

# **“An Assessment of the Potentials for Cultural Heritage Tourism Development in the Central Part of Vietnam – Case Study: Thua Thien Hue and Quang Nam Provinces”**

By

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A thesis submitted in partial fulfilment of the requirements for the degree of a Doktor rerum politicarum awarded by the Faculty of Spatial Planning, Technical University of Dortmund

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February, 2014

Dortmund, Germany

### **Declaration**

I hereby declare that the work presented in this dissertation is my own, where it is indebted to the work of others, acknowledgement has duly been made. The material contained in the dissertation has not been previously submitted for a degree at Dortmund University of Technology or any other university.

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Date, Dang Thanh Phu

## Abstract

Nowadays, the Cultural Heritage Tourism (CHT) has been remarkably developed and regarded as a very important component of tourism industry in many countries and regions in the world. The Cultural Heritage Tourism development will firstly contribute significantly to the creation of employments and sources of income for the people. Next, it also helps the people to better understand the authentic values of cultural heritages and therefore, they will feel to be much proud of such cultural heritage which they are inherited. Furthermore, in terms of planning management factor, the Cultural Heritage Tourism development keeps a critical element in conserving and rehabilitating a lot of valuable historical relics, old houses and buildings, architectural buildings, historic city centres and so forth.

In terms of the research problem, the study tries to respond the research questions such as: *What are the potential impacts of Cultural Heritage Tourism in changing the identity, branding and the life of community for the localities?; What are important economic effects of Cultural Heritage Tourism to economic growth as well as to the significant revitalization for historic city centres?; What are major roles of public and private sectors in making essential investment for the Cultural Heritage Tourism development?; What are necessary and sufficient policies, programs, strategies to maximize advantages and to minimize disadvantages for developing Cultural Heritage Tourism?; What are proper solutions to minimize negative effects of urbanization process, natural disasters and other similar problems for developing Cultural Heritage Tourism?.* Theories of Cultural Heritage Tourism and its impacts in social and economic values and spatial planning factor are studied to conceptualize the researcher questions and to design the research and proper tools for data gathering.

The research design is the case study. A combination of quantitative and qualitative research methods is used in this scope of study, of which qualitative methods plays a key role in the analysis. Qualitative methods such as observation, questionnaires and individual and focused groups interviews are utilized to gather primary data and a mixture of documents, aerial photos, maps, reports, charts which are regarded as the secondary data collection method are used in this study with an aim of adequately analyzing the Cultural Heritage Tourism and its significance in social, economic values and planning factors. Quantitative method is also used to quantify the data in numbers and to measure the Cultural Heritage Tourism's impacts in economic ways.

The research process unveiled the results of an adequate assessment about the potentials of Cultural Heritage Tourism and how it contributes to the process of socio-economic development and spatial planning management. A comparative analysis between the two study areas of Thua Thien Hue and Quang Nam is done to measure the potential impacts of Cultural Heritage Tourism in promoting the identity and branding of the localities. In another aspect, it reflects a better insight of socio-economic factor through several important indicators such as employment creation, income generation, tax, GDP and revenues. More important, the Cultural Heritage Tourism development also essentially brings in the rehabilitation of traditional cultural values such as historical relics, monument, and old urban centres.

Main causes for the hindrance of the Cultural Heritage Tourism development are finally identified and are converted into the proper strategies and action plans. According to that, a set of the long-term strategy principles and the short-term action plans with specific activities and the actors as well as the financial sources for activities and/or projects implementation is also discussed. Generally, the research questions are fully answered and the objectives of research are satisfied with a completed analysis of the Cultural Heritage Tourism and its impacts.

**Key words:** Cultural Heritages Tourism, cultural heritages, identity, socio-economic development, city centres, rehabilitation

## **Acknowledgement**

Although this thesis is declared as my original work, it would not have been completed without the assistance and support of so many people and institutions. First, I would like to thank my supervisors, Professor Christa Reicher, Professor Einhard Schmidt-Kallert and Dr. Wolfgang Scholz for their guidance, support and constructive criticism of my work. In a special way I thank my entire family for the support and patience. I also greatly acknowledge KAAD and Dr. Heinrich Geiger their contribution in making this work a success.

<b>Abstract</b>	
<b>List of Table</b>	
<b>List of Figures</b>	
<b>List of Charts</b>	
<b>List of Photos</b>	
<b>Abbreviations and Acronyms</b>	

<b><u>TABLE OF CONTENTS</u></b>		Page
<b>CHAPTER I</b>		1
<b>INTRODUCTION</b>		
1.1.	Background of the Study	1
1.2.	Statement of the Problems	6
1.3.	Objectives of the Study	7
	<i>General Objectives</i>	7
	<i>Specific Objectives</i>	7
1.4.	Relevance of the Study	7
1.5.	Scope and Limitations	8
	1.5.1. Scope of the Study	8
	1.5.2. Limitations of the Study	8
1.6.	Organisation of the Study	10
<b>CHAPTER II</b>		
<b>A NECESSITY FOR UNDERSTANDING THE IMPORTANCE OF CULTURAL HERITAGE TOURISM</b>		11
2.1.	Development Trend of Tourism in the World	11
2.2.	Tourism in Vietnam	14
	2.2.1. An Overview of Vietnam Tourism	14
	2.2.2. Trends of Tourism Development in Vietnam	15
	<i>Tourism Turnover</i>	16
	<i>Infrastructure &amp; Tourism Infrastructure</i>	17
	<i>Human Resources in Tourism</i>	18
	<i>Travel and Tourism Competitiveness Index of Vietnam</i>	18
2.3.	Definitions of Terms	19
	2.3.1. Tourism	19
	2.3.2. The Impact of Tourism	20
	2.3.3. Types of Tourism	21
	2.3.4. Tourism Plans	22
	2.3.5. Tourism Turnover	22
	2.3.6. Tourism Expenditure	22
	2.3.7 Visitor	22
	<i>International Visitor</i>	22
	<i>Domestic Visitor</i>	22
	2.3.8. Cultural Heritage Tourism (Heritage Tourism)	23
	2.3.9. The Benefits of Cultural Heritage Tourism	23
	2.3.10. Heritage	23
	2.3.11. Cultural Heritage	23
	2.3.12. Types of Cultural Heritages	24
	<i>Tangible Cultural Heritages</i>	24
	<i>Intangible Cultural Heritages</i>	25
	<i>Scenic Landscapes</i>	25
	2.3.13. UNESCO World Heritage Site	25
	2.3.14. World Heritage in Danger	25
	2.3.15. Primary and Secondary Attractions	25
	2.3.16. Accessibility	25
	2.3.17. Amenities	25
	2.3.18. Heritage Conservation	26

2.3.19.	The Roles of Private and Public Sectors	26
2.3.20.	Landscape as Urbanism	27
2.3.21.	Natural Disasters	27
2.4.	Concept of Cultural Heritage	28
2.5.	Cultural Heritages and Tourism Development	28
2.6.	Policies of The Government	29
	<i>Legal Framework</i>	29
	<i>Institutions and Organisation Involving in the Safeguard and Promotion of Cultural Heritage</i>	29
2.7.	Policies of Intervention	30
2.7.1.	Education and Access to Knowledge as Key Factors of the Promotion of Cultural Heritage	30
2.7.2.	Sustainable Cultural Tourism	30
2.7.3.	Urban Rehabilitation of Historic Cities and Adaptive Reuse of Buildings	31
2.7.4.	Public And Private Investments and the Roles of Civil Society	32
2.8.	Summary	32
<b>CHAPTER III</b>		
<b>A DESCRIPTION OF STUDY AREAS: THUA THIEN HUE AND QUANG NAM</b>		
3.1.	Background of Thua Thien Hue and Quang Nam Provinces	34
3.1.1.	Thua Thien Hue Province	37
	<i>Population</i>	37
	<i>Geography</i>	38
	<i>Weather</i>	38
	<i>Area and Terrain</i>	38
	<i>Natural Resources</i>	38
3.1.2.	Quang Nam Province	39
	<i>Geography</i>	40
	<i>Natural Features</i>	40
	<i>Economy</i>	41
	<i>History</i>	41
	<i>Infrastructure</i>	42
	<i>Places of Interests</i>	43
3.2.	Resources for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam	43
3.2.1.	Cultural Heritage Tourism Resources In Thua Thien Hue	43
	<i>Ancient Architecture, Archaeology and Museums</i>	44
	<i>Historical and Revolutionary Relics</i>	47
	<i>Traditional Trade Villages</i>	47
	<i>Natural Landscapes</i>	48
3.2.2.	Cultural Heritages Tourism Resources in Quang Nam	48
	<i>Monuments and Museums</i>	49
	<i>Historical and Revolutionary Relics</i>	54
	<i>Traditional Trade Villages</i>	55
	<i>Natural Landscapes</i>	56
<b>CHAPTER IV</b>		
<b>CONCEPTUAL FRAMEWORK AND RESEARCH QUESTIONS</b>		
4.1.	Conceptual Framework of the Study	57
4.2.	Research Questions	61
4.3.	Research Process	61
<b>CHAPTER V</b>		
<b>RESEARCH METHODOLOGY</b>		
5.1.	Research Strategy	64
5.2.	Research Design	66
5.3.	Research Methods	69
5.3.1.	Data Collection Techniques	69

Documents	70
Observation	70
Interviews	71
5.3.2. Nonprobability Sampling Design	73
5.3.3. Quota Sampling	73
5.3.4. Sampling Frames	75
5.4. Data Analysis	78
5.5. Validity and Reliability	79
5.6. Data Management and Challenges/Difficulties	80
<b>CHAPTER VI</b>	
<b>ANALYZING THE PRESENT SITUATION OF CULTURAL HERITAGE TOURISM AND IDENTIFYING ITS POTENTIALS AND PROBLEMS FOR THE DEVELOPMENT OF CULTURAL HERITAGE TOURISM IN THUA THIEN HUE</b>	
6.1. Analyzing the Present Situation of Cultural Heritage Tourism and Its Importance in Thua Thien Hue Province	82
6.1.1. Development History Process of Tourism Industry in Thua Thien Hue	82
6.1.2. Average Length of Stay	86
6.1.3. Expenditure of Tourism	86
<i>Expenditure of International Tourists</i>	86
<i>Expenditure of Domestic Tourists</i>	87
<i>Seasonality of Thua Thien Hue Tourism</i>	88
6.1.4. SWOT Analysis	88
6.1.5. Advantages for Developing Cultural Heritage Tourism in Thua Thien Hue Province	89
6.1.6. Tourism Facilities and Services	90
6.1.7. Cultural Heritage Tourism and Its Contributions to the Socio-Economic Development and Spatial Planning Management in Thua Thien Hue	92
<i>CHT Increases Economic Structure</i>	93
<i>CHT Creates Jobs and Reduces Poverty</i>	94
<i>CHT Conserves and Rehabilitates the Traditional Cultural Values</i>	96
6.2. Assessing the Potentials for Developing Cultural Heritages Tourism in Thua Thien Hue	98
6.2.1. Thua Thien Hue – a UNESCO World Heritage Site	98
<i>A Complex of Monuments and Museums</i>	99
<i>Hue Royal Court Music</i>	100
6.2.2. Other Cultural Heritages Resources	101
<i>Historical Vestiges</i>	102
<i>Old Houses – a Traditional Architectural Style</i>	102
<i>Typical Buildings with French Architectural Style</i>	103
<i>Centre of Religions</i>	104
<i>Traditional Trade Villages</i>	104
<i>Beautiful Landscapes</i>	105
6.2.3. Strategic Geographical Location	106
6.2.4. Infrastructure System	107
6.2.5. Cultural Heritage Tourism Facilities and Services	109
6.2.6. Human Resources	110
6.3. Identifying the Main Problems for Developing Cultural Heritage Tourism in Thua Thien Hue	111
6.3.1. A Master Plan for Cultural Heritage Tourism Development	111
6.3.2. Understanding of the Significance and Its Roles of Cultural Heritage Tourism	112
6.3.3. Natural Disasters and Its Impacts	113
6.3.4. System of Infrastructure	116
6.3.5. Facilities and Services for Cultural Heritage Tourism Development	118
6.3.6. Public and Private Partnership (PPP) – “Socialization”	120

6.3.7. Impacts of Rapid Urbanisation Process	121
6.3.8. Human Resource for Cultural Heritage Tourism Development	123
6.3.9. Marketing and Promotion of Cultural Heritage Tourism	125
6.4. Summary	126

## **CHAPTER VII**

### **ANALYZING THE PRESENT SITUATION OF CULTURAL HERITAGE TOURISM AND IDENTIFYING ITS POTENTIALS AND PROBLEMS FOR THE DEVELOPMENT OF CULTURAL HERITAGE TOURISM IN QUANG NAM**

7.1. Analyzing the Present Situation of Cultural Heritage Tourism and Its Important Roles in Quang Nam Province	129
7.1.1. Markets of Tourists	130
<i>International Visitors</i>	131
<i>Domestic Visitors</i>	132
7.1.2. Tourism Incomes and Tourism Turnover	133
7.1.3. Cultural Heritage Tourism Material Facilities and Services	136
7.1.4. Labours in Cultural Heritage Tourism Industry	141
7.1.5. Cultural Heritage Tourism and Its Contribution to the Development of Infrastructure and Rehabilitation of Traditional Cultural Values	142
7.1.6. Cultural Heritage Tourism Broadcasting and Promotion	148
7.1.7. SWOT Analysis	150
7.2. Assessing the Potentials for Developing Cultural Heritage Tourism in Quang Nam	151
7.2.1. Quang Nam – A UNESCO World Heritage Site	151
<i>Hoi An Ancient City</i>	152
<i>My Son Sanctuary/Holy Land</i>	153
7.2.2. Others Cultural Heritages Resources	154
<i>Historical Relics</i>	154
<i>Relics of Champa’s Culture</i>	154
<i>Traditional Trade Villages</i>	155
<i>Beautiful Landscapes</i>	155
7.2.3. Strategic Geographical Location	157
7.2.4. Infrastructure System	157
7.2.5. Cultural Heritage Tourism Facilities and Services	159
7.2.6. Human Resources	160
7.3. Identifying the Main Problems for Developing Cultural Heritage Tourism in Quang Nam Province	161
7.3.1. A Master Plan for Cultural Heritage Tourism Development	161
7.3.2. Lack of an Understanding of Cultural Heritage Tourism and Its Significances	163
7.3.3. Natural Disasters and Its Impacts	165
7.3.4. System of Infrastructure	168
7.3.5. Cultural Heritage Tourism Facilities And Services	171
7.3.6. Public and Private Sectors Coordination and Cooperation - Public and Private Partnership (PPP) – “Socialization”	173
7.3.7. Impacts of Rapid Urbanisation Process	175
7.3.8. Human Resources for Cultural Heritage Tourism Development	176
7.3.9. Cultural Heritage Tourism Marketing and Promotion	178
7.4. Summary	179

## **CHAPTER VIII**

### **A COMPARATIVE ANALYSIS OF CULTURAL HERITAGE TOURISM DEVELOPMENT BETWEEN THUA THIEN HUE AND QUANG NAM**

8.1. Analyzing Comparatively the Potentials for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam	182
8.1.1. Thua Thien Hue and Quang Nam Are Two Popular World Heritage Sites in Vietnam	184



