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**LE DUC VIEN**

**SUSTAINABLE TOURISM DEVELOPMENT  
IN DANANG CITY**

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*\* Dissertation can be found at:*

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## **INTRODUCTION**

### **1. The Urgency of thesis**

Da Nang has great potential for tourism development. In recent years, the city has focused on exploiting the advantages to develop tourism. However, the results are not commensurate with the potential and advantages of the city; it is worth noting that there are inconsistencies between the development of tourism and the city's overall development, no sustainable development, no closed cohesion between tourism development and social issues and environment. These are major limitations of tourism development in the city of Da Nang during the last time. Based on the above situations and the research limit, the post-graduate focuses on introduction, analysis, and research about "Sustainable Tourism Development in Da Nang" for PhD thesis.

### **2. The research targets of the thesis**

(1) Systematize and clarify the theoretical and practical issues related to sustainable tourism development; (2) Assess the situations of the sustainable tourism development in recent years; (3) Give the comprehensive and feasible solutions for the rapid and sustainable development of Da Nang's tourism from now to 2020.

### **3. The thesis objectives and Scope**

- The objectives of the thesis are the sustainable tourism development and the factors related to sustainable tourism development in Da Nang City.
- The scope of the thesis:
  - Location: Da Nang
  - Duration: Assess the main situations in the period from 2000 to 2015; orientations and solutions in the future by 2020.

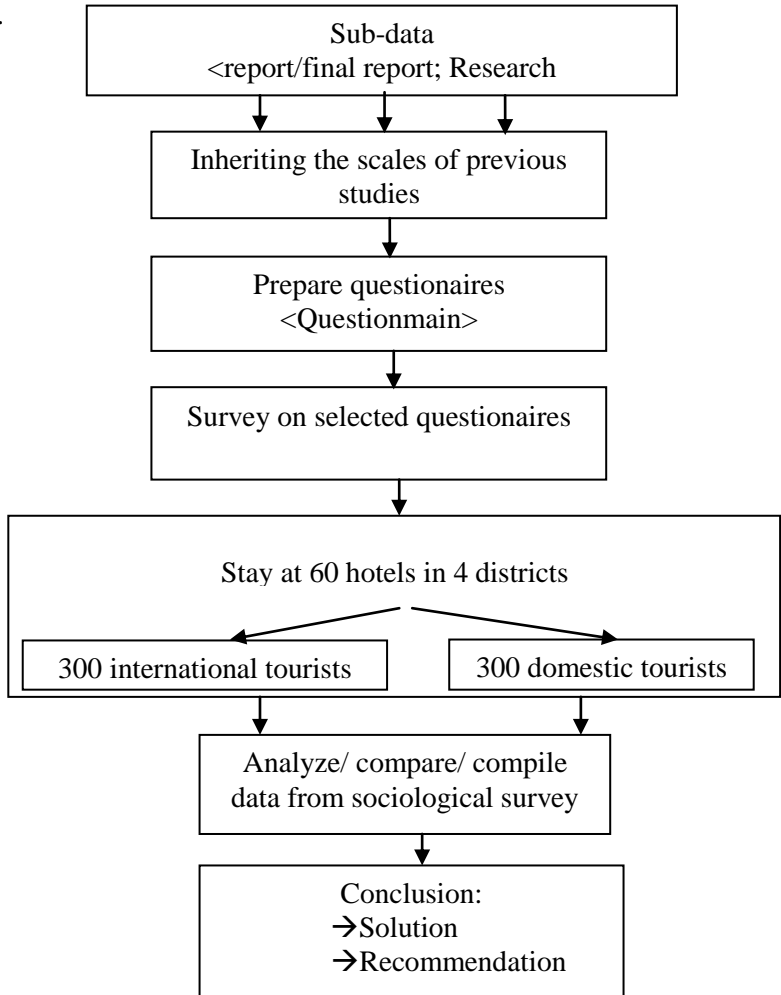
### **4. The research questions**

- (1) Does the real situation of tourism development in the

province of Da Nang city has sustained or not now?; (2) What are the factors affecting the sustainable tourism development in Da Nang; (3) What are the solutions of sustainable tourism development in Da Nang?

