Research activities tourism development tourism only in 2 region: North Central and South Central Coast (Central Region in thesis)

- + Time to study: Study the situation of the exploitation of TWCHs in the period from 2000 to 2012.

#### **5. RESEARCH METHODS**

The thesis uses the methods

- \*Research Methods Qualitative analysis: Research Methodology economic system analysis method, interview method

\* Research Methodology Quantitative analysis: Statistical methods; comparative analysis method, regression method to quantify forecast

## **6. CONTRIBUTIONS OF THE THESIS**

Through research and analysis, the thesis has pointed out scientific contributions to the rational exploitation of TWCHs in Central Area of Vietnam.

Firstly, the thesis denoted the basic theory and concept of cultural heritage, world cultural heritage, has systematized and given some basic of logical exploitation TWCHs, proposed criteria for valuating the rational exploitation TWCHs. Secondly, based on the analysis of the tourism at TWCHs in other countries, the thesis has learned valuable lessons that have valuable reference in the process of rational exploitation TWCHs of Central region. Thirdly, from the analysis of the tourism development at Central region and exploitation situation of TWCHs, the thesis points out the weaknesses in the process of exploitation and from that we can propose solutions. Finally, the new point of the thesis is to introduce a system of solutions for the rational exploitation of TWCHs at Central region for the in-coming time.

## **7. PROJECT STRUCTURE**

Chapter 1: Scientific basis of rational exploitation of the world cultural heritage for tourism development

Chapter 2: The exploitation of the world cultural heritage to develop tourism in Central region

Chapter 3: Rational solutions of exploitation for world heritage tourism development to middle region

## CHAPTER 1

### SCIENTIFIC BASIS OF RATIONAL EXPLOITATION OF TWCH FOR TOURISM DEVELOPMENT

#### 1.1. THE BASICS OF TOURISM, CULTURAL TOURISM

##### 1.1.1. Tourism and Tourism Development

###### *1.1.1.1. The concept of tourism*

Depending on the point of view of research that use the concept of tourism with different content.

###### *1.1.1.2. The concept of tourism development*

Tourism development is the process in which the State, business and organizations coordinate to promote tourism development, creating better conditions for the tourism of a local, creation jobs, improve quality of life.

###### *1.1.1.3. The evaluation criteria for tourism development*

- The growth of arrivals; The growth of income from business travel; Contribution of tourism to GDP; Number of business travel unit; The number of accommodation; Number of employees in the tourism sector.

##### 1.1.2. The concept of cultural tourism

According to the authors: “Tourism cultural forms of tourism is to enhance visitor understanding of the value of the unique history and culture of the destination, focusing on the participant's responsibility to cultural values goods, contributing to preserve and protect the human resources and ensure economic benefits for local communities in a sustainable manner”.

##### 1.1.3. The concept of cultural heritage tourism

According to the authors: «Cultural heritage tourism is a form of cultural tourism depends on the cultural heritage, as a tool to promote cultural character to attract the attention of visitors to help them have a deep knowledge about cultural heritage's value,

simultaneously maintain the vitality of the cultural heritage by emphasizing the responsibility of the participants in the preservation, conservation and promote the value of cultural heritage, bring social and economic benefits sustainably »

## **1.2. THE BASICS OF WORLD'S CULTURAL HERITAGE (TWCH)**

### **1.2.1. The concept of the world's cultural heritage**

TWCH is something inherited from the past, prominent global values, handed down from generation to generation for the future and further generations.

### **1.2.2. The criteria evaluating global's prominent value**

### **1.2.3. Classification of the world's cultural heritage**

TWCH in material form and TWCH in non-material form

### **1.2.4. Characteristics of the world's cultural heritage**

It is the source of human creativity; Demonstrate cultural diversity; Historical; Traditional; and very easy to be damaged and in danger of losing values.

## **1.3. RATIONAL EXPLOITATION OF THE WORLD'S CULTURAL HERITAGE TO DEVELOP TOURISM**

### **1.3.1. The concept of rational exploitation**

Rational exploitation is exploitation but to preserve natural resources and ensure that resources are not damaged and still meet the needs of future generations.