8.1.2.	Thua Thien Hue and Quang Nam Inherit an Abundance of Cultural Values Resources	186
8.1.3.	A System of Infrastructure	188
8.1.4.	Cultural Heritage Tourism Facilities and Services	191
8.1.5.	Human Resources	192
8.2.	A Comparative Analysis of the Impacts of Cultural Heritage Tourism to the Socio-Economic Development and Spatial Planning Management between Thua Thien Hue and Quang Nam	193
8.2.1.	Cultural Heritage Tourism Contributes to the Economic Development for the Two Provinces	193
8.2.2.	Cultural Heritage Tourism Contributes to Create Employments and Incomes for the Local People in the Two Provinces	198
8.2.3.	Cultural Heritage Tourism Contributes to Revitalize the Historic City Centres for the Two Provinces	200
8.3.	Analyzing Comparatively the Problems for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam	204
8.3.1.	A Master Plan for Cultural Heritage Tourism Development	204
8.3.2.	Understanding of Cultural Heritage Tourism and Its Importance	206
8.3.3.	Natural Disasters and Its Impacts	210
8.3.4.	State of Infrastructure	213
8.3.5.	Cultural Heritage Tourism Facilities and Services	217
8.3.6.	A Close Cooperation between Public and Private Sectors in Making Investments into Cultural Heritage Tourism Development	219
8.3.7.	Impacts of Rapid Urbanisation Process	223
8.3.8.	Human Resources for Cultural Heritage Tourism Development	225
8.3.9.	Cultural Heritage Tourism Marketing and Promotion	226
8.4.	Summary	228
	<b>CHAPTER IX</b>	231
	<b>CONCLUSIONS &amp; RECOMMENDATIONS</b>	
9.1.	Conclusions	231
9.1.1.	It Is Necessary to Affirm that Thua Thien Hue and Quang Nam Have Many Actual Potentials for Developing Cultural Heritage Tourism	231
9.1.2.	Cultural Heritage Tourism Contributes Significantly to the Promotion of the Identity and Branding for the Local Community	232
9.1.3.	Cultural Heritage Tourism Contributes Actively to the Socio-Economic Development for the Local Communities in TTHue And QNam	233
9.1.4.	Cultural Heritage Tourism Contributes Significantly to the Rehabilitation of Historic City Centres in Thua Thien Hue and Quang Nam	234
9.1.5.	There Is an Urgent Necessity to Settle the Problems Which Have Been Hindering the Development of Cultural Heritage Tourism in TTHue and Quang Nam	235
	<i>Cause 1: Lack of a Master Plan for Developing Cultural Heritage Tourism</i>	235
	<i>Cause 2: Lack of a Full Understanding of Cultural Heritage Tourism from the Local People</i>	236
	<i>Cause 3: Natural Disasters Impact</i>	236
	<i>Cause 4: State of Infrastructure</i>	237
	<i>Cause 5: Cultural Heritage Tourism Facilities and Services</i>	238
	<i>Cause 6: Sectoral Coordination and Cooperation - Public and Private Partnerships (PPP)</i>	238
	<i>Cause 7: Impacts of Rapid Urbanisation Process</i>	239
	<i>Cause 8: Human Resources for Cultural Heritage Tourism Development</i>	240
	<i>Cause 9: Cultural Heritage Tourism Marketing and Promotion</i>	241
9.2.	Main Principles for the Long-Term Strategies for Developing Cultural Heritage Tourism	242
9.3.	Short-Term Action Plan for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam	250

**BIBLIOGRAPHY**  
**APPENDICES**

<b>LIST OF TABLES</b>		<b>Page</b>
Table 1.1	Number of International Tourists and Turnover in 2001-2010	2
Table 1.2	Basic Facts about Vietnam	4
Table 2.1	Increase of International Tourists and World Turnover (1950-2008)	12
Table 2.2	International Tourist Arrivals to ASEAN (2006-2008)	13
Table 2.3	Types of Infrastructure	17
Table 2.4	Number of Employees in Tourism	18
Table 2.5	Direct Disaster Impacts by Hazard Types	28
Table 2.6	Intangible and Tangible UNESCO World Heritage Sites in Vietnam	29
Table 3.1	Study Cases at a Glance	34
Table 3.2	A Summary of Cultural Heritages in the Study Areas	35
Table 3.3.	Area, Population and Population Density in 2011 by Districts in TTHue	37
Table 3.4	Population Situation of Thua Thien Hue through years	37
Table 3.5	Population Projection of Thua Thien Hue Province till 2030	38
Table 3.6	Potentials of Natural Resources in TTHue	39
Table 3.7	Area, Population and Population Density in 2011 by Districts in QNam	40
Table 3.8	Number of Historical Vestiges in TTHue	46
Table 3.9	Some Typical Trade Villages in TTHue Province	48
Table 3.10	Museums and Monuments	49
Table 3.11	A Summary of Vestiges in Quang Nam Province	50
Table 3.12	National Level Relics in Quang Nam Province	54
Table 3.13	Provincial Level Relics Relics in Quang Nam Province	55
Table 3.14	List of Quang Nam Province's Relics	55
Table 5.1	Research Design	67
Table 5.2	Summary of Key Respondents	73
Table 5.3	A Sampling Frame for the Key Respondents	77
Table 5.4	Steps of Data Analysis	78
Table 6.1	Total Number of Ranked Vestiges in TTHue	86
Table 6.2	SWOT Analysis Matrix in Thua Thien Hue Province	89
Table 6.3	Tourism Operations in TTHue Province	91
Table 6.4	Structure of Hotels (%) in 2008 in TTHue	92
Table 6.5	Tourism Revenues from 1996 to 2010	93
Table 6.6	Tourism GDP and Tourism Proportion in TTHue's GDP	94
Table 6.7	Social Income of Tourism in TTHue	96
Table 6.8	Museums and Monuments in TTHue Province	99
Table 6.9	Historical Relics in TTHue Province	102
Table 6.10	International Tourism Revenue Structure 1996-2010	110
Table 6.11	Number of Lakes and Dams in TTHue	115
Table 6.12	System of Transportation in TTHue	117
Table 6.13	Situation of Road Transport in TTHue in 2011	118
Table 6.14	List of Prioritized Investment Projects in TTHue	119
Table 6.15	Situation and Forecast of Labour Needs	123
Table 7.1	Situation of Visitors to Quang Nam and to the Key Economic Zone in the Central of Vietnam in the period of 1997-2005	129
Table 7.2	Structure of International Visitors in Quang Nam (2007)	130
Table 7.3	Number of International Visitors to Quang Nam in 2003-2007	131
Table 7.4	Domestic Visitors to the Key Economic Zone from 2000 to 2005	132
Table 7.5	Domestic Visitors to Quang Nam in 2000-2007	132
Table 7.6	Tourism Turnover of Quang Nam in 2000-2005	134

Table 7.7	Tourism Turnover Structure of Quang Nam in 2003-2007	134
Table 7.8	Number of Tourists to Quang Nam through Years	135
Table 7.9	Structure of Stay Establishments in Quang Nam in 2006	136
Table 7.10	Human Resources for Tourism Development in Quang Nam in 2001-2007	140
Table 7.11	Tourism Infrastructure Investment in Quang Nam in 2001-2006	142
Table 7.12	Number of Visitors' Arrivals in 1997-2007	149
Table 7.13	SWOT Analysis Matrix in Quang Nam Province	150
Table 7.14	Provincial Roads in Quang Nam	158
Table 7.15	Cultural Heritage Tourism and Its Effects to Quang Nam	164
Table 7.16	Infrastructure Situation in Quang Nam Province	168
Table 7.17	Situation of Road Transport in Quang Nam Province	168
Table 7.18	Total of Trained Tourist Guides in QN from 2003 to 2007	177
Table 7.19	Labour Force in Tourism in QN in 2001-2007	177
Table 8.1	An Analysis of SWOT Matrix in Two Study Cases	180
Table 8.2	Comparison of Indicators for Developing the CHT between TTHue & Q.Nam	182
Table 8.3	Criteria of World Heritage Sites from the UNESCO	184
Table 8.4	Typical Cultural Values in TTHue and Q.Nam	187
Table 8.5	An Assessment of Advantages and Basic Capacities with 10 Activities of Cooperation among Provinces in the KEZ of the Central Vietnam	205
Table 8.6	A Summary of Key Respondents' Ideas about CHT's Effects	207
Table 8.7	Potential Impacts of Climate Change & Sea Level Rise in Vietnam	210
Table 8.8	Comparison of Infrastructure State between TTHue and QNam	213
Table 8.9	Road Network in Quang Nam Province	214
Table 8.10	Demand for Stay Room in TTHue	217
Table 8.11	Vocational Training Establishments at the KEZ in 2010	225
Table 8.12	Summary of Main Problems for Developing CHT	228
Table 9.1	Main Principles for the Long-Term Strategies for Developing CHT in TTHue and QNam Provinces	242
Table 9.2	Intervention of Activities through Concrete Projects and Programs	246
Table 9.3	Short-Term Action Plan for Achieving the CHT Development Strategies in TTHue and QNam Provinces	250

#### **LIST OF FIGURES**

	Page
Figure 1.1	05
Figure 2.1	26
Figure 3.1	36
Figure 4.1	60
Figure 4.2	63
Figure 6.1	101
Figure 6.2	107
Figure 7.1	151
Figure 8.1	185
Figure 8.2	211
Figure 8.3	222

#### **LIST OF CHARTS**

	Page
Chart 2.1	14
Chart 2.2	14
Chart 2.3	15
Chart 2.4	16

Chart 2.5	Social Revenue from Tourism	17
Chart 2.6	Structure of Hotel in Vietnam by 2008	18
Chart 6.1	Number of Arrivals to TTHue during 1990-2008	83
Chart 6.2	Market Share of International Arrivals in 2009 (%)	84
Chart 6.3	Number of Accommodation Establishments in TTHue by Years	85
Chart 6.4	Rate of Hotels in Hue City Comparing to the Whole Province (%)	92
Chart 6.5	Structure of Provincial GDP by Economic Sector (%) in 2008	94
Chart 6.6	CHT contributes to Job Creation & Poverty Reduction	95
Chart 6.7	CHT contributes to the Conservation of Traditional Cultural Values	96
Chart 6.8	Satisfaction of CHT Facilities & Services	110
Chart 6.9	Necessity of Master Plan for Developing CHT	112
Chart 6.10	Number of Employments in Tourism in TTHue	123
Chart 6.11	Labours in Hotels and Restaurants in TTHue	124
Chart 7.1	Satisfaction Level of Visitors in terms of CHT Facilities and Services	137
Chart 7.2	Visitors' Satisfaction Levels in Foods & Entertainments	138
Chart 7.3	Visitors' Satisfaction Levels in Transportation	139
Chart 7.4	CHT Contributes to Infrastructure Improvement	143
Chart 7.5	Necessity for Broadcasting and Promoting CHT	148
Chart 7.6	Visitors' Satisfaction in CHT Facilities & Services in Quang Nam	159
Chart 7.7	Necessity of a Master Plan for Developing CHT	162
Chart 7.8	Understanding Level of CHT	163
Chart 7.9	High Risks of Natural Resources in Quang Nam Province	166
Chart 7.10	Human Resource for Developing CHT in Quang Nam Province	176
Chart 8.1	Tourism Turnover in Thua Thien Hue Province	193
Chart 8.2	Turnover from International & Domestic Tourists in TTHue	194
Chart 8.3	Tourism Turnover in the Phase of 2000-2005 in Quang Nam	194
Chart 8.4	Structure of Tourism Turnover in Thua Thien Hue Province	195
Chart 8.5	Structure of Tourism Turnover of Quang Nam in the Period of 2003-2007	195
Chart 8.6	International & Domestic Tourists Arrivals in Quang Nam in 2003-2007	196
Chart 8.7	International & Domestic Tourist Arrivals to Thua Thien Hue in 1996-2010	196
Chart 8.8	Domestic Tourist Arrival of Quang Nam and in Comparison with the Key Economic Zone in 2000-2005	197
Chart 8.9	Labourers in Tourism in Quang Nam in the Period of 2001-2007	198
Chart 8.10	Labourers in Tourism in Thua Thien Hue in the Phase of 1996-2010	199
Chart 8.11	Necessity of a Master Plan for Developing Cultural Heritage Tourism (CHT)	204

#### LIST OF PHOTOS

	Page
Photo 3.1	45
Photo 3.2	47
Photo 3.3.	50
Photo 3.4	52
Photo 3.5	52
Photo 3.6	53
Photo 3.7	54
Photo 6.1	97
Photo 6.2	103
Photo 6.3	104
Photo 6.4	113
Photo 6.5	114
Photo 6.6	116
Photo 6.7	122
Photo 7.1	146

Photo 7.2	A Corner of Hoi An Old City	152
Photo 7.3	My Son Sanctuary	153
Photo 7.4	Ruins of My Son Holy Land's Towers	165
Photo 7.5	A Broken My Son Tower after Big Flood in October 2011	166
Photo 8.1	A Tower Restored as a Museum in My Son Holy Land	200
Photo 8.2	Citadel Gate in Hue City in Past and Today	202
Photo 8.3	Hoi An Ancient Town in Quang Nam in Past and Today	202
Photo 8.4	Big Floods in Old Hoi An and Hue Cities	210
Photo 8.5	Unpaved Road	213
Photo 8.6	Encroachment upon the Citadel in TTHue Province	223

### ABBREVIATIONS AND ACRONYMS

AD	Anno Domini
ASEAN	Association of Southeast Asian Nations
CH	Cultural Heritage
CHT	Cultural Heritage Tourism
DOCST	Department of Culture, Sports and Tourism
DoLSWA	Department of Labour, Social and Welfare Affairs
DWT	Dead Weight Ton
ECAFE	Economic Commission for Asia and the Far East
EMS	Express Mailing Services
EVN	Electricity of Vietnam
EWEC	East West Economic Corridor
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
HT	Heritage Tourism
ICCROM	Centre for Cultural Heritage Conservation and Restoration Research
ICOMOS	International Council on Monuments and Sites
IT	Information Technology
IUCN	International Union for Conservation of Nature
JICA	Japanese International Cooperation Agency
KEZ	Key Economic Zone
KV	Kilovolt
MNRE	Vietnam's Ministry of Natural Resources and Environment
MDGs	Millennium Development Goals
MoCST	Ministry of Culture, Sports and Tourism
NGOs	Non-Governmental Organisations
ODA	Official Development Assistance
OEZ	Open Economic Zone
PPC	Provincial People's Committee
PPP	Public and Private Partnerships
STDP	Sustainable Tourism Development Plan
SWOT	Strengths, Weaknesses, Opportunities, and Threats
TTCI	Travel and Tourism Competitiveness Index
TTVs	Traditional Trade Villages
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
UNDRCO	United Nations Disaster Relief Coordinator
USD	United States Dollars
VND	Vietnamese Dong
VNNAT	Vietnam National Tourism Administration
WCH	World Culture Heritage
WEF	World Economic Forum
WHS	World Heritage Site
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council



## CHAPTER I: INTRODUCTION

This Chapter describes the background of the study case of Thua Thien Hue and Quang Nam which are located at the central part of Vietnam. It indicates some definitions of tourism and an overview of tourism in Vietnam particularly, the close links between tourism and cultural heritage which have constituted as a Cultural Heritage Tourism (CHT). Then, it introduces about the Cultural Heritage Tourism and its important roles for the socio-economic development and planning management. A brief description about the Vietnam's context will also be explained. Also, the researcher states the problems in the study areas with a focus on the main difficulties such as fierce wars in the past, harsh natural disasters, rapid urbanization process and so on which are viewed as the main reasons for the hindrance of the Cultural Heritage Tourism development over the past years in two provinces. Moreover, a set of both general and specific study objectives of the study, the relevance of the study and the scope and limitations of the study is mentioned by the researcher.

In this chapter, the motivation of research is also explained. According to that, first of all, the researcher is living and working in Thua Thien Hue province and at the same time, the researcher is also rather familiar with the neighbouring province of Quang Nam. The researcher has known rather well about the situational context of socio-economic development of these two provinces in Vietnam. As the researcher knows it, the economies of these two provinces are rather poor in comparison with the other provinces and cities in Vietnam and the conditions of infrastructure in these two provinces have also been weak. However, in contrast with these uncompleted things, both Thua Thien Hue and Quang Nam provinces have been inheriting the abundance of human and natural heritages. Being a planner, the researcher would like to improve the situation of socio-economic development in order to enhance the economic growth, poverty reduction, and at the same time to accelerate the conservation and promotion of cultural heritages in the two provinces. Developing effectively the Cultural Heritage Tourism is considered as one of proper solutions to satisfy those mentioned desired goals and objectives and this serves as the main motivation of the researcher. Therefore, the researcher would like to undertake this research on “***An Assessment of the Potentials for Cultural Heritage Tourism Development in the Central Part of Vietnam – Case Study in Thua Thien Hue and Quang Nam Provinces***”.