## 5. Research Methodology

In the research progress, the following main methods are used: Field survey methods, comparative method, document analysis method, SWOT Method, time series regression, Participatory rural appraisal (PRA).



**Research process of doctoral dissertation**

## **6. The new findings and contributions of the thesis**

### ***6.1 New academic and theoretical contributions***

The thesis has introduced the concept of "sustainable tourism development" more fully, set the influencing factors and build the operational criteria for sustainable tourism development. Besides, the thesis also applies the SWOT model to assess the strengths and weaknesses as well as opportunities and challenges for sustainable tourism development in Da Nang, using the time series regression for forecasting tourists and the PRA for evaluate sustainability of tourism activities in Da Nang.

### ***6.2. The practical contributions***

The thesis has developed a theoretical basis for the study of the actual situation of sustainable tourism development in Da Nang; analyzed the advantages and potential of nature and humanity of Da Nang to develop strategies for sustainable tourism development, assessing the actual situation of the sustainable tourism development in Da Nang from 2001 to 2015. Since then, it gives the solutions for the sustainable tourism development Da Nang by 2020.

## **7. The thesis structure**

Besides the introduction, conclusion, references and appendices, the thesis includes 04 chapters.

## **CHAPTER 1**

### **OVERVIEW OF RESEARCH SITUATION**

#### **RELATED TO THE THESIS TOPIC**

##### **1.1. Research situation in the world**

Since the 80s of 20<sup>th</sup> century, when the concept of "sustainable development" has been mentioned, there have been many scientific studies carried out to analyze the effects of tourism on sustainable development.

In the world, there have many studies on sustainable tourism development in order to limit the negative impacts of tourism activities, ensure the long-term development. Until 1900, according to statistics of the World Tourism Organization, there have over 100 books and 250 articles (international publication) about sustainable tourism.

In the academic sector, the sustainable tourism was mentioned in some of studies:

(1). *Sustainable development: Concepts and Priorities, United Nations Development Programme*, Sudhir Anand and Amartya Sen.

(2). *Agriculture and Environment, Perspectives on Sustainable Rural Development*, Ernst Lutz, World Bank.

(3). *Tourism and sustainable community development*, Greg Richards and Derek.

(4) *Building Community Capacity for Tourism Development*, Gianna Moscardo.

(5). *Tourism development and the environment: beyond sustainability?*, Richard Sharpley.

(6). *Tourism and Sustainability: New Tourism in the Third World*, Martin Mowforth and Ian Munt.

(7) *Is the concept of sustainable development – developing sustainable development benchmarking tool*, Lucian Cernar and Julien Gourdon.

## **1.2. Research situation in Viet Nam**

In Viet Nam, the concept of "sustainable tourism" is quite new. The study of sustainable tourism has been interested since the 90s of the 20<sup>th</sup> century, with the rise of tourism in our country.

The 21 Agenda in Viet Nam: the "Orientations of sustainable development strategies in Viet Nam" could be considered as a declaration of Viet Nam on sustainable economic and social development from 2005 to 2020.

For researches of sustainable tourism development, there have some studies in assessing the situation and proposing policies, such as:

(1) *Sustainable Development in Viet Nam*, Prof. Dr. Nguyen Quang Thai and Associate Pro. Dr. Ngo Thang Loi

(2). *The concept and practical situation of the social and economic development as fast, sustainable and high quality in Viet Nam*, Dr. Dinh Van An.

(3). *The rapid and sustainable economic development in Viet Nam (2011-2020)*, Associate Pro. Dr. Bui Tat Thang.

(4). The Ministry-level scientific research "*Sustainable development of the Northern key economic region by 2020*", Associate Pro. Dr. Ngo Thang Loi

(5) *Strategies for tourism development in Viet Nam from 2001 to 2010*, the Viet Nam National Administration of Tourism.

(6) The Ministry-level scientific research "*The situation and measures to improve competitiveness in the field of International Tourism of Viet Nam in terms of international integration*", the Viet Nam National Administration of Tourism.