### **1.3.2. The concept of rational exploitation of the world's cultural heritage**

Rational exploitation of TWCH is the activity use the TWCH as the resources to get benefit for a country, a region, to promote the development of tourism, to contribute to the economic development while still have an interest preserving the integrity of this heritage to



ensure the future for TWCH, process of exploitation does not cause negative impacts on the environment.

### **1.3.3. The relationship between the rational exploitation and sustainable tourism**

The rational exploitation is one part of sustainable tourism

### **1.3.4. Rational exploitation of the world's cultural heritage content and criteria**

*Table 1.1: Criteria and indicators of rational exploitation of TWCH*

<i>Main factors</i>	<i>Criteria</i>	<i>Indicators</i>
Increase the value of the heritage	<i>Full exploitation of the world's cultural heritage</i>	Indicator 1: The percentage of mining monuments on the total number of monuments were statistically
		Indicator 2: The number of non-material cultural resources can be put into operation
	<i>Exploitation of TWCH cultural heritage must always go hand in hand with the restoration, protection and preservation relics of traditional cultural values, promoting the uniqueness of TWCH</i>	Indicator 3: Percentage of investment monument is embellished on monuments is exploited
		Indicator 4: The number of monuments in heritage site planned for the investment, conservation and promotion of the values
	<i>Capital re-investment to protect the world's cultural heritage</i>	Indicator 5: Percentage of revenue from tourism was deducted for restoration embellished protect TWCH
Economic benefit to community	<i>Exploitation ensure provide jobs and income for the community</i>	Indicator 6: The number of facilities for tourism services increase
		Indicator 7: The growth of tourism revenue

		Indicator 8: Team of travel guide is used at local
	<i>Exploitation of the world's cultural heritage must be combined with other forms of tourism</i>	Indicator 9: The level of diversification of tourism products in local has heritage
Protect environment	<i>Attention to capacity issues in the exploitation process</i>	Indicator 10: Determination of capacity at the TWCH
	<i>Rational exploitation of the world's cultural heritage always goes hand in hand with protecting the tourism environment</i>	Indicator 11: The negative impact on society from exploitation tourism at TWCH
		Indicator 12: The environmental pollution in the heritage site
		Indicator 13: Educational awareness of tourists deference and protection the environmental at TWCH
		Indicator 14: The satisfaction of visitors

Author promote the model of rational exploitation of TWCH's cultural heritage:

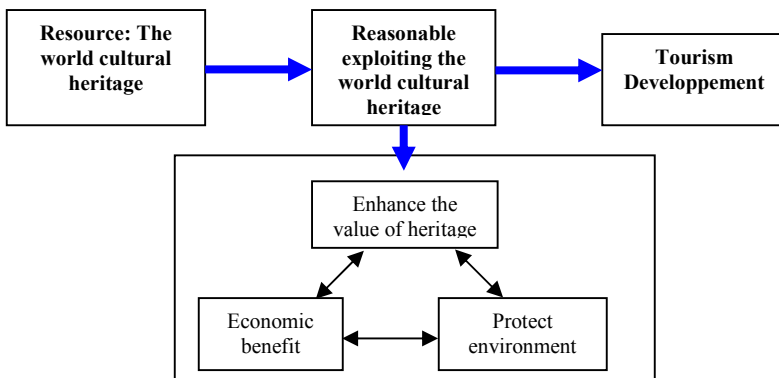


Fig. 1.7: Model of rational exploitation of the world's cultural heritage

### ***1.3.5. The meaning of the rational exploitation of the world's cultural heritage***

The rational exploitation of DSVHTG have important implications for the sustainable development of the economy in general and tourism in particular.