### 1.1. Background of the Study

In 2008, 924 million tourists travelled abroad. That is a lot of people – amounting to over 100000 people every hour. Three-quarters of these journeys started in a high or upper-middle income country. Remarkably 40 percent of these journeys ended up in a developing country destination. International tourists are significantly better than development agencies at spending money in poor countries. In 2007 tourists spent US\$ 295 billion in developing countries – almost three times the level of official development assistances. For this reason tourism has been described as the world's largest voluntary transfer of resources from rich people to poor people (Mitchell & Asley, p. 1).

**Tourism** is defined as “the activities of people travelling to and staying in places outside their usual environment for no more than one year for leisure, business, and other purposes not related to an activity remunerated from the place visited” (*World Bank, 2009, p.393*). **Tourism** is generally regarded, from every perspectives, from technicians to policy makers, as a driving force for development (*Grossi 2006*) and it is recognised that the valorisation of cultural heritage can contribute positively to its growth (*Girard & Nijkamp, 2009, p.95*).

**Tourism growth** is an important source of incentives and resources to strengthen the infrastructure network at local, regional or national level. On the demand side, tourism activity needs infrastructure such as efficient transportation, communications and distribution networks in order to flourish. This may act as an incentive for government to improve public goods, which may be important for increasing the productivity of the tourism sector but also the rest of the economy (*Mitchell & Asley, p.88*).

**Tourism in Vietnam** is a significant component of the modern Vietnamese economy. In 2004, Vietnam received 2.9 million international arrivals, up from 2.4 million the previous year. The annual increase represented a strong rebound from a slight decline in 2003 attributable to the Severe Acute Respiratory Syndrome (SARS) epidemic in Asia. From 1999 to 2004, tourism rose by 63 percent. Most of the visitors in 2004, 27 percent, came from China, with eight to nine percent each coming from the United States, Japan, and South Korea. The Vietnam National Administration of Tourism is following a long-term plan to diversify the tourism industry, which brings needed foreign exchange into the country. And in 2012, the number of international visitors to Vietnam was 6.8 million people, exceeding 0.3 million according to the plan and increasing nearly 14 percent comparing to 2011. Meanwhile, the number of domestic visitors were 32.5 millions people, increasing 8.3 percent comparing to 2011. The total incomes from tourism operations in 2012 achieved 160000 billions VND, increasing up to 23 percent comparing to the previous year.

Vietnam's number of visitors for tourism and vacation has increased steadily over the past ten years. About 3.8 million international guests visited Vietnam in 2009. The government and private enterprises are investing capital into the coastal regions that are already popular for their beaches and boat tours. In 2010, Vietnam is on-track to receive 4.4 million international visitors. Much of this volume is now made up of visitors from nearby countries which do not have to pay costly visa fees. In 2008, Vietnam received 4.218 million international passengers; in 2009 the number was 3.8 million, down 11%. The VNNAT forecasted that there will be 4.5 to 4.6 million international foreign tourists to Vietnam in 2010. It was also forecasted by this agency that Vietnam will serve 28 million domestic tourists in 2010, up by 12% from that of 2009.

Tourism is increasingly important in Vietnam. For backpackers, culture and nature lovers, beach-lovers and veterans touring the country for a long time, Vietnam has emerged itself as a new tourist destination in South-East Asia and is now listed on magazines worldwide. Hotel investors in particular exploit the potential of the 3000-kilometre-long coast line and the big cities. The tourism offer has been increasingly diversified. Local and international tour operators offer tours to ethnic minority groups, walking and bicycle tours, kayak trips and multi-country trips in particular in connection with neighbouring Cambodia, Laos and Thailand. In addition, thanks to the lift of several movement regulations, foreign tourists have been able to travel freely in the country since 1997. Table 1.1 indicates the number of international visitors and the specific objective for achieving the growth speed of GDP of the tourist industry in the phase of 2001-2010 (Strategy for Tourism Development of Vietnam in 2001-2010), of which the plan would try to obtain a number of tourists in 2005 is from 3 to 3.5 million international tourists and more than 2 billion USD for revenue and a number of international tourists in 2010 is from 5.5 to 6 million with 4 to 4.5 billion USD for revenue.

Table 1.1: Number of International Tourists and Turnover in 2001-2010

Years	International Tourists	Turnover
2005	3 – 3.5 million	> 2 billions USD
2010	5.5– 6 million	4 – 4.5 billion USD

Source: Vietnam National Administration of Tourism (VNNAT)

The economy of Vietnam has transformed from an agrarian to a service economy. More than a third of its Gross Domestic Product is generated by services, which include the hotel and catering industry and



transportation. The manufacturing and construction (28%), agriculture and fisheries (20%) and mining (10%) have much smaller shares. Meanwhile, according to the VNNAT, tourism contributes 4.5% to Vietnam's GDP (as of 2007). More and more foreign direct investments have been focused on tourism. After the heavy industry and urban development, most foreign investments have been concentrated in tourism, especially in hotel projects.

Source: VNNAT

**Cultural Heritage**, whether in the form of buildings, sites, or locations, or in its more general manifestation as the cultural environment or atmosphere of historic cities and towns, is an important stimulus to tourist demand; tourist data collections in many countries regularly document the role of cultural features including tangible and intangible heritage, as determinants of tourists' decisions to travel to particular destinations. The basic propositions concerning the relationships between cultural heritage and tourism are now well established from a variety of perspectives in the literatures of tourism economics, tourism management, heritage economics, cultural management and cultural policy (*Girard & Nijkamp, 2009, p.13*).

**Cultural Heritage Tourism** is perceived as a particular component, which is "travelling to experience places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources" (*National Trust, 2006*). Cultural Heritage Tourism is the fastest growing segment of the world's largest industry. The 2009 study conducted by Mandala Researchi indicates cultural and heritage activities identified by travellers include visiting historic sites (66%); attending historical re-enactments (64%); visiting art museums/galleries (54%); attending arts & crafts fairs or festivals (45%); attending professional dance performances (44%); visiting state/national parks (41%); shopping in museum stores (32%); and exploring urban neighbourhoods (30%). The vast majority of these travellers (65%) say that they seek travel experiences where the "destination, its buildings and surroundings have retained their historic character."

**Vietnam at a Glance:** Lying on the eastern part of the Indochinese peninsula, Vietnam is a strip of land shaped like the letter "S". China borders it to the north, Laos and Cambodia to the west, the East Sea to the east and the Pacific Ocean to the east and south. The country's total length from north to south is 1650km. Its width, stretching from east to west, is 600km at the widest point in the north, 400km in the south, and 50km at the narrowest part, in the centre, in Quang Binh Province. The coastline is 3260km long and the inland border is 4510km. Vietnam is also a transport junction from the Indian Ocean to the Pacific Ocean. Over the past two decades the rapid economic growth of Vietnam has resulted in a dramatic decrease in recorded poverty. The incidence of poverty, according to the international poverty line, dropped from 58 percent to 20 percent between 1993 and 2004. However, many households have risen barely above the poverty line and therefore remain vulnerable to falling back into poverty. Table 1.2 explains some basic facts about Vietnam regarding the issues such as population, economy, social development, education and poverty. Through the table, we can see that Vietnam is one of the countries which have a big population with 86.02 million people and a total area of 331051km<sup>2</sup> and an annual population growth rate is 1.06%. The rural and urban population occupies a proportion of 71.4% and 29.6%. In the economical sector, through this table we can see that the economy of Vietnam has noticeably changed. The annual average GDP growth rate in 2009 is 7.04% and in the sectorial share of GDP, the sector of industry and construction has increased at 40.24%, higher than agriculture and services with 20.66% and 39.10%, respectively. However, Vietnam has been coping with a high inflation at 7%. Table 1.2 below also indicates the aspects of social development, education and poverty of Vietnam. In the section of social development, it describes health, particularly life expectance at birth, fertility rate, and maternal mortality rate. In part of education, it

<sup>i</sup> [http://mandalaresearch.com/images/stories/pressreleases/CHT\\_release\\_Oct\\_20.pdf](http://mandalaresearch.com/images/stories/pressreleases/CHT_release_Oct_20.pdf)

presents the adult literacy rate with 92.5%, net primary school enrolment ratio in 2009 is 94%, and net secondary school enrolment ratio in 2009 is 62.3%. This has shown that Vietnam has made an impressive increase in educational improvement over the past years. Finally, it mentions the rate of poverty at 13.4% in 2008 in Vietnam (*UNDP Vietnam, 2008*).

Table 1.2: Basic Facts about Vietnam

<b>I. Population</b>	<b>86.02 million</b>
Urban	29.6%
Rural	71.4%
Total area (square kilometers)	331051
Annual population growth rate	1.06%
Population density (persons per square kilometre)	260
<b>II. Economy:</b>	
GDP per capita (2009)	USD 1052
GDP per capita (2008)	USD 1051
GDP per capita (2007)	USD 835
Annual average GDP growth rate (1999-2009)	7.04%
Sectoral share of GDP (2009)	
<i>Agriculture</i>	20.66%
<i>Industry and construction</i>	40.24%
<i>Services</i>	39.10%
Inflation (2009)	7.0%
<b>III. Social Development</b>	
Health	
Life expectancy at birth (2009)	74.4 years
Men	72.5 years
Women	76.4 years
Under-five mortality rate (2009)	24.4/1000
Child malnutrition (percentage underweight) (2006)	20.2%
Fertility rate (births per woman, 2008)	2.08
Maternal mortality rate (deaths per 100,000 live births, 2009)	69
<b>IV. Education</b>	
Adult literacy rate (2008) – total	92.5%
Net primary school enrolment ratio (2009)	94%
Net secondary school enrolment ratio (2009)	62.3%
<b>V. Poverty</b>	
Poverty (percentage poor, national poverty line, 2008)	13.4%

Source: *UNDP Vietnam, 2008*

Vietnam has succeeded in reducing poverty rates from over 60% in 1990, to 18.1% in 2004 and to 13.4% in 2008, largely due to its rapid annual economic growth, averaging 8-9% annually. Maintaining the current pace of economic growth is crucial, but it is not enough. Growth must come with equity and must include all regions and groups in the country. The majority of the poor in Vietnam are isolated geographically, ethnically, linguistically, socially and economically. Experience in other countries shows that the real benefits of growth touch these disadvantaged groups little, if at all (*source: UNDP, Vietnam*). The poor are always more affected by environmental degradation. 70% of Vietnamese people earn their living from the land, making them directly dependent on the quality and availability of natural resources. At the same time, a growing population, increased urbanization and rapid economic development are placing increasing pressure on Vietnam's environment and the people who depend on it. Forest quality continues to decline, and 700 animal species are now considered endangered. Urban and industrial pollution regularly surpass acceptable limits while, dust in urban areas is at least double maximum levels. Ensuring the sustainability of the environment is an important target for Vietnam and one of eight MDGs the country has committed to reach by 2015. Given the wide scope of this target, it is difficult to measure. Key conventional indicators do show that Vietnam may be on track to halt environmental damage, though it's still a long way from reversing the environmental degradation of the last decade (*UNDP Vietnam, 2008*).

Figure 1.1: Map of Vietnam



Source: <http://www.mapsofworld.com/vietnam/maps/vietnam-political>

**Vietnam and the Millennium Development Goals (MDGs)<sup>ii</sup>:** According to the UNDP in Vietnam, Vietnam has made very impressive progress towards achieving the MDGs and has been successful in meeting some of them – such as MDG 1 on eradication of extreme hunger and poverty – way ahead of the 2015 deadline. Vietnam is on track to meet several other goals. At the same time, if Vietnam is to achieve all the MDGs with equity, it is important that progress is sustained, that rising disparities are better targeted, that risks are anticipated and that remaining gaps are addressed (UNDP Vietnam, 2008).

Located at the Central part of Vietnam, the two provinces are rather poor in comparison with the other regions of the country. Thua Thien Hue has nine administrative units such as Hue, Phong Dien, Quang Dien, Huong Tra, Huong Thuy, Phu Vang, Phu Loc, A Luoi, Nam Dong, of which Hue is the main city of the province and A Luoi and Nam Dong are the two mountainous districts and Phong Dien, Quang Dien, Huong Thuy, Phu Vang, Phu Loc are the coastal districts. Meanwhile, Quang Nam is located on the South Central Coast of Vietnam. It has sixteen administrative units such as Bac Tra My, Duy Xuyen, Dai Loc, Dien Ban, Dong Giang, Hiep Duc, Nam Giang, Nam Tra My, Nui Thanh, Phu Ninh, Phuoc Son, Que Son, Tay Giang, Thang Binh, Tien Phuoc, Nong Son, of which there are eight (08) mountainous districts, namely Dong Giang, Tay Giang, Nam Giang, Nam Tra My, Bac Tra My, Phuoc Son, Hiep Duc and Tien Phuoc. Generally, the districts in the two provinces are still poor.

The two provinces have been considered as the two ideal tourist destinations in Vietnam because they are rich in natural resources. Thanks to their favourably geographical location, they are

<sup>ii</sup> MD1 (eradicate extreme poverty and hunger); MDG2 (achieve universal primary education); MDG3 (promote gender equality and empower women); MDG4 (reduce child mortality); MDG5 (improve maternal health); MDG6 (combat HIV/AIDS, malaria, other diseases); MDG7 (ensure environmental sustainability); MDG8 (develop a global partnership for development);

filled with an abundant system of beaches, mountains, hills, lagoon (Tam Giang lagoon in Thua Thien Hue is the biggest one in the Southeast Asia with a total area of 22000 ha), rivers, forests, the diversified flora and fauna and so on. In addition, they now possess a treasure of greatly valuable assets on international and national cultural heritages. Along with national cultural heritages, they are of the World Cultural Heritages (WCHs). For Thua Thien Hue, it has both tangible and intangible WCHs, namely a complex of Imperial Monuments (tangible) and Hue Royal Court Music (intangible); and for Quang Nam, it has a Hoi An Ancient Town and My Son Sanctuary. In the national development plan, the two provinces are identified as the tourism destinations of Vietnam; particularly Thua Thien Hue is listed as a Vietnam's City of Tourism and Festivals. Furthermore, in the two provinces' development plans, tourism is regarded as one of the key economic industries and the Cultural Heritage Tourism is a core element in the development of tourism. More important, the enhancement of Cultural Heritage Tourism will accelerate the economies of the two provinces. In addition to that, the protection, conservation and promotion of cultural heritages also play a vital role in the policy of socio-economic development and planning management. Generally, tourism is considered as a part of their development agenda.

## **1.2. Statement of the Problems**

Firstly, as explained above, Thua Thien Hue and Quang Nam suffered much heavy damages from the wars in the past. Many architectural works, historic centres, living houses, community buildings, infrastructure were demolished partly or even completely. Secondly, the two provinces have annually incurred a lot of bad consequences from natural disasters such as typhoons, floods, tropical storms, droughts, landslides, forest fires, and occasional earthquakes, which have caused constant threats to Vietnam's natural environment, its sustainable development and to its people, especially the poor. In 1999, natural disasters claimed more than 800 lives and caused US\$300 million in property damage. Thirdly, the two provinces' economies are still poor comparing to the southern and northern parts of Vietnam. As mentioned previously, they are of a large number of populations and most of them are living mainly on agricultural activities and therefore, the living condition of the people are so difficult. Moreover, due to the process of rapid urbanization, many valuable cultural heritages have been destroyed heavily in the two provinces. Many traditionally old buildings have been replaced by more modern houses. However, both provinces are given by nature a variety of abundant natural resources with a system of beaches, rivers, lagoon, mountains, hills, and so on. With the existence of long-standing historic values and a plenty of natural landscape, such a huge treasure of cultural heritage is being considered as real potentials for the socio-economic development of the two provinces. But some other reasons have hindered the tasks of Cultural Heritage Tourism development and have not been really tapped:

- State of infrastructure, facilities and services for developing the Cultural Heritage Tourism has not been sufficient;

- An active partnership among the public and private sectors in making investments in the Cultural Heritage Tourism development has not been yet realized well;
- The process of rapid urbanization has demolished many old architectural buildings, ancient town, old urban centres, and so on;
- People's attitudes and behaviours to the duties of preservation and conservation of cultural heritages are not really active;
- Legal mechanism to monitor and control the duties of the Cultural Heritage Tourism development is not really carried out effectively.