Through a brief history of research of matters related to sustainable tourism development, we can summarize the following points:

- First, in the world, although "sustainable tourism" has just been studied from the 1990s to now, more scientists and international organizations are interested in research.

- Second, in Viet Nam, sustainable tourism is still a new field, the theoretical matters of sustainable tourism are discussing in order to agree the perceptions and perspectives.

- Third, in Da Nang, there are a number of studies on tourism, but mainly researching a product or a specific sector of the tourism in the city.

Therefore, the post-graduate selects Da Nang to research and develop of tourism in a sustainable development perspective.

## **CHAPTER 2**

### **SOME THEORETICAL AND PRACTICAL MATTERS ON SUSTAINABLE TOURISM DEVELOPMENT**

#### **2.1. Some theoretical matters on tourism**

##### ***2.1.1. Concept of tourism***

Sustainable tourism development is the development of tourism activity has to meet the requirements of economic growth, ensuring effective use, saving and replenishment planning, conservation of tourism resources natural and humanities; while interest in the local community and create effective solutions to the legal environment, stable society for tourism development in the present and the future.

##### ***2.1.2. Features of tourism***

(a) Tourism is a smokeless industry, less polluting the environment; (b) Tourism products are created by the combination of the natural and social factors and usage of resources, tourism products are intangible; (c) The manufacture and consumption of the tourism products take place simultaneously; the end of manufacture that finish consumption; (d) The process of manufacture includes different stages; (e) The tourism product can not be reserved and inventory.

##### ***2.1.3. The roles of tourism for socioeconomic development***

On-the-spot export, poverty reduction, cultural exchange communication, environmental protection, contribute to economic growth.

#### **2.2. Theory of the sustainable tourism development**

##### ***2.2.1. Concept of sustainable development***

Sustainable development is to meet the current needs of human



beings, but not decrease the satisfaction of needs of future generations

### ***2.2.2. Concept of sustainable tourism development***

Sustainable tourism development is the development of tourism activities in order to ensure economic growth which can meet the needs of tourists and local residents; interested in the preservation, restoration and promotion of the cultural values of the community and tourism resources; simultaneously creating a legal environment, stable society for tourism development at the present and in the future.

### ***2.2.3. Signs of sustainable and non-sustainable tourism***

#### ***2.2.4. Factors impact on sustainable tourism development***

*2.2.4.1. Economy:* (1) The professionalism of tourism activities; (2) technical facilities and infrastructure equipment.

*2.2.4.2. Society:* (1) contribute to the conservation and restoration of cultural values; (2) contribute to the development of local communities, (3) gender and social equality.

*2.2.4.3. Environment:* (1) Preservation of ecosystems and biodiversity; (2) Raise awareness of environmental sanitation for residents and tourists.

*2.2.4.4. State management:* (1) mechanisms, policies and laws of the State in the development of tourism activities; (2) The stable politics, security and social order.

### ***2.2.5. Criteria to evaluate the sustainable tourism development***

**Economic group:** Increase tourism earnings steadily in the consecutive years; Number of tourists increase steadily in the consecutive years.

**Social Group:** The level of friendly local government and local people to tourists; Rate of workers are employed in the tourism industry and the incomes from tourist activities of the local population; the rate of cultural values, historical conservation and promotion.

Environmental group: the rate of natural tourism resources are exploited and conserved; The proportion of tourist sites have waste collection and treatment.

State Management Group: State management policies for sustainable tourism development in locality; Guarantee safety for politics, social order.

### **2.3. Evaluation Model of the sustainability of tourism activities**

#### ***2.3.1. Assess the sustainability of tourist activities based on capacity***

The mode of determination the capacity for tourism is usually have some obstacles due to: (1) the tourism industry depends mostly on environmental attributes. Each attribute has its own response to different levels (2) All the travel environment is multi-target environment, therefore determination of the exact usage level for tourism is very difficult.

#### ***2.3.2. Assess the sustainability of tourism activities based on the environmental indicators of the World Tourism Organization***

Sustainable tourism will be set if they satisfy the following requirements: (1) The needs of travellers, (2) Subsystem of natural ecosystem: Not degraded. (3) Economic Subsystem: to ensure growth; (4) humane society subsystem: to be preserved and promoted.