## **1.4. EXPERIENCE OF EXPLOITING THE WORLD'S CULTURAL HERITAGE IN SOME COUNTRIES**

### **1.4.1. Experience of exploiting the world's cultural heritage in China**

### **1.4.2. Experience of exploiting the world's cultural heritage in Thailand**

### **1.4.3. Experience of exploiting the world's cultural heritage in South Korea**

#### **1.4.4. Lesson learned for Vietnam**

First Lesson: Enhancing the exploitation of cultural tourism resources, especially TWCHs to contribute to tourism development, economic growth, boost the attraction of tourists. Second Lesson: Make the classification, evaluation and ranking of tourism resources. Third Lesson: Increase awareness of the community, the tourists about the value of the world heritage, especially TWCHs. The fourth lesson: Build Effective Marketing campaigns, implement communication activities about the heritage to help travelers around the world known more about these heritage sites, understand the value of heritage and accelerate tourism development at the TWCH sites. Focus on implementation of joint activities between the travel industry and other ones, international cooperation on travel with countries in the region and around the world. The fifth lesson: Spare a part of the revenues from the sale of entrance tickets for the preservation, restoration and protection of TWCHs. The sixth lesson:

Limit the use of means of transport in the heritage zone, limit the number of people per visit of TWCHs.

## **CHAPTER 2**

### **THE EXPLOITATION OF THE WORLD CULTURAL HERITAGE TO DEVELOP TOURISM IN CENTRAL REGION**

#### **2.1. OVERVIEW OF TOURISM IN CENTRAL REGION**

##### **2.1.1. Natural, Social, Economics characteristic**

###### ***2.1.1.1. Natural characteristic***

###### ***2.1.1.2. Social characteristic***

###### ***2.1.1.3. Economics characteristic***

**2.1.2. The world's cultural heritage in material form in central**

**2.1.3. Analysis situation of tourism developemnt in central region**

###### ***2.1.3.1. Tourists to the Central Area Provinces***

The number of tourists to this area has constantly increasing with the average growth rate of 9,7%% per year.

###### ***2.1.3.2. Income from tourism***

Compared with 2000, income from tourism has increased 6 times social in 2012.

***2.1.3.3. The contribution of tourism to the GDP of the economy***

Compared to the national GDP, the contribution of Central's tourism is still very small.

###### ***2.1.3.4. The labour force in the tourism industry in Central***

Compared with 2000, the number of labours in the tourism industry in Central rose 3.5 times, average speeds increased by 11.3% per year in the period 2000-2012.

###### ***2.1.3.5. The number of service facilities for tourism***

The number of suppliers is increasing, always offering quality services to satisfy the needs of tourists.

###### ***2.1.3.6. Tourism promotion activities in Central***

Some campaigns are organized but the effectiveness of these program in the past is not as expected.

#### ***2.1.3.7. Activity associated tourism in Central***

Still haven't had a linked and appropriate solution.

## **2.2. THE MARKET TOURIST EXPLOITATION IN THE WORLD'S CULTURAL HERITAGE**

### **2.2.1. The tourist exploitation in Hoi An Ancient Town**

Some main tourism markets of Hoi An are Europe, Northeast Asia, Southeast Asia, America, Australia.

### **2.2.2. The tourist exploitation in My Son Sanctuary**

The number of visitors to My Son through the years have significantly increased.

### **2.2.3. The tourist exploitation in Hue relics**

The number of visitors to Hue more and more, the average growth rate of 12,3% / year in period 2000 - 2012.

### **2.2.4. The tourist exploitation in Citadel of the Hò Dynasty**

The Citadel of the Ho Dynasty is recognized by UNESCO as a world cultural heritage on June 2011 increased the attractiveness of Thanh Hoa tourism.

## **2.3. ASSESSMENT THE REASONABLE OF EXPLORING THE WORLD'S CULTURAL HERITAGE**

### **2.3.1. Increase the value of the heritage**

#### ***2.3.1.1. Full exploitation of the world's cultural heritage***

According to statistics, up to now Hoi An has 1.360 monuments, landscapes. However, only 10% of relics are mining in Hoi An currently. My Son was heavily damaged and dangerous for tourists. The proportion of exploitation monument is 28%. In Hue, the rate of mining relics is 54%. The exploitation at the Citadel of the Hò Dynasty is at the initial stage can not fully, because still in the research process.