### **1.3. Objectives of the Study**

A brief introduction of the objectives of the study will be mentioned in this section. This is completely important for the researcher because it will help him to define clearly the ways he will do in the next steps. The objectives of the study will obtain both general and specific objectives for the study.

#### *General Objectives*

The utmost objective of this study is to assess adequately the actual potentials of Cultural Heritage Tourism and its important roles for the socio-economic development, poverty reduction and cultural heritages conservation and preservation in Thua Thien Hue and Quang Nam provinces.

#### *Specific Objectives:*

- To measure the positive impacts of Cultural Heritage Tourism on the local cultural identities and cultural diversity;
- To assess sufficiently the active effects of Cultural Heritage Tourism in creating jobs, generating household incomes, and bringing a sustainable economic growth to the two study areas;
- To contribute to the revitalization of historic city centers; old and revolutionary buildings, historical monuments, etc;
- To improve people's understanding of Cultural Heritage Tourism and their awareness about the conservation and preservation of cultural heritages.

### **1.4. Relevance of the Study**

This study aims to assess the potentials directed at developing the Cultural Heritage Tourism in the study areas. Furthermore, in order to achieve a good Cultural Heritage Tourism industry development in Thua Thien Hue and Quang Nam, the problems which constrain the development of Cultural Heritage Tourism must be identified and examined. This is the basic rationale of this thesis. This thesis will have both a **practical** and **academic** relevance:

#### *For its **practical** relevance:*

- The study will provide a stronger basis for planners and decision-makers to realize the importance of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces;

- The study will also help the planners and decision-makers in Thua Thien Hue and Quang Nam to assess their policies and programs with the aim of developing Cultural Heritage Tourism and promoting the potentials of Cultural Heritage Tourism;
- The study will raise the level of awareness of cultural heritage conservation and promotion as well as sustainable Cultural Heritage Tourism development of the local people and create an interest in Thua Thien Hue and Quang Nam as tourist destinations.

*For its **academic** relevance*, the study will serve as a reference material and scientific work for those who will be interested in conducting similar studies about tourism in the future.

## **1.5. Scope and Limitation of the Study**

### **1.5.1. Scope of the Study**

The study will focus mainly on the two provinces of Thua Thien Hue and Quang Nam in the central part of Vietnam. Both of the provinces are still poor but they have a big potential for developing Cultural Heritages Tourism (CHT). This will become a useful tool for contributing to the poverty reduction and the socio-economic development process for both Thua Thien Hue and Quang Nam. The scope of study is rather large, in which Thua Thien Hue has a city and eight districts and Quang Nam has a total of eighteen administrative units with two cities of Hoi An and Tam Ky and sixteen remaining districts. However, on the general scope, the researcher aims only to assess the Cultural Heritage Tourism and its impacts in the social and economic aspects as well as its important roles in the restoration of traditional cultural heritages in the areas where cultural heritages are located mostly.

### **1.5.2 Limitation of the Study**

The limitations which the researcher encountered include: time constraint, distance of travelling between the two study cases and within the research locations, inadequate data, and seasonality (tourist season), and non-cooperation from key respondents/interviewees.

*For Non-Cooperation from Key Respondents/Interviewees:* Most of the respondents were not particularly open and responsive when asked to answer the interviews. For example, the provincial/municipal officials were afraid of supplying the data regarding their occupation. The reasons for their insufficient answers to the interviews include: absences for business trips, attendance in seminars or conferences, or other personal issues. For tourism operators, they were afraid of giving out answers concerning income revenues, and visitor expenditures because these could affect the conduct of their businesses (in terms of tax collection from local authorities and the like). Moreover, they felt that they lack the knowledge to adequately answer the questions. A few did not want to take the time to answer the interviews. For visitor respondents, they were not willing to answer the questions because of their concerns about privacy.

*For Data Limitation:* First of all, the provincial governments of Thua Thien Hue and Quang Nam have not yet established in detail the Cultural Heritage Tourism Detailed Plan. Secondly, the Provincial Tourism Offices have not yet also completed the databanks for the Cultural Heritage

Tourism and tourism in the two provinces. Thirdly, the supply of primary data from the tourist operator side has been lacking and not yet complete (i.e. number of tourist arrivals, number of stay-over days, expenditures of tourists in hotels and restaurants, income revenues, and so on). Finally, the coverage of key respondents is still limited due to the limited time factor and other objective reasons.

*For Travelling Distance:* Travelling is viewed as one of the biggest difficulties for the researcher during his study time. *First of all*, the scope of study area is rather large, in which Quang Nam has eighteen administrative units and Thua Thien Hue is of nine administrative units. This requires the researcher to obtain a huge amount of time for travelling to all places in the study areas. *Secondly*, most of districts in the study areas are located in remote areas of the province. Some of them are located in the mountainous areas and some of them are located in close-to-sea areas. The researcher must spend much his time to cover most of those regions to observe the context and to collect data. *Thirdly*, the situation of roads and means of transportation is still in poor condition and this has brought about many difficulties for the researcher in travelling.

*For Seasonality Reason:* Besides the difficulties as cited above, seasonality is also considered as one of the challenges for the researcher during his study time at the field visit. As you might know that the two provinces are located at the central of Vietnam which suffer annually a severe weather condition. It often rains heavily in rainy season and extremely hot in summer season. Working at the field under the harsh weather condition has made the researcher sometimes rather tired and even sick. For the visitors, seasonality is divided into two different seasons, namely rainy and dry seasons (or winter and summer). In winter season which started from October to next March of the year, most of visitors come mainly from the European countries or from the countries which cold climate is available (For example, United States of America and the like). They might come to Vietnam for avoiding the cold season at their countries in combination with visiting Vietnam. In general, the weather in Vietnam is not cold and much snow as compared to Europe and American. In summer season, most of visitors come mainly from Asian countries, for example, Thailand, Laos, Cambodia, China, Korea, Japan and so on. Moreover, summer is also a peak season of tourism for the domestic visitors because people spend their summer holidays for their different purposes of travelling and visiting. This is also a main reason, how the researcher tried to schedule his field visit plans to obtain properly the data sources from the visitors.

*For Time Constraint:* Time is an important factor for which the researcher has always tried at his best to arrange it in the most appropriate way. This is also a big challenge for the researcher in the whole duration of his study. With a big volume of works and the other factors such as research schedule, travelling distance, means of transport, financial expenditures, weather conditions, health status, a pressure to collect sufficiently the necessary data for research, and so forth. For this reason, the researcher has tried to set up properly his research plan.

## **1.6. Organization of the Study**

The plan of the dissertation is as follows: the Chapter I includes the background of the study, of which it highlights the definitions of tourism, cultural heritages and their close links which establishes Cultural Heritage Tourism (CHT). Then, it describes the context of the two study areas of Thua Thien Hue and Quang Nam provinces. It also states the problems and the objectives of the study. The objectives of the study include both general and specific ones. Furthermore, an explanation of the study relevance, study scope and limitations as well as study organization is also explained. The Chapter II discusses about a necessity for understanding tourism, cultural heritage, and Cultural Heritage Tourism and especially, the roles as well as functions of Cultural Heritage Tourism to the socio-economic development. The major purpose of the chapter II is to review the literature of Cultural Heritage Tourism, their important definitions and concepts, and their characteristics. The Chapter III presents a description of the two study areas: Thua Thien Hue and Quang Nam provinces. It introduces the background of research locations and their Cultural Heritage Tourism. The Chapter IV shows the conceptual framework, research questions and research process.

The Chapter V mentions the methodology of research, of which it will discuss some key issues such as the research strategy, research design, research methods, data analysis, validity and reliability, data management and challenges and difficulties. In terms of data collection techniques, the tools of document, observation and interviews are used in this study. An explanation of nonprobability sampling design, quota sampling and sampling frames is also done in this chapter. The Chapter VI and Chapter VII focus on an analysis about the existing situation of Cultural Heritage Tourism in the two research areas: Thua Thien Hue and Quang Nam provinces and the active contributions of Cultural Heritage Tourism in the social-economic development and planning management. The Chapter VI discusses about the context of Thua Thien Hue and the Chapter VII talks about the context of Quang Nam. The Chapter VIII makes a comparative analysis of Cultural Heritage Tourism development between Thua Thien Hue and Quang Nam provinces. The Chapter IX gives out the conclusions and recommendations based on the findings of empirical results. It also provides recommendations for the future works.



**CHAPTER II:**  
**A NECESSITY FOR UNDERSTANDING THE IMPORTANCE OF**  
**CULTURAL HERITAGE TOURISM**

The Chapter II presents a necessity for understanding the importance of the Cultural Heritage Tourism. It reviews the literature of tourism, cultural heritage, Cultural Heritage Tourism (CHT) and their significances and particularly, describes the importance of Cultural Heritage Tourism in changing the social, economic and planning realities. It attempts to mention some definitions of Cultural Heritage Tourism and other concerned terms. It also presents the situation of tourism development in Vietnam. Then, some types of tourism are introduced with an aim at highlighting the typical characteristics of Cultural Heritage Tourism. This will help the researcher understand better about the close linkages between tourism and cultural heritage and the actual roles and functions of Cultural Heritage Tourism. Besides the mentioned terms, some concepts of sustainable conservation and maintenance, civil society and interdisciplinary cooperation, landscape management, natural disasters are also explained clearly to emphasize the effects of these factors to the Cultural Heritage Tourism development. Finally, an explanation of policies will also be discussed in this chapter. Generally, the major purpose for introducing these definitions on Cultural Heritage Tourism is to help the researcher understand better the Cultural Heritage Tourism and its impacts to the socio-economic development and planning management factor.

**2.1. Development Trends of Tourism in the World**

Tourism, with rapid development, is considered as one of the most important sectors in the 21st century. It is very sensitive to any economical, social and natural change. According to the statistics of the UNWTO, in 1950, the number of arrivals was 25.28 million and turnover was 2.5 billion USD. In 2008, the figures reached 922 million and 928 billion USD respectively (*source: UNWTO*). The Table 2.1 shows an increase of international tourists and world turnover in the world from 1950 to 2008.

Table 2.1: Increase of International Tourists and World Turnover (1950-2008)

Year	Quantity		Revenue	
	Quantity (million people)	Average growth rate (%)	Amount (billion USD)	Average growth rate (%)
1950	25.3		2.1	
1960	69.3	10.6	6.9	14.1
1970	159.7	10.2	17.9	11.2
1980	284.8	6.2	102.4	21.4
1990	455.8	5.5	254.8	10.7
2000	682.0	6.8	475	4.5
2001	682.0	0		
2002	702.0	2.9		
2003	692.0	-1.5		
2004	763.0	10.1		
2005	805.0	5.4	680	9.1
2006	850.0	6	742	15.4
2007	905.0	6.1	850	9.2
2008	922.0	1.9	928	1.8
Projection of 2009	876.0	-5		

Source: UNWTO

In the period between 2000 and 2008, the growth rate of international tourists was 3.9%. However, this differed by region: the Middle East achieved the highest growth rate (10.8%), followed by the Africa (6.7%), Asia-Pacific (6.61%), Europe and North America (2.8% and 1.8% respectively). The World Tourism Organization projected that the number of international tourist arrivals will recover in 2010 with the growth rate at 1-3% and Asia and the Pacific will recover the earliest. The World Bank said that the world economic situation is still not stabilized. The growth rate of the world economy can reach 3.1%, the unemployment rate is still high, H1N1 disease has not been stopped, the inflation rate is lower. Although tourism is undergoing the unforeseeable changes, the WTO projects that the world tourism industry is recovering soon and developing in the long term. The number of international tourist arrivals can be nearly 1.6 billion in 2010, of which 1.2 is intra-regional arrivals and 378 million travel to long haul markets. Asia and the Pacific are projected to receive 397 millions of tourists, ranked second after the Europe with 717 millions. The average growth rate of international tourists in Asia and the Pacific is projected to be 6.2-6.5% in comparison with the rate of the world of 4.1%. Tourism played an important role in the world economy as a contributing solution to unemployment and poverty reduction. According to UNWTO statistics, as of 2008, tourism has brought a turnover of up to 856 billion USD and created 300 million employments on global scale. Tourism came first in bringing foreign currency. At present, tourism was a key source of foreign currency for 38% of countries worldwide and one of five important sources for 83% countries. Tourism development pushed up other economic sectors such as construction, materials, processing, service and infrastructure (source: UNWTO).

*Trends of Tourism Development in the Future:* With changes of socio-economic conditions and the world trends, some future tendencies of the world tourism development are the following: The

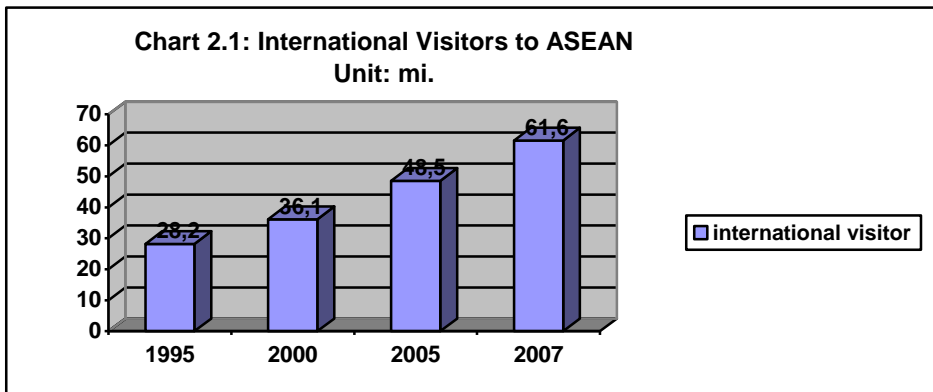
development of cultural and ecological tourism, combining recreations with beauty and health care. Some researches showed that more than 50% of international tourists travelled for the purpose of relaxation; experience gain and discovering lifestyle of other exotic communities; interest and behaviour of visitors have also changed rapidly. There has been a tendency of travel to Asia, with lower cost, shorter time as well as to choose closer and domestic destinations; the trend of travelling to a nearby or another country in their region outnumbers long-distance travel; tourists are more sensitive to price and safety. Safe destination and favourable conditions on currency exchange rate are a big advantage; the decrease in average stay is expected to be larger than in arrivals and revenue; new types of accommodation are widely developed. Besides the traditional services, new accommodation such as timeshare, fractional, condo-hotels and private residence clubs are widely developed; demand for first-class services and staff is on an increase; tourism agencies and tourism operators should focus on measures which can reduce the cost; destinations and travel companies must cooperate with each other in value chain (*source: UNWTO*). The Table 2.2 below presents an increase of international tourist arrivals to the countries of ASEAN in the period of 2006 to 2008. The group of ASEAN countries includes Brunei, Cambodia, Indonesia, Laos, Malaysia, Philippines, Singapore, Thailand and Vietnam.