### **2.4. Experiences on sustainable tourism development in some localities in the world**

### **2.5. Some lessons for sustainable tourism development in Viet Nam generally and Da Nang particularly**

*Firstly*, for sustainable tourism development, there must be attention of the State government at all levels.

*Secondly*, always harmoniously combines all three objectives: economic growth - solve social matters, preserve and protect the ecological environment in the process of tourism development.

*Thirdly*, there must be a close link, equality, and mutual benefit

between countries, departments, and localities in tourism development.

### **CHAPTER 3**

#### **ACTUAL SITUATIONS OF THE SUSTAINABLE TOURISM DEVELOPMENT IN DA NANG CITY**

#### **IN THE PERIOD FROM 2001 TO 2015.**

### **3.1. An introduction of Da Nang City**

Da Nang is a centrally governed city, with an area of 128,543 ha, including 6 districts, 1 rural district and 1 island district.

Da Nang is located in the tropical monsoon climate, high temperature. With a strategic geographic position, infrastructure, diverse tourism resources, Da Nang has great potential and conditions for tourism development, as well as become an attractive destination of domestic and international tourists.

### **3.2. Tourism resources in DaNang**

#### ***3.2.1. Natural tourism resources***

##### *3.2.1.1. Topography, geomorphology and geology*

Mountainous terrain covers a large area, mostly in the 700-1,500 m, high slopes ( $>40^\circ$ ), that has many of riverhead forests and protection meaning of the ecological environment of the city.

##### *3.2.1.2. Climate*

Da Nang is located in the tropical monsoon climate, high temperature. Specific characteristic of climate is the transition between North and South but is overwhelmed with southern tropical climate.

##### *3.2.1.3. Sea resources*

Da Nang has a 70 km long coastline, with deep water bays with Lien Chieu, Tien Sa seaport, and continental shelf with a depth of 200

meters with many beautiful beaches.

#### *3.2.1.4. Forest Resources*

The area of forest land in the city is about 67,148 ha, mainly focuses on the west and northwest of the city.

#### *3.2.1.5. Natural tourism landscapes*

Besides the potential of the sea, forest, Da Nang has many interesting landscapes such as Ngu Hanh Son, Ba Na - Nui Chua, Son Tra Peninsula, Hai Van Pass, Suoi Luong and Suoi Hoa, Ngam Doi, Than Tai Mountain.

### **3.2.2. Humanity tourism resources**

#### *3.2.2.1. Tangible humanity tourism resources*

Da Nang is home of culture of many regions in the country with famous historical, cultural relics such as Cham Museum, Region V Military Museum, Da Nang Museum, Tuy Loan temple, Dien Hai citadel, Nguyen Hien Dinh Theatre.

#### *3.2.2.2. Intangible humanity tourism resources*

Da Nang has festivals and special traditional craft villages.

### **3.3. Socio-economic conditions affect the sustainable tourism development in Da Nang**

#### ***3.3.1. Economic structure transfers the process of industrialization and modernization***

In recent years, the economy has been a significant transfer in the directions of reducing the rate of agriculture, forestry and fisheries, and increase the rate of industry and construction and services.

#### ***3.3.2. Investment Promotion***

Currently, there are 30 countries and territories investing 372 projects in Da Nang with total registered capital of 3492.8 million USD and total implemented capital of 1980.4 million USD.

### **3.3.3. Infrastructure**

#### *3.3.3.1. Technical economic infrastructure*

Better development; meet the requirements of tourism development in the city

#### *3.3.3.2. Social infrastructure*

Cultural centre; entertainment centre; tourism training centre

### **3.3.4. Develop tourism human resources**

Although there has many labours of the tourism but there are still many limitations and shortcomings, quality still not meet the requirements of tourism development in the integration and development.

## **3.4. Actual situation of sustainable tourism development in Da Nang in recent years**

### **3.4.1. Economy**

#### *3.4.1.1. Tourists*

The growth rate of tourist's yearly average was 20.14% for the period 2011-2015.