***2.3.1.2. Exploitation of the world's cultural heritage must always go hand in hand with the restoration, protection and preservation relics of traditional cultural values, promoting the uniqueness of the world's cultural heritage***

Center management and conservation of monuments of Hoi An

classified relics purposes of valuation and funding and support restoration and repair of monuments reasonable. The rate of investment monuments embellished on the relics exploited more than 100% (180/136), which is due to many people's houses are not exploited for tourism, but still focused on protecting embellished. There are 1,252 monuments conservation planning. My Son has 70 remaining towers but are now ruins. These buildings require urgent conservation. The renovations at the Hue relics are focused implementation, ensuring the conservation standards and the accuracy of the work. The renovations at the Hue relics are focused implementation, ensuring the conservation standards and the accuracy of the work. The rate of investment monuments embellished on the relics of the mining is 52.17%. The buildings and infrastructure damaged from 40% to 70% have been established renovation projects, including 80 projects to be carried out with many different levels. For the Citadel of the Hò Dynasty is still the household status of illegal construction and encroachment of protected areas I.

### ***2.3.1.3. Capital re-investment to protect the world's cultural heritage***

In Hoi An, with the motto "get heritage feeds heritage", 75% of the money from ticket sales goes to the funds of restored monuments conservation. There is also funding from the State as well as the mobilization of domestic and foreign organizations. In My Son, with funds from the project to protect the integrity of the heritage area includes funds from the state budget and funding of organizations and individuals in the country and internationally. Investment capital replenishment and protection of Hue relics obtained from the central budget and support capital with aims culture of government, capital of national target program on culture; local budget, including the province's capital, promoting capital income and capital value of relics from other lawful sources, financing and other sources of legal mobilization in country and abroad, 80% of ticket revenue is appropriated to carry out restoration of heritage. Compared with other heritage fare to visit the Citadel of Hò Dynasty is quite low. With a turnover from the sale of

entrance tickets too low will not have sufficient resources to carry out restoration of monuments embellished, it is necessary to rely heavily on external funding should be qualified to perform the preserve and promote heritage values.

### **2.3.2. Ensure economic benefits to the community**

#### ***2.3.2.1. Exploitation ensure to provide jobs and income to the community***

Hoi An authorities in recent years has explored differently as well as has tried to restore the heritages. During the process of exploitation the tourism bring economic benefits for stakeholders such as tourism businesses, local people and local residents to ensure sustainable development. In the ancient town in Hoi An has 751 kinds shops for tourists, 84 hotels with 3482 rooms. The exploitation of My Son DSVHTG still haven't matched. People in the area around the heritage not benefit from this heritage. Hue city government has not promote the historical value and cultural value of architecture, art capital. Hue city government not to promote the historical value and cultural value of architecture, art capital. The accommodation service, souvenir sales, Hue songs to benefit the local population. The mining heritage The Citadel of Hồ Dynasty is not beneficial for local people

#### ***2.3.2.2. Exploitation of the world's cultural heritage must be combined with other forms of tourism***

The exploitation ancient town Hoi An have been promoting the value of tangible or intangible heritage, to exploit the potential cultural tourism, festivals, eco-villages, rivers, villages, tourist resort. The interest in a different types of tourism gives My Son a type of tourism is extremely characteristic, such as cultural tourism festival. Exploiting the value of the unique architecture combines the Hue royal court music, food court, Hue songs, also combine this kind of eco-tourism. With TWCH Citadel of Hồ Dynasty, diversify the types of tourism would create a unique tourism product.

### **2.3.3. Care about quality of environment**

#### ***2.3.3.1. Attention to capacity issues in the exploitation process***

The exploitation of the world's cultural heritage in the ancient

town of Hoi An, My Son, Hue relics has not considered capacity issues. The Citadel of HỒ Dynasty is the newly recognized, capacity issues have not been discussed.

***2.3.3.2.. Rational exploitation of the world's cultural heritage always goes hand in hand with protecting the tourism environment***

Cau Bridge in Hoi An is serious pollution affecting landscape monuments, in addition noise pollution cause by the tourism boat. The focus overcrowding at My Son may pose a risk to the heritage and damaged severely deformed. Currently, tourists to Hue always been bothered by hawkers trafficking force, less attention to toilet in the area attractions. At Citadel of HỒ Dynasty, environment is severe pollution caused by landfill in the area of Dan Nam Giao. The education awareness of visitors respecting and protecting the environment in TWCHS are not interested. Satisfaction of tourists visiting heritage is not high.