Table 2.2: International Tourist Arrivals to ASEAN (2006-2008)

No.	National	2008	2007	2006	Growth (%) 07/06	Growth (%) 08/07
1.	Brunei		178540	158095	12.9	
2.	Cambodia	2.001000	2015128	1700041	18.5	0
3.	Indonesia	6434000	5505759	4871351	36.7	12.7
4.	Laos		1623943	1215107	33.6	
5.	Malaysia	22052000	20235994	18471735	9.6	8.9
6.	Myanmar	193000	716434	652914	9.7	
7.	Philippines		3091993	2687980	15.0	
8.	Singapore		10275094	9750938	5.4	
9.	Thailand		14464228	13822121	4.6	
10.	Vietnam	4254000	4185814	3583486	16.8	1.6

*Source: ASEAN Secretariat*

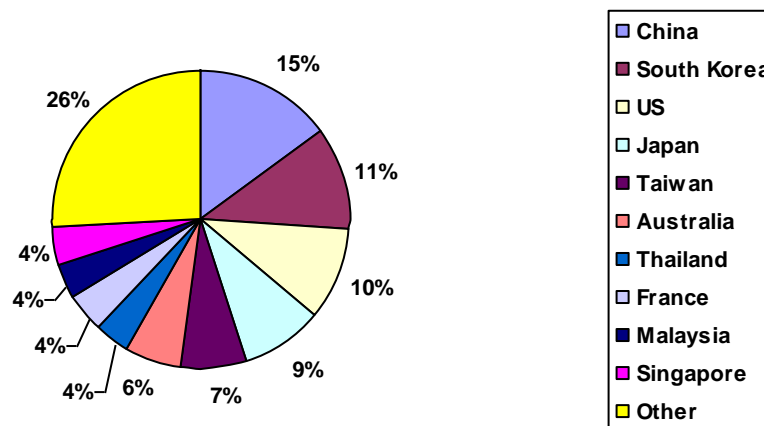
According to UNWTO, in 1995, ASEAN countries only received 28.2 million international visitors. In 2000, there was 36.1 million international tourists to ASEAN, occupied 32.8% of total visitors to the Asia-Pacific. By 2005, the number of international visitors reached 48.5 million, in 2007 reached 61.6 million, accounting for 33.5%. The market share of ASEAN countries among Asia and the Pacific Region also increased significantly. According to the World Tourism Organization, in 2000, there were 36.1 million international tourists to ASEAN, accounting for 32.8% of total visitors to the Asia Pacific. In 2007, the figure reached 61.6 million, accounting for 33.5%. The Chart 2.1 illustrates an increasing number of international visitors to ASEAN countries from 1995 to 2007.



Source: UNWTO

Regarding ASEAN countries, Malaysia came first in term of total arrival. Yet Thailand had the biggest revenue from tourism. Vietnam was ranked fifth out of 10 countries in term of total arrivals and sixth in term of revenue. 42% of international arrivals came from ASEAN countries, 25% from Asia (except ASEAN). Total revenue of 2007 was 51 billion USD, an increase of 17% as compared to 2006. Among ASEAN countries, Laos, Cambodia and Vietnam experienced fast growth the annual rate over 10% from 2007 to the first half of 2009. By the end of 2009, there was a decrease in these three countries due to social disruption in Thailand (60% of international arrivals to Laos were Thailand tourists and many international tourists came to the Indochina through Bangkok International Airport (source: VNNAT). The Chart 2.2 shows the structure of international tourists to Vietnam in 2008 by country and territory.

Chart 2.2: Structure of International Tourists to Vietnam in 2008 by Country and Territory



Source: VNNAT

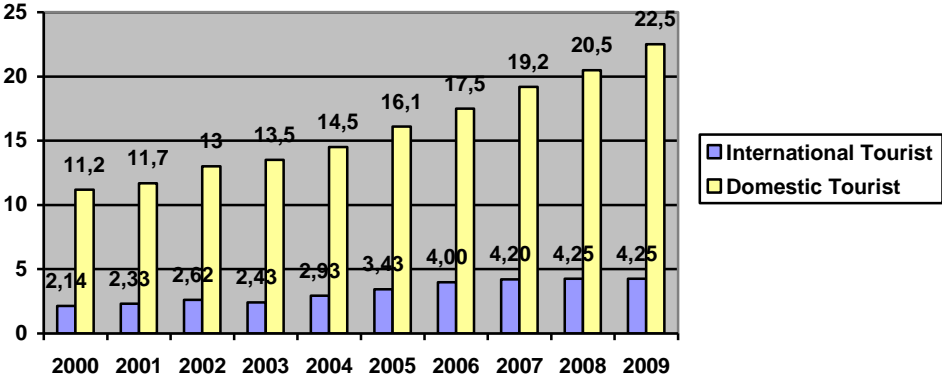
## 2.2. Tourism in Vietnam

### 2.2.1. An Overview of Vietnam Tourism

International and domestic tourist soared since 1990. International tourists increased from 200000 in 1999 to 4.25 million in 2008. Domestic tourists increased from 10 million in 1999 to up to 20.5 million in 2008. Average growth rate of international arrivals during 2001-2008 periods was

8.91%. Average growth rate of domestic arrivals during 2001-2008 periods was 8.34%. Average growth rate of turnover during 2001-2008 was 16.58%, accounting for 5% of the total GDP (2008). Average growth rate of rooms at tourism establishments was 15.6% per year. Foreign investment in tourism and hospitality was over 10 billion US dollars, ranking third (after processing industry and real estate) of foreign investment to Vietnam. Average growth rate of human resources in tourism sector was 21.5% per year, accounting for 10.6% out of the service sector and 2.8% of total working people in the country. In a downward trend of tourism worldwide, total international arrivals to Vietnam reached 3.8 million, a decrease of 11.5% as compared to the corresponding figure of 2008. The decrease was significant as compared to other countries in the ASEAN and worldwide. However, domestic tourists increased 19% as against 2008, reaching 25 million arrivals. This contributed to the turnover of VND 68-70 billion, a 10% increase as compared to 2008. The Chart 2.3 shows the number of tourists in the period of 2000-2009 in Vietnam (source: VNNAT).

**Chart 2.3: Number of Tourists 2000-2009**



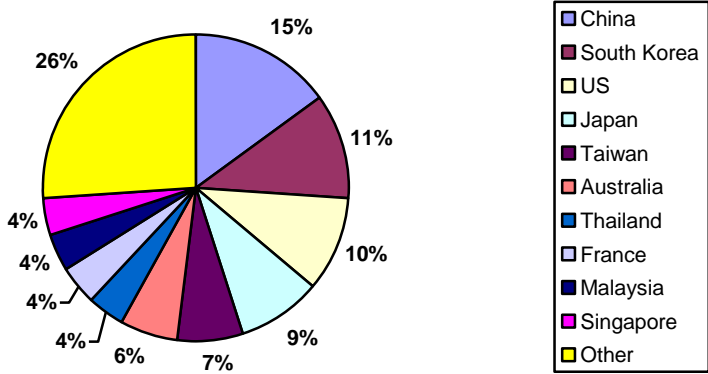
Source: VNAT

**2.2.2. Trends of Tourism Development in Vietnam**

Given the literature review, Vietnam tourism has a tendency to develop both inbound and outbound. Regarding the inbound, Vietnam is amongst the countries with the highest growth rate. The key source markets included countries of Asia, Southeast Asia, Western Europe, North America and Australia. In recent years, the number of the intra-regional tourist has trended to increase rapidly. The most important markets were China (15%), Korea (11%), USA (10%), Japan (9%), Taiwan (7%), Australia (6%), Thailand, France and Singapore (4%). According to the statistics of tourists in 2009, tourists from China accounted for almost 14%, US 11%, South Korea 9.6%, Japan 9.5%, Taiwan 7.5%, Australia 5.9%, France 4.6%, Malaysia 4.4% and Thailand 4%. Tourist from Korea and ASEAN countries (Thailand, Malaysia, and Singapore) were on an upward trend. Chinese tourists, even though reduced from 22% in 2005 to 14% in 2009, made up the largest proportion. According to a survey done by the VNNAT in 2006, male tourists to Vietnam comprised a higher proportion (63.4%). 40% of visitors came on tour whereas around 60% were independent (source: VNNAT).

The Chart 2.4 indicates the structure of international tourists to Vietnam in 2006 by country and territory in percentages.

Chart 2.4: Structure of International Tourists to Vietnam in 2006 by Country&Territory



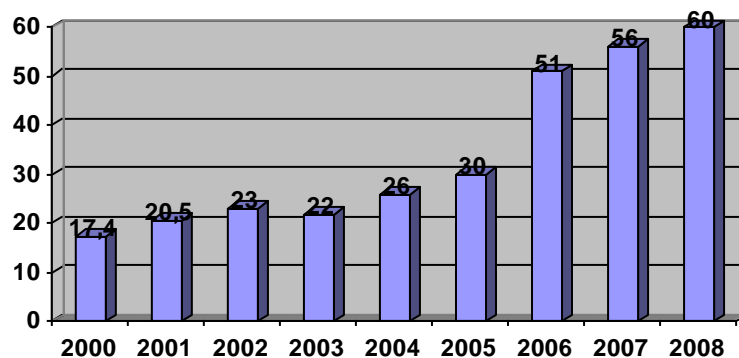
Source: VNNAT

Regarding the expenditure of visitors, total amount of an independent tourist was US\$ 1215.9, of which US\$ 316.1 was spent for accommodation, accounting for 26%, US\$ 243.1 for food (20%), and US\$ 210.7 for travel (17.3%). Average daily expenditure of independent visitors was US\$ 83.5. Specifically, American visitors spent US\$ 84.3/day, EU visitors US\$ 77.3/day, Oceania visitors US\$ 78.6/day, and Asian visitors US\$ 94.2/day. For visitors by tour, the additional expenditure was US\$ 430.4/person (US\$42/day) on goods, gifts, health care, entertainment, in which expenses for gifts comprised more than half (US\$235.1, accounting for 54.6%). Regarding the means of transport, a large proportion of international visitors came to Vietnam by air. According to the statistics of 2009, the number of visitors by air accounted for 80.2%, by road for 18.1% (through the border gates with China, Laos, Cambodia), and by sea which account only for 1.7%. Most international visitors came by air through Tan Son Nhat and Noi Bai International Airports, only 1% use Da Nang International Airport. Tourists to Vietnam came by road through 18 international border gates linked to 18 highways heading some certain urban centres or border territories. Tourists came by sea through the port of Hai Phong, Quang Ninh, Da Nang, Nha Trang, Vung Tau, Saigon and Thua Thien Hue. International visitors to Vietnam came for the purpose of sightseeing and relaxation constituted the highest percentage (59%), followed by business (20.7%), visiting families/friends (13.7%). Amongst the travellers for business, attendees at conferences, seminars and exhibitions (MICE) increased rapidly (source: VNNAT).

**Tourism Turnover:** In 2000, the social revenue from tourism only reached 17.4 thousand billion VND; in 2008, the number was 60 thousand billion VND, increasing by 3.4 times. Even though international tourists to Vietnam in 2009 experienced a downward trend, total revenue increased 11.3% as compared to that figure of 2008. Turnover growth rate increased by 17.6% over 2000-2009

(source: VNNAT). The Chart 2.5 illustrates an increase of social revenues from tourism in Vietnam from 2000 to 2008.

Chart 2.5: Social Revenue from Tourism *unit: thousand billion*



Source: VNAT

**Infrastructure and Tourism Infrastructure:** "...almost every support system in modern industrial society, public or private. Infrastructure is said to include not only roads and sewers, but national transportation grids, communication systems, media, housing, education, computer networks and fibre-optic "information super-highways" " (Ennis, 2003, p.5). The Table 2.3 describes the different types of infrastructure, namely physical, economic, housing, and educational, health, community, environmental types.

Table 2.3: Types of Infrastructure

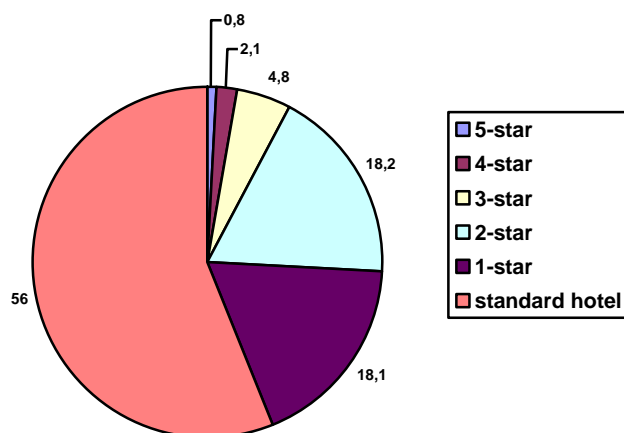
Category	Example
Physical	Highways, footpaths, water, sewerage, parking, public transport
Economic	Places of business, skills training
Housing	Owner-occupied, private rented, affordable
Educational	Schools, universities, colleges
Health	Hospitals, health centers
Community	Recreational facilities, art galleries, museums, fire stations
Environmental	Landscaping, open space, street furniture, ecological

Source: Ennis, 2003, p.6

Given the literature review, the researcher has learned that the system of transportation for tourism development has been considerably improved in Vietnam through the investments into the network of road ways, air ways, and sea ways. By the end of 2009, there were five (5) international airports and fifteen (15) domestic airports. Railway systems ran from north to south and to an international railway connected with China. Road system was also upgraded with eight (8) international border gates for both inbound and outbound travel. In terms of tourism infrastructure, in 2008, there were 6720 accommodations establishments in Vietnam with 134240 rooms, of which 2694 with 78215 rooms were standardized (accounting for 40.1% and 57.4% respectively). The quantity of 2-star hotels accounted for 25%, 1-star hotels for 14.6%, 3-star hotels for 11.9%, 4-star hotels for 9.4%, 5-star hotels for 8.5% and standard hotels up to 30%. In 2009, the number of accommodation establishments increased to 10900 with 215000 rooms. Among which, there were

35 5-star hotels with 8810 rooms, 95 4-star hotels with 11628 rooms, 184 3-star hotels with 13168 rooms (*source: VNNAT*). The Chart 2.6 below describes the structure of hotel in Vietnam by 2008.

Chart 2.6: Structure of Hotel in Vietnam by 2008 (Unit: %)



Source: VNNAT

**Human Resources in Tourism:** According to the survey made by the VNNAT, by 2008, the total number of employees directly and indirectly working in tourism industry was more than a million. The average growth rate is 28.7% per year. The Table 2.4 indicates the number of employees working in the industry of tourism in Vietnam from 2000 to 2008. Guide staff was continuously improved in term of quality and quantity. As of 2008, there were around 6000 guides in various languages. Accordingly, guides speaking English accounted for 43%, French for 10%, Chinese for 23%, and Japanese for 8%. The rest was other foreign languages. Many experts assumed that working in the tourism sector had relatively higher incomes and productivity. Statistics showed that labour productivity ranked 6 out of 10 sectors of the national economy and increased by 2.36 times as against the average.

Table 2.4: Number of Employees in Tourism (*Unit: Person*)

	2000	2002	2005	2008
Total Laborers	450000	710000	834000	1035000
Direct Laborers	150000	210000	234000	285000
Indirect Laborers	300000	500000	600000	750000

Source: VNNAT, Program of Human Resources Development until 2015

**Travel and Tourism Competitiveness Index of Vietnam:** According to the World Economic Forum (WEF), Travel & Tourism Competitiveness Index 2008 (TTCI) of Vietnam (at 3.7 points) ranked the 17 out of 25 countries in Asia-Pacific. Compared to other countries in the ASEAN, Vietnam came ahead of the Philippines and Cambodia (108/133) but lower than Singapore (84 grades), Malaysia (47 grades) and Thailand (45 grades). TTCI of Vietnam was evaluated on the following aspects: Regarding the group of legislative framework, Vietnam was ranked 92 out of 133 countries, and 20 out of 27 countries in the Asia-Pacific region; Regarding the group of human



resources, cultural and environment resources, Vietnam was ranked 76 out of 133 countries, and 17 out of 27 countries in the Asia-Pacific region; Regarding the group of price competitiveness, especially fuel prices and hotels, Vietnam has high ranking (13/133); Regarding the index of human resources, Vietnam was ranked at 82 out of 133 countries but its capacity of supplying high qualified workforce stood at 40; Regarding the natural resources, Vietnam had high ranking (52/133), high potential in terms of world heritages (23/133), but low ranking in terms of quantity of flora and fauna (101/133); and environmental quality (122/133); Regarding law, policy and regulation, Vietnam came 96/133, of which visa issuance came 112/133; restriction to foreign ownership came 104/133; Regarding the abundance of environment regulations, Vietnam ranked 93/133 and threat to flora and fauna ranked 110/133; Safety and security was evaluated low (100/133), especially in term of road accidents (116/133); Infrastructure and facilities for tourism was not good (109/133). Infrastructure was not properly invested (ranked 109). Number of rooms ranked 85/133; and the usage of ATM ranked 103/133; Quality of road ranked 102/133; airports ranked 84/133; international transport by air ranked 91/133 and by road ranked 80/133.