From 2000 to 2015, the growth rate of domestic tourists is relatively fast, reaching at 20.6%, this rate is relatively high, pressuring for the infrastructure development of tourism in the city.

#### *3.4.1.2. The average length of stay of visitors*

- Domestic tourists: In 2015, 2 days/ tourist (increase 0.27 day/ tourist, in comparison with 2011)

- International tourists: In 2015, 2.4 days/ tourist (increase 0.45 day/ tourist, in comparison with 2011)

#### *3.4.1.3. Tourism revenue*

In recent years, there is high growth of tourism revenue of Da

Nang; the average growth rate has reached at 22.1% in 15 years. In particular, tourism services has increase 21.6%, travel up to 15.5%.

### **3.4.2. Society**

#### *3.4.2.1. Conservation and promotion of cultural and historical values*

For the last time, the city constantly invests and promotes the traditional and cultural values. Besides, effectively exploit and promote the natural tourism resources.

#### *3.4.2.2. Role to improve the quality of life of people*

➤ **Personal Income:** In recent years, the standard of living of the people in Da Nang has significantly enhanced.

➤ **Jobs:** Every year, the city's tourism has attracted about 1300 employees working in the field of tourism.

#### *3.4.2.3. Create the Entertainment - Sports Centre serving society*

From 2000 to 2015, the city has built and renovated a number of projects and called for investment of many entertainment centres.

### **3.4.3. State management**

#### *3.4.3.1. Promulgation and implementation of state management mechanisms and policies*

Policies issued comprehensive, but the implementation is still limited, the integration of policies to develop tourism in a sustainable way has not been implemented, the coordination between the departments have not comprehensive.

#### *3.4.3.2. Ensuring security and social order, social safety*

Currently, the city is developing solutions to prevent these tour guides, Vietnamese travel companies abetting foreigners to travel “illegal”, illegal instructions ... that require the participation of the local authorities and the coordination of police.

### ***3.4.4. Environment and Natural Resources***

#### *3.4.4.1. Protect the vitality and biological diversity*

Some areas of eco-tourism development, such as Ba Na, Nam Hai Van region is the area that likely harm to the great ecological diversity; coastal areas, should be considered and inspect the impact of tourism, such as solid waste and waste water polluting the water environment.

#### *3.4.4.2. Effective use of non-renewable resources*

Although the development of the tourism industry less impacts on resources, it also indirectly makes some mineral resources exhausted.

#### *3.4.4.3. Strengthen the role of environmental self-managed communities*

City always efforts to build "environmental City", with the program of Three Yes's: Yes for housing, Yes for jobs, and Yes for a civilised urban lifestyle.

#### *3.4.4.4. Change customs and personal habits of the local people*

In last 15 years, Da Nang has many activities in the creation of a clean environment, particularly the city was honoured to be recognized as "Green City" in 2011.

## **3.5. Evaluate the sustainability of tourism activities in Da Nang**

### ***3.5.1. Evaluate according to PRA***

Based on the PRA, the current tourism development is still sustainable, but not high in Da Nang.

### ***3.5.2. Evaluate according to sustainability criteria***

Through analysis and assessment of the of sustainable tourism development in Da Nang, combined with aggregate results of

questionnaires and assessment tourists nine (9) criteria represent 4 pillars of sustainable tourism development. The author may conclude “Da Nang’s tourism development has been sustainable, but sustainability is not high”

### **3.6. Evaluate the factors affecting the sustainable tourism development in Da Nang recently**

#### ***3.6.1. Influences of natural conditions***

Natural conditions affect on sustainable tourism development in Da Nang City in both reversible directions.

#### **3.6.2. Effects of economic-management conditions**

Firstly, at the macro level, the development of the tourism in Da Nang always supported the interests of the Party and State.

Secondly, at the local level, tourism is defined as the key economic sector by the Party and government, therefore tourism is always invested in positively.

#### ***3.6.3. Influences of social conditions***

With high educational level of the people, especially, the people of Da Nang had good awareness of their responsibility for the tourism development of the city. Besides, there are certain negative impacts to the people in the city, especially the culture and unhealthy lifestyle.