**2.4. EVALUATION OF TOURISM ACTIVITIES IN THE WORLD'S CULTURAL HERITAGE**

**2.4.1. Summary of evaluation criteria for tourism development in Central**

The average growth rate of total arrivals to Central period 2000 - 2012 was only 9.7% per year, which growth rate of international tourist was 16.4% per year and the growth rate of domestic tourist was 17.3% per year. Besides, the growth rate of income from tourism activities is low.

**2.4.2. General evaluation**

Firstly, to enhance the value of the heritage, mining activities in recent years has focused on promoting the unique and excellence values of heritage, have the way exploited to suit each type of heritage.

Secondly, the exploitation tourism in the heritage has ensured economic benefits for local communities, local people get jobs through tourism development, people's living standards improved and stable. Particularly people in Hoi An and Hue have directly benefited from the heritage.

Thirdly, the political environment, social security where the



heritage is always good, this is a tremendous advantage for the local mining process and tourism development, contribute to the process development sustainable tourism.

Beside, the development of tourism in the world heritage area has abridgment

Firstly, due to each heritage has distinctive characteristics make difficultly for exploitation and promotion of heritage values serve development of tourism still inadequate. Secondly, the investment in conservation and development tourism resources, conservation heritage is fragmented, scattered, inconsistent. Thirdly, the lack of mechanisms to facilitate community in heritage area participate to invest for development of tourism, not guarantee to benefit for the community from tourism. Fourthly, the tourism stakeholders is unclear. Fifthly, the environment in heritage area is not guaranteed, is not satisfied travelers. Sixthly, communication activities for the heritage still has not been given much attention.

### **2.4.3. The result investigated tourists**

Almost tourists take the tour package. The tourists visit culture heritage at different ages. The percentage of international visitors to Hue was 47,9 % , 45,5 % to Hoi An and the My Son is 52,2 % , while the proportion of domestic tourists to Hue was 52,1 % , to Hoi An 54,5 % and 47,8 % to My Son. Most tourists visit for the first time, the rate of return of tourists is very low. It proves that this place was not attractive enough offer visitors return again and again. The purpose of the trip mainly visiting heritage, in addition to have relaxation, rest, recreation, business trips or visit relatives, friends and other purposes. The information that visitors get when visiting the popular heritage through different media, but the Internet is an effective tool. The heritage has its own definition as tourists enjoy visiting. Characteristics of that heritage tourists decide to visit is due to the historical and cultural values of heritage, beautiful scenery, the vestigates was well protected and have the unique traditional festivals. These factors can be attractive domestic tourists and abroad. Percentage of customers satisfied with high excursion. Through the

testing results can be processing determine the evaluation of the tourists visiting the heritage.

#### **2.4.4. Evaluation by experts**

### **CHAPTER 3**

## **RATIONAL SOLUTIONS OF EXPLOITATION THE WORLD CULTURE HERITAGE FOR TOURISM DEVELOPMENT IN CENTRAL REGION**

### **3.1. THE BASIS FOR PROPOSING A SOLUTION TO EXPLOIT RATIONALLY THE WORLD'S CULTURAL HERITAGE FOR TOURISM DEVELOPMENT IN CENTRAL REGION**

#### **3.1.1. The conditions for tourism exploiting in Central**

##### *3.1.1.1. Natural, economic, social conditions*

##### *3.1.1.2. Conditions on the basis facilities for tourism*

##### *3.1.1.3. Conditions of the consent of local communities*

#### **3.1.2. Exploit tourism situation in the world, in Vietnam and in Central Region**

Tourism is considered as the major sector to develop the economy in developed countries and in the developing ones as well. Exploit rationally TWCHs promote to develop tourism in Central.

#### **3.1.3. The trend of Cultural Tourism in the current**

Along with the development of economics, the trend of cultural tourism has increased significantly in global scale.