### **2.3. Definitions of Terms**

Experiences around the world show that there is a socio-economic rationale for developing countries to strongly support tourism as a key player in national development. In general, according to *Jenkins (1997)*, tourism has a historical record of being a growth sector helping developing countries to: (i) earn foreign exchange (because the majority of international tourists come from developed countries with “hard” currencies); (ii) create jobs to meet their paramount employment needs (because tourism is a service industry with high demands for labour); (iii) generate regional economic development; (iv) generate both personal and business incomes; and (v) contribute to government revenues through taxation. Tourism growth is considered the fastest way for economic development to occur in developing countries because of the absence of tariff barriers which some other sectors face, the relatively low investment required, and the growing trend to travel as a matter of lifestyle.

#### **2.3.1. Tourism**

**Tourism** is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called *visitors* (which may be either *tourists* or *excursionists*; residents or non-residents) and tourism has to do with their activities, some of which imply *tourism expenditure* (*UNWTO*).

**Tourism** is part of a modern lifestyle, in which geographical mobility and cultural enjoyment are critical parameters. At the same time, tourism is also a lead sector for accelerated economic growth in many countries and regions. Consequently, tourism policy has become an important vehicle of sustainable economic policy in both the developed and developing world (*Girard & Nijkamp, 2009, p.1*).

As such, **tourism** has implications on the economy, on the natural and built environment, on the local population at the destination and on the tourists themselves. Due to these multiple impacts, the wide range and variety of production factors required producing those goods and services acquired by visitors, and the wide spectrum of stakeholders involved or affected by tourism, there is a need for a holistic approach to tourism development, management and monitoring. This approach is strongly recommended in order to formulate and implement national and local tourism policies as well as the necessary international agreements or other processes in respect of tourism (*UNWTO*).

**Tourism and Millennium Development Goals (MDGs):** According to the UNWTO, tourism is committed to fostering the sector's contribution to the MDGs by promoting the development of responsible, sustainable and universally accessible tourism. Tourism, one of the world's top job creators and a lead export sector, especially for developing countries, can play a significant role in the achievement of MDGs 1 – eradication of poverty, MDG 3 – gender equality, MDG 7 – environmental sustainability and MDG 8 – global partnerships for development.

### **2.3.2. The Impact of Tourism**

The spectacular growth of tourism has brought to the attention of policy makers its potential as an engine for stimulating economic growth and development. Tourism has multiple linkages with a wide range of other economic sectors and activities, and thus it has a potential to act as a catalyst for economic development due to its multiplier effects. On a national level, tourism contributes to the balance of payments, but also provides investments and employments for construction, transport, trade and so on. On a regional/local level, tourism offers opportunities for employment and income, spurring regional and local economic development. Tourism often offers unique prospects for some small and remote places which may lack other economic development opportunities. For many destinations, the presence of tourism provides opportunities to improve infrastructure and services, such as transport and banking, which benefits local society as well (*Girard & Nijkamp, 2009, p.49*).

The development of tourism may have positive impacts on cultural heritages, directly and indirectly. Because of tourism and its positive economic and further benefits, special consideration is given to cultural heritages as a resource for tourism, extending the basis for its protection beyond its own symbolic social merits or “ethical values”. Bringing new attention to cultural heritage through tourism may bring changes to local values as well, contributing to positive social attitudes and rising public transport to safeguard cultural heritage, to protect and enhance it, sometimes reviving faded and abandoned elements and bringing culture to the forefront of public agendas. As a result of tourists' interest in culture and heritage, local societies also gain benefit, strengthening their sense of local identity (*Girard & Nijkamp, 2009, p.49*). However, tourism may also have significant negative impacts on cultural heritage. The wear and tear on monuments by visitors (physical impacts), noise, pollution and waste (environmental impacts), congestion, rising costs of services, land-use change and competition (economic effects) and commercialisation of culture, loss of tradition and other

(social-culture) effects are often quoted as evidence of the negative impacts from tourism (Swarbrooke 1999; Mathieson & Wall 1982).

The impacts of tourism are multidimensional, economic, social and environmental, direct and indirect, positive and negative. Tourism may affect demographic characteristics, social structures and relations, economic activities and sectorial dynamics, social values and attitudes, culture and lifestyles, built environment and land use, environmental resources, natural ecosystems and cultural heritage (Girard & Nijkamp, 2009, p.49).

### 2.3.3. Types of Tourism<sup>iii</sup>

**Business Tourism** can be defined as “*travel for the purpose of business*”. Business tourism can be divided into three sections: trading for goods to be resold on a wholesale basis; conduct business transactions e.g. visiting a client, contract negotiations; attending a conference, exhibition or event associated with their business.

**Medical Tourism** involves people who travel to a different place to receive treatment for a disease, health condition, or a surgical procedure, and who are seeking lower cost for healthcare and higher quality of care. Favourite procedures in medical tourism include Cardiology, Cardiothoracic, Cosmetic Surgery, Plastic and Reconstruction Surgery, Weight Loss, Neuron, Eye, Orthopaedic Surgery, as well as Organ Transplants (kidney).

**Cultural Tourism** or sometimes referred to as heritage tourism is the division of tourism concerned with the region’s culture, specifically the lifestyle and history of the people, their art, architecture, religion and other elements. Cultural tourism includes cultural facilities such as museums, theatres and festivals. This is one of the most popular types of tourism and attracts tourists from different parts of the world.

**Adventure Tourism** is an outdoor activity that generally takes place in an unusual, remote or a wilderness area. This adventurous activity can take place in the sea, in rivers, in the air, in mountains and is associated with low or high levels of physical activity. There are many types of products and services that fall within the Adventure Tourism category such as: bungee jumping, mountaineering expeditions, rafting, rock climbing, diving, wind surfing, paragliding and many more.

**Ecotourism** is “*Responsible travel to natural (unspoilt) areas that conserves the environment and improves the well-being of local people*”. The purpose of ecotourism is to educate the traveller about natural destinations, to provide ecological conservation and awareness, to benefit economic development, the political empowerment of local communities and respect for the local culture. Here the traveller can experience the natural way of life surrounded by natural circumstances.

**Religious Tourism** or faith tourism are people of faith who travel on their own or in groups to holy cities or holy sites for pilgrimages, crusades, conventions, retreats, religious tourist attractions or missionary work.

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<sup>iii</sup> <http://www.meditblog.org/2013/05/14/what-are-the-different-types-of-tourism/>

**Leisure Tourism** can be defined as “*free time*”, not doing any work. It is that time to do things that you normally have no time for in your daily life. Leisure tourism includes a holiday with the following: leisure activities; relaxation: sleep, relax, reading, walk on the beach, taking a scenic drive; sport activities: hiking, swimming, surfing, running; visit places of interest and local attractions; visiting friends and relatives; shopping for goods that will be used by the tourists.

**Cultural Heritage Tourism**<sup>iv</sup> (or just **Heritage Tourism** or **Diaspora Tourism**): heritage tourism as “travelling to experience the places and activities that authentically represent the stories and people of the past,” and Cultural Heritage Tourism is defined as “travelling to experience the places and activities that authentically represent the stories and people of the past and present.”

#### **2.3.4. Tourism plans**

Tourism plans usually aim to set policy and budget priorities for tourism infrastructure, marketing, investment incentives and other public sector interventions that affect overall growth of the sector (*CHL Consulting, 2002; Crompton and Christie, 2003; Hashemite Kingdom of Jordan, 2004; Government of the Federal Republic of Nigeria et al, 2006; FIAS, 2006; Fries et al, 2006*). To do this they draw on analyses of tourism demand (segments, trends, expenditures and sometimes very comprehensive tourist surveys), and of the strength and weaknesses of their current tourism supply (*Mitchell & Asley, 2010, p.16*).

#### **2.3.5. Tourism Turnover**

Tourism turnover is an indicator reflecting turnover from business activities of tourism business to satisfy the demands of tourists in a given time (including domestic and foreign tourists). Turnover of tourism is calculated in VND and other currencies converted to VND. Turnover of all business activities of tourism includes: turnover of accommodation establishments and travel agencies. (*Thua Thien Hue Statistical Office, 2012, p.251*”.

#### **2.3.6. Tourism Expenditure**

Tourism Expenditure refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips (*UNWTO*).

#### **2.3.7. Visitor**

A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited. A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise (*UNWTO*). *International visitor* is a foreigner, Vietnamese residing abroad who come to Vietnam not more than 12 months with purposes such as visiting, relaxation, pilgrimage, visiting relatives and friends, looking for business and investment opportunities. *Domestic visitor* is Vietnamese citizen who leave their residential place not more than

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<sup>iv</sup> *The National Trust for Historic Preservation in the United States*

12 months to make visiting, pilgrimage, relaxation, visiting relatives and friends, doing business in the territory of Vietnam (*Tran, Nam and Tran, Khang, 2001, p.21*).

### **2.3.8. Cultural Heritage Tourism (CHT)**

The broadest definition is given Lord Cultural Resources Planning and Management, which refers to cultural tourism as “visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/heritage offerings of a community, region, group or institutions” (*Lord, 1999, p.2*). Cultural Heritage Tourism is perceived as a particular component, which is “travelling to experience places and activities that authentically represent the stories and people of the past and presence. It includes historic, cultural and natural resources” (*National Trust 2006*).

### **2.3.9. The Benefits of Cultural Heritage Tourism**

Cultural Heritage Tourism can have a tremendous economic impact on local economies. To economic benefits like new businesses, jobs and higher property values, tourism adds less tangible-but equally important-payoffs. A well-managed tourism program improves the quality of life as residents take advantage of the services and attractions tourism adds. It promotes community pride, which grows as people work together to develop a thriving tourist industry. An area that develops its potential for Cultural Heritage Tourism creates new opportunities for tourists to gain an understanding of an unfamiliar place, people or time. With the arrival of visitors in turn come new opportunities for preservation. Well-interpreted sites teach visitors their importance, and by extension, the importance of preserving other such sites elsewhere. Perhaps the biggest benefit of Cultural Heritage Tourism is that opportunities increase for diversified economies, ways to prosper economically while holding on to the characteristics that make communities special (*National Trust for Historic Preservation, 2011*).

### **2.3.10. Heritage**

Heritage is a social, economic and cultural resource. At the same time, it is a politicised and contested concept. Pressing questions on “whose heritage” seems to be brought to the forefront in our multicultural societies. If heritage is what we preserve from the past to inform our present, contemporary heritage cannot be but dissonant (*Graham et al. 2000*). Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritages are both irreplaceable sources of life and inspiration. Places as unique and diverse as the wilds of East Africa’s Serengeti, the Pyramids of Egypt, the Great Barrier Reef in Australia and the Baroque cathedrals of Latin America make up our World’s heritage (*UNESCO*).

### **2.3.11. Cultural Heritage**

The definition of cultural heritage can be quite controversial, per se. In broad terms, we could define cultural heritage as the record of human achievements and relationships with the world. Therefore, it always has a local dimension, though sometimes it embeds universally shared values. The concept of heritage is not given, but created by a community, by people who attach values to some objects, rites, languages, contexts, lifestyles, historic sites and monumental buildings. Labelling

something as heritage represents a value judgement which distinguishes that particular object from others, adding new meaning to it. Cultural heritage summarizes people's identities, and shapes communities' identities, and to this extent contributes to the creation of social capital. Many different cultural heritages can be identified, and this cultural diversity becomes a new form of capital embodied in artefacts both material (monuments, historic sites, cultural landscapes, and so on) and immaterial (languages, traditions, religions, and so on) (*Girard & Nijkamp, 2009, p.57*).

According to the Cultural Heritage Act 2002 (UNESCO), it defines 'Cultural Heritage' as "movable and immovable objects of artistic, architectural, historical, archaeological, ethnographic, paleontological and geological importance and includes information or data relative to cultural heritage pertaining to any other country. This includes archaeological, paleontological or geological sites and deposits, landscapes, groups of buildings, as well as scientific collections, collections of art objects, manuscripts, books, published material, archives, audio-visual material and reproductions of any of the preceding, or collections of historical value, as well as intangible cultural assets comprising arts, traditions, customs and skills employed in the performing arts, in applied arts and in crafts and other intangible assets which have a historical, artistic or ethnographic value."

#### **Definitions of Cultural Heritage from UNESCO<sup>v</sup>**

**Monuments:** architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science. **Groups of buildings:** groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science; **Sites:** works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view (*UNESCO: Article 1*).

**Natural features** consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view; Geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation; Natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty (*UNESCO, Article 2*).

#### **2.3.12. Types of Cultural Heritages<sup>vi</sup>**

**Tangible cultural heritage** consists of material products with historical, cultural or scientific value, including historical-cultural sites, scenic landscapes, relics, antiquities and national treasures.

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<sup>v</sup> <http://whc.unesco.org/en/conventiontext> (Article 1 & 2)

<sup>vi</sup> [http://www.unesco.org/culture/natlaws/media/pdf/vietnam/vn\\_law\\_cltal\\_heritage\\_engtof.pdf](http://www.unesco.org/culture/natlaws/media/pdf/vietnam/vn_law_cltal_heritage_engtof.pdf)

**Intangible cultural heritage** consists of intellectual products with historical, cultural or scientific value that have been preserved by memory, writing, passed down through oral tradition, teaching, performance and all other means and forms. It includes language, writing, works of literature, art, science, oral tradition, folklore, ways of life, lifestyles, festivals, secrets of traditional handicrafts, knowledge of traditional medicine, cuisine, ethnic costumes and other forms of traditional knowledge.

**Scenic landscapes** are spots with natural beauty, or sites including both natural beauty and architectural monuments with historical, aesthetic or scientific value.

### **2.3.13. UNESCO World Heritage Site**

A UNESCO World Heritage Site is a place (such as a forest, mountain, lake, desert, monument, building, complex, or city) that is listed by the UNESCO as of special cultural or physical significance. The list is maintained by the international World Heritage Programme administered by the UNESCO World Heritage Committee, composed of 21 states party which are elected by their General Assembly) (*UNESCO*).

### **2.3.14. Tourism in Danger**

Armed conflict and war, earthquakes and other natural disasters, pollution, poaching, uncontrolled urbanization and unchecked tourist development pose majors problems to World Heritage sites. Dangers can be “ascertained”, reflecting to specific and proven imminent threats, or “potential”, when a property is faced with threats which could have negative effects on its World Heritage values (*UNWTO*).

### **2.3.15. Primary and Secondary Attractions**

A basic simplifying division of resources is the distinction between “primary”, i.e. resources which attract visitors and are the principal motive for the visit, and “secondary”, i.e. resources which support visitors during their stay (*Ashworth & Tunbridge, 1990, p.58*).

### **2.3.16. Accessibility**

Accessibility is a function of distance from centers of population, which constitute tourist markets, and of external transport and communication, which enable a destination to be reached. Accessibility provides another explanation of the importance of Britain and of much of Western Europe as tourist destinations, in contrast to the many attractive parts of Africa and Asia. (*Burkart& Medlik 1974*).

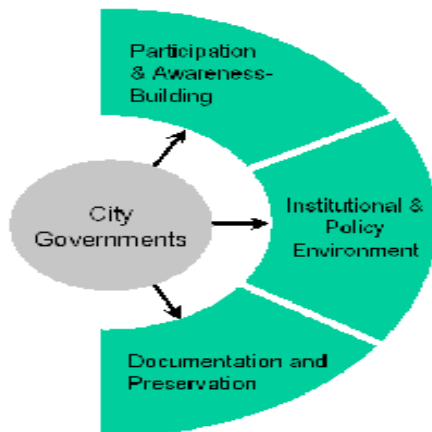
### **2.3.17. Amenities**

Amenities at the destination comprise accommodation, catering, entertainment, as well as internal transport and communications, which enable the tourist to move round during his stay. It is clear that amenities contribute much to many established resorts as tourist destinations, in contrast to areas which lack in particular adequate accommodation for visitors (*Burkart & Medlik 1974*).

### 2.3.18. Heritage Conservation<sup>vii</sup>

**Heritage Conservation** is certainly the one aspect of building culture that is most recognized by the public. Historic buildings are the pride of every community. It is not just the part they play in creating an emotional sense of “home” that makes them so important – they are increasingly regarded as stable factors in an ever-changing and uncertain world. Historic structures are a unique and essential part of a community’s identity and attractiveness. Diverse measures are in place to ensure they are adequately protected.