### **3.7. The matters are offered regarding to the sustainable tourism development in Da Nang**

#### ***3.7.1. From the point of view of economic sustainability***

The rate of GRDP tourism in the total GRDP of the city is very small, that requires the tourism sector must increase rapidly in width and depth from now to 2020.

#### ***3.7.2. From the perspective of social sustainability***



- The city should have solutions to develop stronger to attract many workers involved in the tourism sector.

- The development of resorts, entertainment areas that bring a number of challenges for city tourism.

### **3.7.3. From the point of view of environmental sustainability**

- In recent years, activities to exploit tourism resources in Da Nang are taking place massively but not assess the damage level from the environmental perspective.

- Water protection in the area of tourism development should be considered, in which requires solutions for water treatment to prevent from water pollution.

### ***3.7.4. From state management perspective***

- Although the tourism has defined as a key economic sector, but the actual situations have shown that the city has no master plan to develop tourism, not built up planning map for city tourism. The promulgation of these policies is timely and logically, but the resources have not really been interested in.

- With the target of “4 safe” “liveable city”, however, in recently, if not promptly take effective measures to prevent the phenomenon that effect on safety and social order.

## **CHAPTER 4**

### **MAJOR SOLUTIONS TO SUSTAINABLE TOURISM DEVELOPMENT IN DA NANG CITY TOWARD 2020**

#### **4.1. General context influencing sustainable tourism development of Da Nang city**

Integration in a deep and broad way has created many favourable opportunities in attracting external resources to cater for the sustainable

development. However, integration has also brought about many difficulties and challenges.

## **4.2. Legal basis for sustainable tourism development of Da Nang city towards 2020**

### **4.3. Objectives and orientations for sustainable tourism development of Da Nang city**

#### *4.3.1. Orientations for sustainable tourism development of Da Nang city towards 2020*

##### *4.3.1.1. General orientations*

The Prime Minister has identified the overall goal for the city to: "make tourism an important economic sector by 2020, and strive to turn tourism into a key economic sector in the economic segment of the region by 2030, accordingly determined: "Da Nang works to become a tourist center of the region".

##### *4.3.1.2. Some major orientations for development*

###### *a) Orientations for tourism development space*

Exploiting the advantages of possessing beautiful beaches in the East should be the main direction for the development of tourism space in which Son Tra Peninsula Area planning should be the city's major focus for tourism development.

###### *b) Orientations for marketing and tourism products*

Promote the development of the Northeast Asian market; maintain and develop traditional client markets in Southeast Asia, Western Europe, and North America market heading toward expanding markets for visitors from Australia, Middle East, India, Russia and Eastern Europe.

###### *Tourism products:*

Focus on in-depth development, create novel tourism products, with high competitiveness.

*c) Orientations for organizing tourism activities*

- Organize of tourism activities in a synchronous way from central to local wide to create favourable conditions for developing of tourism businesses.

*d) Orientations for Investment*

Investment must be implemented as planned and there should be specific investment projects, and focusing on key projects should be given priority.

*e) Orientation for Tourism promotion*

Foster the tourism promotion activities in diverse and various forms to attract increasing number of investors and tourists to Da Nang to invest business and visit.

### **4.3.2. Forecast indicators of tourism development in Da Nang 2020**

*4.3.2.1. Selecting forecasting models*

Forecasting tourist resources will be implemented by extrapolation with trend function:

$Y = a_0 + A_1t + a_2t^2$  (t is time variable;  $a_0$ ,  $a_1$ ,  $a_2$  are the parameters)

*4.3.2.2. Proposal of solution to Results expected source of tourists and tourism revenue*

### **4.4. Objectives for sustainable tourism development of Da Nang city until 2020**

Tourism development especially high-classed marine tourism should become a spearhead economic sector, providing national and world class.

### **4.5. Evaluate the competitiveness of the city in the sustainable tourism development**

Post-graduate has used SWOT model to assess the competitiveness of Da Nang's tourism in a sustainable way

#### **4.6. Proposed solutions for sustainable tourism development of Da Nang city**

##### ***4.6.1. Economically sustainable solutions***

*4.6.1.1. Forming major tourism products in orientation of tourism development in order to meet tourists' needs and tastes and create high competitiveness*

Strengthen and develop products by enforcing existing tourism products, researching and putting into operation-featured products which are of high value and can attract attention of many tourist objects.