#### **3.1.4. The orientation rational exploitation of the world's cultural heritage in Central**

##### *3.1.4.1. Orientation of cultural tourism operators to develop tourism in Central*

- Formation of the tourism product of Central as cultural tourism, cultural and heritage tourism, associated tangible cultural values with intangible cultural values

- Formation of the tourist route linking heritages together

- Investing in restoration and renovation, protection of heritage sites and promote heritage values, restore festivals, craft villages

- Implement communications programs to promote the heritage

for target customers

- Focus built attractive environment tourist
- Development of tourism human resources to supply sufficient labor for the tourism industry in the region.

#### ***3.4.1.2. Orientation rational exploitation of the world's cultural heritage in Central***

- Pay attention to strengthen the value of the TWCHs to increase the attractiveness of the cultural tourism product in the Central, especially through promotional activities and propaganda to help visitors better understand the value characteristics, education and awareness of protecting those values

- Enhance mobilize domestic and foreign capital for restoration and protect heritage

- Clearly define the responsibilities of owners and operators can manage the TWCHS.

- Interested in environmental protection activities at Heritage

#### **3.1.5. The tourism development strategy in Vietnam**

According to The Ministry of Culture, Sports and Tourism, the target for the tourism development strategy is that : in 2010, tourism becomes a key economic sector, professional, synchronous and modern infrastructure system, imbued with national identity and friendly with the environment, the diversity and high quality tourism products, competitive and confirm the brand; Vietnam will become the favorite tourist destination, world – class.

#### **3.1.6. Identify target customers of tourism in Central Area and positioning**

##### ***3.1.6.1. Identify target customers***

The traditional markets such as Western Europe, Northeast Asia and North America, Australia and ASEAN countries. Pay attention to the Canadian market and the Nordic countries. In addition, domestic tourist is also focused .

##### ***3.1.6.2. Positioning the tourism image of Central Area in target market***

For the European market : The cultural differences, bring

interesting surprises. For Northeast Asian market : The cultural similarities with the old relics of trade and exchange. For ASEAN market : The region has a lot of potential and opportunities for investment. For U.S. and Canadian markets : The region has unique diverse culture and ability to invest.

## **3.2. OPPORTUNITIES, THREATS, STRENGTHS, WEAKNESSES IN EXPLOITING TOURISM IN CENTRAL**

### **3.2.1. Opportunities in exploiting tourism**

Party and State always interested in some sector. The political is stable in the long term.

### **3.2.2 Threats in exploiting tourism**

The competency between tourism business enterprises is very high. Integration influences and complicate to security and social order.

### **3.2.3. Strengths in exploiting tourism**

There are many beautiful beaches, valueable the world cultural heritages. The local people are very friendly, fun and hospitality.

### **3.2.4. Weaknesses in exploiting tourism**

The international competitiveness is weak. The human resources for tourism industry are low. The promotion activities are not properly invested. Tourism products are not diverse.

## **3.3. TOURISTS AND TOURISM REVENUE FORECAST FOR CENTRAL AREA**

### **3.3.1. Tourists forecast**

As a basis set of feasible solutions, the expected number of visitors to Central Area in the future is important. For forecasts, the authors use EVIEWS 7.0 software and applications forecasting model as "economic model as a function of the smoothed trend exponential form" with nonlinear functional form (exponential in model the Holt-Winter).

*Table 3.4: Summary results predicted tourists to Central period*

	2015 – 2020		Unit:arrivals
	2012	2015	2020
International tourist	4.616.482	6.261.583	9.083.170
Domestic tourist	24.422.927	32.672.978	46.473.649

*Source: Calculated by author*

### 3.3.2. Tourism revenue forecast for Central Area

*Table 3.5. Tourism revenue forecast for Central Area to 2020*

*Unit: Million USD*

	2015	2020
Tourism revenue from international tourist	1.337	2.071
Tourism revenue from domestic tourist	1.436	2.683

*Source: calculated by author*

## 3.4. THE ORIENTATIONS AND OBJECTIVES TO EXPLOIT THE WORLD CULTURE HERITAGE TO DEVELOP TOURISM IN CENTRAL

### 3.4.1. The orientations

The number of tourist will increase significantly if we have a reasonable solution to exploit the tourism triangular 'Hue - Hoi An - My Son'. The exploitation of tourism should be linked to the preservation and promotion of heritage values, sustainable tourism development, improve the region's competitive advantage.