Figure 2.1. Heritage Conservation: The Three-Pronged Approach



The Figure 2.1 above highlights the heritage conservation with three-pronged approach, namely participation and awareness building; documentation and preservation; institutional and policy environment. For participation and awareness-building, programmes and projects have to be set up by local governments that aim at redevelopment and regeneration of heritage areas, particularly old buildings and others of architectural value. This not only ensures that the buildings are economically viable, but also enhances the city's character. The role of NGOs and citizens groups is also critical in preservation activities, in generating ideas, in fostering civic pride, and in financial investment. Participation and awareness-building is further enhanced by fairs, festivals and other events such as competitions. For documentation and preservation, it is critical to good documentation and preservation implemented by city government, is its integration into national organizations and programmes in heritage conservation. This ensures historical and cultural continuity, and enables a more holistic approach to conservation. Finally, having an effective and enabling institutional and policy environment goes a long way in creating the necessary incentives needed to prioritize heritage conservation. Developing special conservation plans and zoning controls, and integration into the city's overall master plans is important, so is the need for laws, legislations, rules and building codes.

### 2.3.19. The Roles of Private and Public Actors

Both for private subjects and public actors, the situation seems to lead to the choice between experimenting innovation, new organizational, technological and productive ways – capable of allowing the achievement of objectives of environmental quality and protection/valorization of cultural

<sup>vii</sup> <http://www.gdrc.org/heritage/heritage-priority.html>



heritage – or vice versa giving up competition, risking to become an attractive place only for those business, citizens or tourists who are less concerned about the quality of life, the respect of shared rules, democratic principles, cultural and environmental assets. New models of regulations and governance involving daily practices, processes and strategies seem to spread, regarding the operative and decisional level, the relationships among sectors of action, different levels of government, administrations and agencies, instrumental bodies, independent authorities, regulation authorities, social organizations, citizenship and business (*Girard & Nijkamp, 2009, p.103*).

#### **2.3.20. Landscape as Urbanism**

Over the last decade, Landscape has emerged as a model for contemporary urbanism, one uniquely capable of describing the conditions for radically decentralized urbanization, especially in the context of complex natural environments. Over that same decade the landscape discipline has enjoyed a period of intellectual and cultural renewal. While much of the landscape discipline's renewed relevance to discussions of the city may be attributed to this renewal or to increased environmental awareness more generally, landscape has improbably emerged as the most relevant disciplinary locus for discussions historically housed in architecture, urban design, or planning (*Waldheim, 2006, p.37*).

#### **2.3.21. Natural Disasters**

The term natural disaster can be considered from two sides: either it is a disaster *for* nature, or it is a disaster caused *by* nature. Many adverse effects on the environment are provoked by man or are even his fault. These include for instance forest fires resulting from arson, the emission of greenhouse gases or accidental oil spills in bodies of water. As we know, natural disaster is the effect of a natural hazard (e.g. flood, tornado, hurricane, volcanic eruption, earthquake, or landslide). It leads to financial, environmental or human losses. The resulting loss depends on the vulnerability of the affected population to resist the hazard, also called their resilience. This understanding is concentrated in the formulation: "disasters occur when hazards meet vulnerability." A natural hazard will hence never result in a natural disaster in areas without vulnerability, e.g. strong earthquakes in uninhabited areas. The term *natural* has consequently been disputed because the events simply are not hazards or disasters without human involvement. Disaster impacts in urban systems can be described as either direct or systemic. Direct impacts are the consequences of the initial disaster event, and are felt immediately as physical damage, especially to housing and physical infrastructure, and loss of life or injury. Direct impacts interrupt the flows of goods, services and information in and around the city and are the root cause of systemic impacts which are felt as instabilities in the political economy of the city. Perhaps because of this, as well as their high visibility, it is direct losses that have been the focus of mitigation effort (*Pelling, 2003: p.39*). The Table 2.5 below shows the direct disaster impacts by hazard types.

Table 2.5: Direct Disaster Impacts by Hazard Types

Impact	Flood	Wind	Disaster Tsunami	Trigger event Earthquake	Volcano	Drought
Short-term migration	X				X	X
Loss of housing	X	X	X	X	X	
Loss of business production	X	X	X	X		X
Loss of industrial production	X	X	X	X		X
Loss of crops potentially leading to food price increases	X	X	X		X	X
Damages to infrastructure	X	X	X	X		
Disruption of transport	X	X		X		
Disruption of communication	X	X	X	X		

Source: UNDRCO (1991)

## 2.4. The Concept of Cultural Heritage

Cultural heritage – a broad container concept – has a hate-love relationship with modern tourism. It acts as an attraction force for people from different places of origin, while it stimulates local socio-economic development and reinforces a sense of local identity and pride. On the other hand, vast volumes of tourist flows may be at odds with the ecologically begin development of localities and may negatively affect social cohesion at a local level. Consequently, the issue of local sustainable development is at stake here (*Girard & Nijkamp, 2009, p.2*).

## 2.5. Cultural Heritage and Tourism Development

Cultural heritage, whether in the form of buildings, sites, or locations, or in its more general manifestations as the cultural environment or atmosphere of historic cities and towns, is an important stimulus to tourist demand; tourism data collections in many countries regularly document the role of cultural features, including tangible and intangible heritage, as determinants of tourists' decisions to travel to particular destinations. The basic propositions concerning the relationships between cultural heritage and tourism are now well established from a variety of perspectives in the literatures of tourism economics, tourism management, heritage economics, cultural management and cultural policy (*Girard & Nijkamp, 2009, p.13*).

Based on the UNWTO, tourism has grown at an accelerated pace over the last few decades and forecasts indicate an ever faster rate of growth into the new Millennium, with Asia and the Pacific becoming the second most important tourism destination of the world by 2020. One of the pillars of the tourism industry has been mankind's inherent desire to see and learn about the cultural identity of different parts of the world. In domestic tourism, cultural heritage stimulates national pride in one's history. In international tourism, cultural heritage stimulates a respect and understanding of other cultures and, as a consequence, promotes peace and understanding. The Asia-Pacific continent is the most diverse in terms of cultural heritage. It has been the birthplace of all the world's major religions (Buddhism, Christianity, Hinduism, Islam, and Judaism) and a great many of its minor ones. The interchange of cultures over thousands of years has resulted in some of the best historical

monuments and a plethora of religious and cultural mix. The Table 2.6 below shows a list of intangible and tangible UNESCO World Cultural Heritages in Vietnam. Through the table, we can easily see that most of world cultural heritages are belonged to the Central part of the country, in which Thua Thien Hue and Quang Nam provinces predominate comparing to the other provinces and cities in Vietnam. Thua Thien Hue has a Hue Imperial City and the Royal Court Music of Hue (intangible) and Quang Nam is of Hoi An Ancient Town and My Son Sanctuary.

Table 2.6: Intangible and Tangible UNESCO World Cultural Heritages in Vietnam

No.	World Culture Heritages in Vietnam	Type of Heritage	Name of Provinces
1.	Hue Imperial City (1993)	Tangible	Thua Thien Hue
2.	Hoi An Ancient Town (1999)	Tangible	Quang Nam
3.	My Son Sanctuary (1999)	Tangible	Quang Nam
4.	Phong Nha-Ke Bang	Tangible	Quang Binh
5.	Ha Long Bay	Tangible	Quang Ninh
6.	The Cultural Space of Gong in the Central Highlands	Intangible	
7.	Nha Nhac (Royal Refined Music) of Hue (2003)	Intangible	Thua Thien Hue
8.	Thang Long Royal Citadel (2010)	Tangible	Ha Noi City
9.	Ho Dynasty Rampart (2011)	Tangible	Thanh Hoa Province

Source: <http://whc.unesco.org/en/statesparties/vn>

**2.6. Policies of the Government:**

The Government of Vietnam views the identification, protection and promotion of cultural heritage as vital in the present period of rapid socio-economic transformation. The Government also aims to ensure that the country's diverse culture with 54 ethnic groups play a role in promoting social and economic development. Beside the positive impacts by the globalization and modernization in the present time, the rapid socio-economic mechanism changes lead to the changing of cultures and are threatening to eliminate various items of intangible and tangible cultural heritage, and thus, leading to the elimination of the cultural diversity of the world in general and of Vietnam as well. In response to these threats, Vietnam has created a government mechanism for safeguarding cultural heritage with various major directions and gained notable experiences as follows:

**Legal Framework**

On the 29th June 2001, the National Assembly of the Socialist Republic of Vietnam adopted the *Law on Cultural Heritage*. The Law acknowledges that Cultural Heritage has played a significant role in the national development and preservation of the Vietnamese people. Vietnam's cultural heritage is a valuable asset of the multiethnic Vietnamese community and a part of the cultural heritage of humanity. It has played a significant role in the national development and preservation of its people in order to protect and promote the value of cultural heritage, to meet the increasing cultural needs of the people, to build and develop Vietnam's progressive and unique culture, and to contribute to the treasured cultural heritage of the world and to strengthen state management and to heighten the people's responsibility for and participation in protecting and promoting the value of cultural heritage;

**Institutions and Organisations Involving in the Safeguard and Promotion of Cultural Heritage**

In Vietnam, the Ministry of Culture, Sports and Tourism bears the primary responsibility within the Government for implementing state management of cultural heritage (tangible and intangible) and under the MoCST, there are institutions directly involving in safeguarding and managing cultural heritage, such as: Department of Cultural Heritage; Institute of Culture and Information; Research Institute of Musicology; Various museums in Vietnam; and so forth. For other professional Institutes and Organizations: from different branches also do the documentation, collection and research on tangible and intangible cultural heritage. They are the Vietnam Institute of Folklore Studies (belonging to the National Centre for Social Science and Humanity); the Han Nom Research Institute, the Association of Vietnamese Folklorists; Departments of Culture and Information of 64 state - level cities and provinces through out the country. *For Public Organizations:* on April 23, 2004, the Vietnam Cultural Heritage Association was established under the control of the State and protection of the MoCST. This shows the expansion of the involvement of public sectors to the safeguarding and promoting of cultural heritage.

Pursuant to the Law on Cultural Heritage of Vietnam and the guidance in the Decree, since 2001, a National Targets Program for Cultural Heritage management has been conducted. Hundreds of projects have been actively implemented by various governmental as well as private organizations or institutions and gained remarkable results. However, most of these projects are for researches, collections and documentations.

*Source: Socialist Republic of Vietnam's Ministry of Culture, Sports and Tourism*

## **2.7. Policies of Intervention**

### **2.7.1. Education and Access to Knowledge as Key Factors of the Promotion of Cultural Heritage**

It is necessary to improve awareness of Cultural Heritage (CH) and the ethics of its care in study curricula and to identify tools that can be developed to help communities to better understand and conserve their heritage. Heritage education needs to be developed in schools and through informal education. Students will appreciate their tangible and intangible cultural heritages by visiting and using the resources of the site, and understanding the importance of past and contemporary heritage as common elements. Integrate conservation and valorisation of cultural heritages in the domain of community development, education and tourism as well as encourage its accessibility and knowledge, its conservation and promotion can be helpful in raising awareness among communities on the importance of cultural heritages in the identity of a community. Helpful tools can be the realization and dissemination of local tourist products (kit for students, new thematic magazines, multimedia products related to cultural heritages), production of publications in the national language (video, CD, books, TV programme) and animation activities (exhibition, museums, festivals, fairs, music, and so on) concerning cultural heritages for local public, organization of educational campaigns to safeguard, conservation and promotion, organization of thematic cultural heritage days to awaken students and scholars (*source: Vietnam's MoSCT*).

### **2.7.2. Sustainable Cultural Heritage Tourism**

The link between culture and tourism is the most visible aspect of the contribution of culture to local development: 37% of the global tourism has a cultural motivation. When tourism is identified as part of an overall development strategy, the identification, protection and enhancement of historic resources is vital for any sustainable effort. Heritage visitors stay longer, visit twice as many places, and so spend 2 ½ times more than other visitors. Worldwide, where the Cultural Heritage Tourism has been evaluated this basic tendency is observed: heritage visitors stay longer, spend more per day, and therefore, have a significantly greater per trip economic impact. In some places, Cultural Heritage Tourism is one of the main economic contributors. The tourism sector is the 'industry' that uses Cultural Heritage Tourism to the greatest extent as support for its back-bone activities like hotel accommodation, transport, and catering. The impact of heritage driving the tourism industry is obvious in many cities. Due to the exploitation of heritage, many new jobs were generated in the tourism sector and as a result the figures are even more impressive. According to recent estimates,

more than 8 million jobs are directly and indirectly sustained by the Cultural Heritage sector in Europe.

*The Impact of the Cultural Heritage Tourism on Local Communities' Economy:* When the Cultural Heritage Tourism is done right, the biggest beneficiaries are not the visitors but the local residents who experience a renewed appreciation for and pride in their local city and its history. The influence of well-planned and well-managed local tourism programs extends to improving the local economy and enhancing the quality of life for local residence. The benefits may include the potential for profitable domestic industries – hotels, restaurants, transport systems, souvenirs and handicrafts and guide services. In addition, there is a not quantified gain of tourist expenditure due to their abandoned formally registration in macro economic scales. Through this, money earned through informal employment such as street vendors, informal guides, and rickshaw drivers is returned to the local economy and has a great multiplier effect as it is spent over and over again. The WTTC estimates that the indirect contribution of tourism equals 100% of that of direct tourism expenditures (*Vietnam's MoSCT*).

### **2.7.3. Urban Rehabilitation of Historic Cities and Adaptive Reuse of Buildings**

Enhancing heritage is also a way to contribute to the revitalization of city centres. City revitalization is not only limited to a monument, but to a larger scope of old buildings (abandoned shipyards, industrial plants, old libraries) that can be renovated and re-used for other purposes previously unforeseen. This in turn has many indirect socio-economic impacts and improves the area's image and reputation, which acts as a magnet to business. The need to preserve has to be matched by the need to provide flexibility of reuse. Experience shows that excessively rigid adherence to restoration standards, i.e. where nothing is changed from the original can lead to less than optimal use of the properties. In term of housing and public spaces improvement: Improved living conditions will promote a stable population and the kinds of productive activities that come with a steady demand for goods and services and aim at facilitating the gradual rehabilitation of existing residential units, and promoting the redevelopment of ruined buildings. In some cases essential rehabilitation cost can be met largely by the residents themselves, without having to depend on very limited public resources. In addition, institutional and financing programmes can be proposes which can be used to facilitate implementation. Preservation can be the tool to create a future in which a stable residential core is enlivened and sustained by a widespread system of small workshops and retail activities, supported by essential infrastructure and community facilities and made more attractive by well-maintained open spaces and monuments. Furthermore, the heritage sector has a large job potential because it is labour-intensive: "rehabilitation is sixty to seventy percent labour with the balance being materials". Hence 'a million dollars spent on new construction generated jobs but 1 million dollars spent on rehabilitating an historic building generates 40 jobs. In addition, jobs related to restoration and conservation are often highly skilled and require rare skills, they are therefore usually well paid (*source: Vietnam's MoSCT*).

#### **2.7.4. Public and Private Investments and the Role of Civil Society**

Investments in cultural heritage have to be conceived as part of broader programs in favour of social and economic development. In that regard, the integration of cultural heritages in other sectors as a crosscutting theme opens the way for a new generation of investments. Inner cities communities are made up of people who have common values and goals, and are capable of enlisting and directing the support needed to achieve their aims. A complex and extended system of social relationships forms the basis of this network of mutual support and shared responsibility that translates into the social capital needed to realize the community's potential. National and local budgetary resources should be contributing to the financing of integrated development programmes centred on the cultural heritage assets: sustainable cultural tourism; measures in favour of making culture more accessible; urban rehabilitation of historic cities and adaptive reuse of buildings; territorial development around cultural and natural sites; intangible cultural heritages; arts and crafts and development of micro-enterprises and small and medium enterprises.