##### *4.6.1.2. Enhance mobilization and effective use of funds*

Focus on mobilizing all available resources in order to promote the tourism potentials of the city, setting stage to turn tourism into a key economic sector and contributing to accelerating the pace of economic restructuring on the right track.

*4.6.1.3. Combine and strengthen promotion tourism activities in a professional way.*

Associate to promote, propaganda tourism, develop tourism between 03 localities of Thua Thien - Hue, Da Nang, Quang Nam, and the coastal provinces of South Central Coast.

##### *4.6.1.4. Increase socialization in tourism*

Promote socialization and mobilizing other resources for propaganda, promoting tourism through billboards, hoardings, tourism posters.

*4.6.1.5. Diversify and improve the quality of tourism infrastructure.*

Improve both the quantity and quality of accommodation facilities to meet the needs of the tourism industry. Check and select standardized hotels, restaurants and catering services to serve tourists.

#### ***4.6.2. Solutions for sustainable development of culture - social***

Developing sustainable tourism socially plays a significant role in tourism industry activities, not only help tourism operate efficiently but stably. To achieve this goal, there is a need to consider the following aspects:

##### *4.6.2.1. Preserve and promote cultural heritage and humanity tourism resources*

Conserve good habits selectively, remove outdated, evil and obsolete customs. Tourism development must be accompanied by raising community awareness in order to promote traditional and cultural values, consistent with the habits and customs of the peoples;

Prioritize investment in the management and conservation of the cultural heritage of the region.

##### *4.6.2.2. Improving the quality of human resources in tourism*

Train qualified and professional young staffs, attract experienced professionals with expertise, manage and standardize the quality of existing staff. At the same time, improve the quality of human resources in tourism units.

##### *4.6.2.3. Stress the role of local communities*

Respect the role of local communities; Constantly improve the living standards of local communities; respect differences in cultural life amongst the communities.

##### *4.6.2.4. Strengthening connection between authorities and community in tourism development*

It is important for combining the functions of authorities and localities to ensure the city's tourism environment. At the same time, raise people awareness of preserving cultural lifestyle, urban civilization, always maintain hospitable and friendly attitude to tourists.

### ***4.6.3. Solutions for sustainable development of natural resources and environment***

#### ***4.6.3.1. Conserve, restore, and exploit natural resources and biodiversity sustainably***

Along with the objective of strictly protecting the biodiversity of nature, especially Son Tra Peninsula, Ba Na - Nui Chua area, Nam Hai Van; It is necessary to maintain and improve the coastal landscapes from Nam O to Thuan Phuoc, Son Tra to Non Nuoc and two riversides of the Han River ... to further invest in building a garbage collection and treatment system along Da Nang Bay and Son Tra - Non Nuoc coast.

#### ***4.6.3.2. Propaganda in raising awareness***

Continue to raise social awareness about the role of tourism in local communities and all levels of management.

#### ***4.6.3.3. To develop environmentally friendly tourism types, encourage accommodations to strive to achieve the Green Lotus Sustainable Tourism Label***

Focus on investing to develop the green tourism, and environmentally friendly eco-tourism.

Besides, encourage accommodations to register for the Green Lotus label. This is a label for the tourism accommodation that achieve standards for environmental protection and sustainable development, the efficient use of resources and energy, contributing to the preservation of heritage on Culture, economy and society of the locality.

### ***4.6.4. Solution of state management***

#### ***4.6.4.1. Solutions for political stability, social safety order***

There is a need to establish tourist police force soon to ensure security order and safety for tourists; Improve propaganda, in-depth education for people about maintenance of security order and environmental sanitation.

#### *4.6.4.2. Mechanisms and policies supporting the development of tourism industry*

##### a. Mechanisms and policies to attract investment

Review, amend and supplement mechanisms and policies on improving business investment environment, especially focusing on attracting investment in priority areas.