### 3.4.2. The objectives

#### 3.4.2.1. The overall objectives

The Central Area has a lot of strengths in tourism developing such as sea tourism, cultural and historical tourism, eco-tourism. The development of tourism should focus on that the exploitation goes hand in hand with promoting and protecting the unique cultural values of the nation.

#### 3.4.2.2. Specific objectives

In 2015 Central Area will welcome around 6,2 million international tourists and 32,7 million domestic tourists. In 2020 Central Area will welcome around 9,1 million international tourists and 46,5 million domestic tourists. Tourism revenue from international tourists reached 2078.6 million USD in 2015 and 3550.43 million USD in 2020, tourism revenue from domestic tourists in 2015 reached 2048.6 million USD in 2020 will 4029 million USD.

### **3.5. THE SOLUTIONS FOR EXPLOITING REASONABLY THE WORLD'S CULTURAL HERITAGE IN CENTRAL AREA**

#### **3.5.1. Group of solutions to enhance and promote the value of the world's cultural heritage**

##### ***3.5.1.1. Exploiting parallel with the restoration and protection of the world cultural heritage***

For each TWCH have to determine the true value of it, the exploitation of TWCH must always go hand in hand with the restoration and protection, have plan promote effectively heritage values to serve the tourism development. The major difficulty is that this place is very limited of funding for renovation, restoration and protection the heritage. The renovation restored to ensure the authenticity of the relic. The key issue in conservation in Hoi An is to keep the spirit of heritage, really is a living heritage. For My Son heritage, to perform the restoration must study carefully the structure, material towers, this will make an important contribution in the restoration embellished. At Hue relics need to pay attention to the conservation and recovery of high-value projects. At Citadel of Hò Dynasty have to have the research program specific values for unique heritage building restoration progress and embellishment of this heritage.

##### ***3.5.1.2. Solution to diversify the tourism product in the heritage***

Adding tourism products combination of material culture and intangible culture in each locality.

##### ***3.5.1.3. Planning in the world's cultural heritage***

For Hoi An ancient town, the planning in the ancient town area have to ensure the goals of heritage conservation and tourism sustainable development. For My Son, the planning focuses on the belt area to make a ventilating landscape and be convinient for sightseeing.

At Hue, it is important that planning does not break the ancient space.

### **3.5.2. Group of solutions to enhance economic benefits from cultural heritage to the world community**

#### ***3.5.2.1. Solution raise awareness of community***

Raise awareness of communities to make them understand the unique value of heritage, understand the heritage gives them the conditions for economic development and to recognize the responsibility in the maintain resources, have right attitude to tourists

#### ***3.5.2.2. Ensure benefits and income for local communities***

The development of tourism based on the rational exploitation of TWCH is a important issues in the current period. This will bring benefits to both parties, local preserved heritage, local communities will ensure economic life through revenues from tourism activities, thereby community benefit from heritage.

### **3.5.3. Group of solutions related to environmental protection**

#### ***3.5.3.1. Solutions to improve the tourism environment to ensure sustainable tourism development***

Firstly, to limit environmental pollution in the heritage. Secondly, people living near the heritage have to be educated to make better environmental protection laws. Thirdly, pay attention to build public toilets in heritage areas. Fourthly, to strengthen the information system to guide visitors to protect the environment heritage. Fifthly, to pay attention to the issue of capacity at each monument. Sixth, at Hue, the state should get rid of hawkers.

#### ***3.5.3.2. Determine carrying capacity in the world's cultural heritage***

To exploit rationally the TWCH, need to calculate the maximum number of tourists visiting TWCH in the same time but did not reduce the quality of the environment, did not affect the satisfaction of tourists.

### **3.5.4. Group of other solutions**

#### ***3.5.4.1. Promoting the role of government in the exploitation and promotion of world cultural heritage***

Local authorities should be held apparatus for heritage management and clear division of responsibilities for the department to carry out the renovation and embellished heritage, protection of heritage landscapes. In addition, the government also needs to promote heritage, to make heritage more popular and are known widely. Moreover, local governments are also the focal point in marketing activities for the destination.