##### b. Financial mechanisms and Budget

Consider balancing and allocating the city budget to implement such projects of important infrastructure investment, significant in the development of tourism of the city should be given priority.

##### c. Mechanisms and policies on land

As regards to tourism projects that has the potential and ability to capture market, businesses should be allowed to delay paying the land lease between 5 and 10 years so that they can use their construction investment capital to produce tourism products for the city.

#### *4.6.4.3. Solutions on organizing tourism territory*

There is a need to construct a master plan for the city's tourism development from now toward 2020, with the vision until 2030 based on overall planning of socio-economic development of Da Nang city towards 2030, with a vision to 2050.

#### *4.6.4.4. Create a regional network for tourism development*

Develop linking mechanism between localities in the region, especially Thua Thien-Hue, Da Nang, Quang Nam and South Central Coast.

#### *4.6.4.5. Strengthen the implementation of inspection and examination of tourist activities*

Strengthen inspection and investigation; enforce and enhance the role of Tourism Order Management Team, install signposts, build public toilet with international standards at beaches and tourist

attractions. Implement measures to protect the natural environment and society.

#### *4.6.4.6. Accelerate the administrative reform*

Simplify and reduce the cumbersome and unnecessary administrative procedures

Create mechanisms and clear legal framework for tourism businesses operating under the provisions of the Law on Tourism and other guiding papers, simplify immigrating procedures for tourists, especially visitors on cruise.

### **4.7. Conclusions and recommendations**

#### ***4.7.1. Conclusion***

#### ***4.7.2. Recommendations***

##### *a. For Da Nang city*

(1) Research and formulate Eco-social development master plan for the city towards 2020, with the vision to 2030.

(2) Research and formulate tourism development plan for the city towards 2020, with the vision to 2030.

(3) Map tourism planning of Da Nang, accordingly plan the city into separate functional areas.

(4) Strengthen the state management machinery in tourism. Promote the establishment of tourism police.

(5) Review, evaluate and classify licensed tourism investment projects, consider encouraging appropriate incentives for practical and breakthrough projects.

(6) Develop linking mechanism between localities in the region, especially Thua Thien-Hue, Da Nang, Quang Nam and South Central Coast.

(7) For the Son Tra Peninsula: Studying Son Tra planning with special functional zones, definite management zoning.



*b. For the state*

*The general policies and mechanisms*

(1) Establish Coordination Board for Tourism Development of coastal areas in South Centre region; gather resources (budget, investment mechanisms) to turn Da Nang tourism into regional tourism centre. The key point is to invest in two key tourism areas of Son Tra Peninsula and Ba Na Hills).

(2) Complete the specialised legal system of tourism, promote administrative reform, simplify administrative procedures, especially visa issues. Study visa exemption policies, issue visas at airports and seaports; Study visa exemption for partner countries and tourism potential to attract more and more international visitors.

(3) Improve the competitiveness of supporting industries

(4) Exemption of import tax for green trees, animals for implementation of tourism investment projects;

(5) Allows businesses operating in the field of tourism to be exempted from VAT on promotion services and products.

(6) Encourage or force travel agencies to purchase insurance for tourists during the travel program.

*Preferential policies and mechanisms for Da Nang City*

(1) Assign Da Nang city and the relevant departments to study land using planning in Son Tra Peninsula.

(2) Allow Da Nang city to issue Invest license for The Van Integrated Tourist and Entertainment Complex has a prize-giving service exclusively for foreigners.

(3) Allow to organize service activities, entertainment for tourists such as dance hall, bar, karaoke ... after 12 o'clock at some points, areas that have been planned in the city.

(4) Regarding charges and fees: To adopt appropriate policies on seaport charges for tourism ships landing at Da Nang port.

(5) Upgrade Da Nang port into a cargo port combining tourism. Transfer Da Nang port to be managed directly by Da Nang city, exploit and develop as a large tourism port. Invest in Lien Chieu port into a specialized tourism port.

(6) Apply visa exemptions for visitors by seaway, including those arriving by sea and exiting by air or by land./.



## LIST OF PUBLISHED RESEARCH WORKS

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