#### ***3.5.4.2. Improving the quality of tourism human resources***

In the future, need to traine and retraine tourism human resources in Central Areas, especially formal training in tourism university degree and postgraduate level to make the main force management.

#### ***3.5.4.3. Cooperation in Tourism development between the Central Provinces***

In order to get good results from the cooperation, it is necessary to have a general plan that have to be highly inter-regional. Basing on this we can promote all potential of each region and reduce the duplication of products in the region as well. Established the organization of management tourism in Central Area.

### **3.6. RECOMMENDATIONS**

#### **3.6.1. For the government**

There should have clear policies, create mechanisms management and systems standards for exploitation of TWCHs. There is also a need for supporting budget to infrastructure investment, support training to improve the quality of tourism human resources in the local has heritage. In addition, must help the local has heritage promote heritage.

#### **3.6.2. For provinces**

To issue the regulations for the exploitation go hand in hand with conservation TWCHs.

#### **3.6.3. For tour operators, organisations providing tourism services**

Should be coordinated with the local community, the government, the management board of monuments, heritage to



exploit TWCHs reasonable.

#### **3.6.4. For the people and the local community**

Participate in tourism activities to share interests with the business.

### **CONCLUSION**

The thesis involved an in depth study with a view to clarifying the issues related to tourism activities in the world's cultural heritage sites and exploiting the world's cultural heritage in a reasonable manner to promote tourism development. From the study into the actual situation of exploitation, assessment of the appropriateness in the exploitation of the world's cultural heritage in the Central region, thereby proposing solutions to exploit the world's cultural heritage reasonably to promote tourism development in Central Vietnam. The new contributions of the thesis include:

#### **New contributions in academic and theoretical terms:**

- The thesis systematizes and contributes to the rationale for cultural tourism and heritage tourism, putting forward the concept of tourism development and identifying assessment criteria for tourism development.

- The thesis has identified the rationale for the world's cultural heritage (TWCHs), defined the characteristics of TWCHs.

- The thesis put forward the concept of rational exploitation TWCHs, based on which the construction of criteria and indicators for evaluating the rational exploitation TWCHs are carried out.

- Analyze the practical experiences in the world cultural heritage management policy of several countries in the region and draw lessons for Vietnam.

#### **New contributions in practical terms:**

- The thesis synthesized and evaluated tourism development in the area of Central Vietnam.

- The thesis assessed tourism's actual exploitation situation at the world's cultural heritage sites, the advantages and shortcomings of the extraction process, applied theories into the reasonable assessment

of the proper implementation of the exploitation of TWCHs in Central region, especially the tangible heritage such as the world cultural heritage relics of Hue, Hoi An ancient town, My Son Sanctuary and Citadel of the Ho Dynasty, indicated the achievements, and drawbacks during the exploitation of the world cultural heritage.

- Carry out research condition for exploitation tourism and evaluate the strengths, weaknesses, opportunities and threats in exploiting tourism in tourism development.

- The thesis utilized the exponential smoothing Holt-Winter method to forecast the number of international tourist arrivals and domestic tourists to the Central region until 2020.

- It also proposed orientation and solutions to the rational exploitation of TWCH to develop tourism in the Central region in the future.

- The thesis proposed recommendations for all levels to facilitate the exploitation of TWCH in a reasonable manner.

**Applicability in practice:**

If applied reasonably, the thesis will act as a useful reference document for travel agencies; travel companies and tourism companies.

## **LIST OF SCIENTIFIC STUDY PUBLISHED AUTHORS**

1. Discuss about rational exploitation potential of cultural tourism - Quang Nam Culture Magazine, No. 51, May 5-6.2005
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3. Role of cultural tourism in the development - Vietnam Travel Magazine, No. 8/2010
4. Sustainable development of the world's cultural heritage - Proceedings of Workshop Development of rapid and sustainable socio-economic coastal areas in Central Highlands (2011)
5. Development of business travel in Da Nang - Proceedings of scientific seminar socio-economic development in Central and Highland tied require economic restructuring (2012)
6. Tourism Development in Central Vietnam – Conference Proceedings develop tourism resources for the Central and Central Highlands (2013)