Investments have also to take part in: institutional reforms and modernization of agencies responsible for cultural heritages management, modernization of regulatory environments and legislative tools, education and capacity building, new technologies for information and communication. The returns expected from these investments are sustainable economic growth, employment opportunities, an equitable distribution of benefits among local communities involved in the projects, as well as positive impacts on local cultural identities and cultural diversity. Civil society organizations need to be involved at different scales in the consultation and planning of investments. Local communities should share the benefits so that social development returns may be obtained. The private sector should be involved in the "value-chain" related to the cultural heritage investments, contributing to local economic development and the creation of income-generating activities and employment generation of foreign exchange. The problem lies in the fact that the set of incentives that are necessary for each to act in a particular way is not independent from the others. Thus, the context of the fiscal and regulatory regimes that will govern economic activity and social life in the historic city must be so designed to give each the necessary set of incentives, so that the whole act in concert (*source: Vietnam's MoSCT*).

#### **2.8. A Summary**

In short, the Chapter II gives out a discussion about the necessity for understanding the importance of Cultural Heritage Tourism, of which it describes a tourism development trend in the world. The main purpose of this description is to help the researcher to grasp the present context of tourism industry at the international level and its effects to the situation of tourism in Vietnam. Then, an overview of Vietnam's tourism is introduced to help the researcher to catch an insight on the tourism industry and its development process in this country. The researcher analyzes a set of critical issues such as tourism turnover, tourism infrastructure, and human resources in tourism in order to adequately assess the effects and roles of tourism to the socio-economic development in Vietnam.

Aside from that, the researcher makes a careful study on the important theories of tourism and its related aspects, namely tourism and its impacts, tourism turnover and expenditure, types of visitors, cultural heritage and its different types, Cultural Heritage Tourism and its benefits, and the like. In addition, the researcher also takes a study on the different types of tourism in order to better understand the differences and similarities between Cultural Heritage Tourism and the others. Furthermore, a set of tourism-related terms and issues such as primary and secondary attractions, accessibility and amenities, heritage conservation and a link between Cultural Heritage and Tourism development is also pointed out in order to help the researcher to clearly understand the concepts of tourism, Cultural Heritage Tourism and its concerned aspects.

Together with those cited issues, a brief introduction on the roles of public and private sectors for developing the tourism industry is also done. This will help the researcher to better understand about the roles and responsibilities of those sectors in making essential investments in the development of the tourism industry in Thua Thien Hue and Quang Nam provinces. In this Chapter, the researcher tries also to touch on natural disasters which are viewed as one of the main problems for developing Cultural Heritage Tourism. Finally, a set of the policies on the tourism development of the government which includes the legal framework and the responsibility of institutions and organizations involving in the safeguard and promotion of cultural heritages is also discussed in this study. This helps the researcher to obtain a political and institutional background on the development of Cultural Heritage Tourism in Vietnam. Also, in order to effectively develop Cultural Heritage Tourism, the researcher would like to learn more about the necessary policies of intervention which mainly focus on education and access to knowledge as key factors of the promotion of cultural heritage, sustainable cultural tourism, urban rehabilitation of historic cities and adaptive reuse of buildings and public and private investments and the roles of civil society.

## CHAPTER III:

### A DESCRIPTION OF STUDY AREAS: THUA THIEN HUE AND QUANG NAM

The Chapter III indicates the present situation of the two study areas of Thua Thien Hue and Quang Nam. It describes the geographical and basic information about the two regions. These two provinces are located in the middle part of Vietnam, in which many natural disasters have annually been occurred. The two provinces' economies are still in poor conditions in comparison with the southern and northern regions of the country. Furthermore, the process of urbanization which has been happening rapidly has brought about many complicated challenges for these two provinces. In the past, both of them suffered a lot of human and physical losses from fierce wars and there were many physical and spiritual properties were destroyed partly or even completely. In this chapter, besides the introduction of the present situation of the two study areas, the potentials for the development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces will be analyzed. The researcher will assess adequately the typical cultural heritages in various aspects of tangible, intangible and natural landscape heritages.

#### 3.1. Background of Thua Thien Hue and Quang Nam Provinces:

As explained in the previous chapters, Thua Thien Hue and Quang Nam are located in the central part of Vietnam. Although they have been encountering with many difficulties and challenges in the process of socio-economic development but both of them have many potentials and advantages for developing their economies. They are of a big resource of cultural heritages such as a long history, a plenty of beautiful natural resources, a variety of cultural characteristics and people, and so on. In this study, the researcher would like to assess adequately the values of cultural heritage in Thua Thien Hue and Quang Nam. An introduction about the background of Thua Thien Hue and Quang Nam is very important to help the researcher understand better the practical context of these two provinces. The Table 3.1 presents some basic information about the total area and population of Thua Thien Hue and Quang Nam provinces. According to that, Thua Thien Hue has a total area of 5053 km<sup>2</sup> and a total of 1087579 million people and Quang Nam has a total area of 10406 km<sup>2</sup> and a total population of 1419503 million people. Through the table, we can realize that the two provinces have a big area and population in comparison with the other provinces and cities in Vietnam.

Table 3.1: Study Cases at a Glance

Year: 2011

Case study (provinces)	Total Area (sq.km)	Population (mill.)
Thua Thien Hue	5053	1087579 (2009)
Quang Nam	10406	1419503 (2009)
Vietnam	331051	86020000

Source: Statistical Office of Thua Thien Hue & Quang Nam

The study area is regarded as the Key Economic Zone of the central Vietnam. It has a population of approximately 2.5 million people and an area of nearly 16000 km<sup>2</sup>. Particularly, the study area is very popular in Vietnam thanks to their possession of the World Cultural Heritages. The Cultural Heritage Tourism plays an important role in enhancing the socio-economic development



through income generation, employment creation, property values and small business incubation for the local people. In addition, Cultural Heritage Tourism has actively fostered tourism and services industries which have considerably improved the Vietnam's economy during the last few years. The number of tourist's arrivals to Vietnam has remarkably increased from 1996 to 2006. In 2006, a number of approximately 3.56 international tourists brought a source of revenue of foreign currency with about 3.2 billion USD. Moreover, it is rather interesting to mention here that the study area has also a variety of many different religions: For example, Buddhism, Catholicism, Protestantism, Cao Dai and various ethnic minorities such as Bru Van Kieu, Co Tu, Ta Oi, Pa Koh. This reflects the richness of religious and ethnic cultural characteristics in the two provinces. And, as discussed above, the most prominent feature of cultural heritages in the study area are the heritages which are recognized by the UNESCO as World Culture Heritages. Thua Thien Hue has both tangible and intangible world cultural heritages, namely, a complex of imperial monuments from the Nguyen Emperors' Dynasty and Hue Royal Court Music and Quang Nam has two World Heritage Sites, i.e. Hoi An Ancient Town and My Son Sanctuary. The Table 3.2 gives out a list of internationally and nationally ranked cultural heritages in the two provinces in Vietnam, of which Thua Thien Hue has around 900 historic heritages and Quang Nam has about 260 historic vestiges.

Table 3.2: A Summary of Cultural Heritage in the Study Area

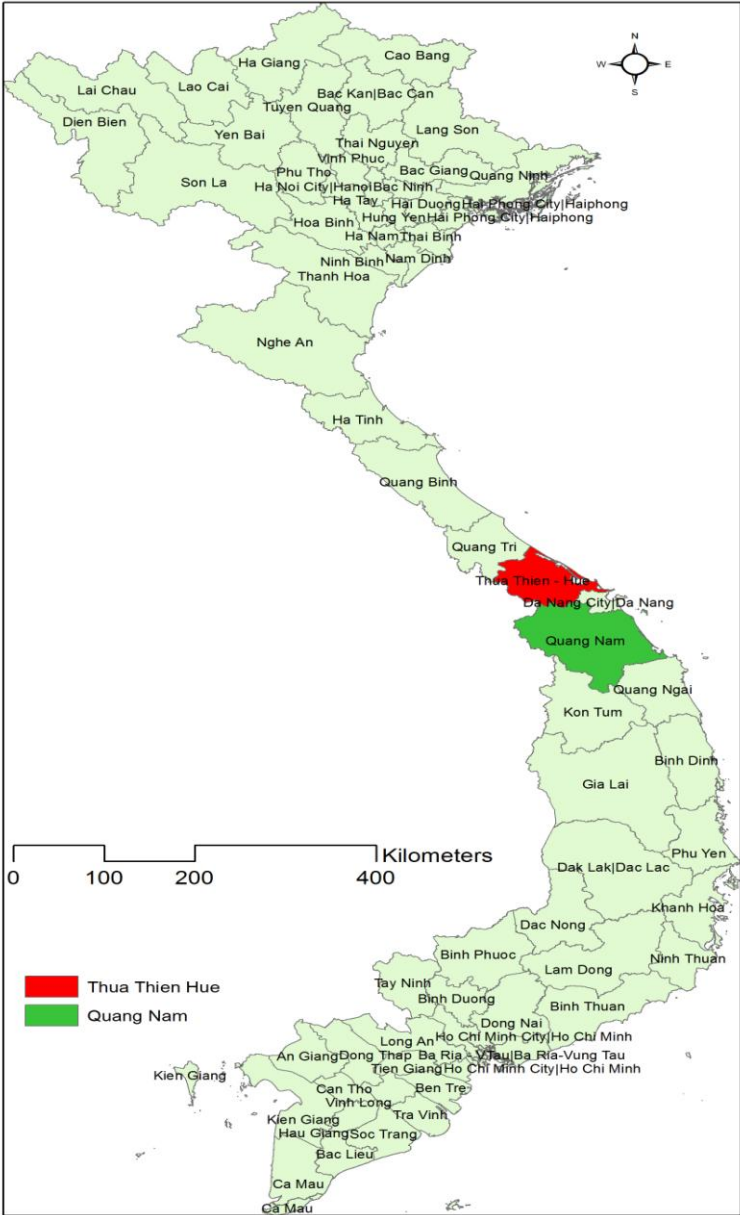
No.	Study Areas	Number of Cultural Heritages
1.	TT. Hue	900 historic heritages, of which 103 ones are belonged to the national heritages
		Hue possesses 16 sites recognized by UNESCO as human cultural heritages; 2 tangible and intangible World Culture Heritages: a complex of monuments of Nguyen Dynasty's emperors and Hue Royal Court Music
2.	Q. Nam	It has a total of 260 cultural and revolutionary historic vestiges; of which 15 ones are considered as national heritages
		It has two UNESCO world heritage sites: Hoi An Ancient Town and My Son Sanctuary

Source: Gathered by the Researcher

Being located in the middle of Vietnam, Thua Thien Hue and Quang Nam are the two poor provinces comparing to the southern and northern provinces and cities of the country. Along with the settlement of the ruins from the wars in the past, the two provinces must also encounter many negative impacts from the harsh weather conditions. Annually, both of them must bear a lot of bad consequences caused by natural disasters such as typhoons, droughts, floods, landslides, earthquakes, and so on. Natural disasters have caused many physical and human losses. However, fortunately, thanks to the long history of development, these two provinces have been given by a plentiful treasure of many different cultural heritages such as monuments, old houses (traditionally architectural house, garden houses, ancestral family house), old building (harbour, temples, churches, bridges), old city centres, beautiful landscapes, historical relics, revolutionary vestiges, and the like. In general, these heritages are regarded as valuable cultural assets of these provinces and they are the big advantages for developing the Cultural Heritage Tourism. For Thua Thien Hue, it has

still preserved a complex of royal monuments and royal palaces which were recognized in 1993 by the UNESCO as the tangible World Cultural Heritage of the humankind and until 2003, its Royal Court Music was also recognized by the UNESCO as an intangible World Cultural Heritage. Meanwhile, in Quang Nam the Ancient City of Hoi An and the Sanctuary of My Son were recognized by the UNESCO in 1999 as the World Heritage Sites. Besides the World Heritage Sites, these two provinces are still of a lot of other cultural heritages such as natural landscape beauty (sand beaches, mountains, hills), nationally and locally natural heritages (villages, communities, churches, pagodas, temples, and the like), historical and revolutionary vestiges (museums, old war fields) which are acknowledged by the central and local governments as valuable heritages.

Figure 3.1: Identified Study Cases of TTHue & Q.Nam



Source: Researcher

### 3.1.1. Thua Thien Hue Province

As discussed above, Thua Thien Hue is a province which is located right in the central part of Vietnam. It has a total of nine administrative units, namely Hue city, and eight districts of Quang Dien, Phong Dien, Phu Vang, A Luoi, Nam Dong, Phu Loc, Huong Tra, Huong Thuy, of which Nam Dong and A Luoi are the two mountainous districts and Quang Dien, Phu Vang, Phu Loc are the coastal districts.

**Population:** Thua Thien Hue has a total of 5033.2 km<sup>2</sup> with a population of 1103136 habitants (in 2011). As mentioned above, it has the City of Hue and eight districts. Hue city comprises a complex of both intangible and tangible World Cultural Heritages-thanks to its possession of a system of monuments. In the past Hue used to be an old capital city of Vietnam. Besides the Hue city, other districts have also a variety of cultural heritages which are ranked at the national and provincial level. A Luoi and Nam Dong are the two mountainous districts of the province and Phong Dien, Quang Dien, Huong Thuy, Phu Vang, Phu Loc are the districts with coastal plains and lagoons. These districts are generally still poor.

Table 3.3: Area, Population and Population Density in 2011 by District in TTHue

No.	Administrative Units	Total Area (km <sup>2</sup> )	Average Population	Population Density (people/km <sup>2</sup> )
1.	Hue City	71.68	342550	4778.88
2.	Phong Dien District	950.81	89866	94.52
3.	Quang Dien District	162.95	83844	514.54
4.	Huong Tra District	518.53	112518	216.99
5.	Huong Thuy District	456.02	98520	216.04
6.	Phu Vang District	279.87	176062	629.08
7.	Phu Loc District	720.92	133588	185.30
8.	A Luoi District	1224.65	43650	35.64
9.	Nam Dong District	647.77	22538	34.79
	<b>Total</b>	<b>5033.2</b>	<b>1103136</b>	<b>219.17</b>

Source: Thua Thien Hue Statistical Office, Statistical Yearbook 2011

The Table 3.4 shows the Thua Thien Hue's population situation through years (from 2005 to 2009), of which the total population of the whole province were 1076022 in 2005; 1079238 in 2006; 1082369 in 2007; 1085533 in 2008 and 1088822 in 2009. The Table also indicates the province's labour force were 512743 in 2005 and was increasing an amount of 537493 in 2009. Through the Table 3.4, we can see that the rate of labour force comparing to the total people is 47.7% in 2005 and increased up to 49.4% in 2009.

Table 3.4: Population Situation of Thua Thien Hue through Years

No.	Items	2005	2006	2007	2008	2009
I.	Population of the whole province (people)	1076022	1079238	1082369	1085533	1088822
	Working labours (people)	512743	516945	520645	531677	537493
II	Rate of working labours comparing to total people (%)	47.7	47.9	48.1	49.0	49.4

Source: Institute of Architecture, Rural and Urban planning, Ministry of Construction

The Table 3.5 presents a projection of population in Thua Thien Hue till 2030. Through the Table, we can see that the province's population was 1088823 in 2009 and it will be increased up to 1165000 in 2015, 1235000 in 2020 and 1365000 in 2030. It also describes an average increase rate of population in the phase of 2005 to 2009 was 0.3% and it will be increased by 1.13% in the phase of 2009 to 2015; by 1.17% in the phase of 2015-2020; by 1.01% in the phase of 2020-2030. In general, a light increase of Thua Thien Hue's population will be happened in coming years.

Table 3.5: Population Projection of Thua Thien Hue Province till 2030

Years	Population	Average increase rate (%/year)	Natural increase	Mechanical increase
2009	1088823	0.3% (phase: 2005-2009)	1.18%	-0.88%
2015	1165000	1.13% (phase: 2009-2015)	1.1%	0.04%
2020	1235000	1.17% (phase: 2015-2020)	1.05%	0.13%
2030	1365000	1.01% (phase: 2020-2030)	1.0%	0.01%

Source: Institute of Architecture, Rural and Urban Planning, Ministry of Construction

**Geography:** Thua Thien Hue is located in the northern central Vietnam with Hue city as the centre. Thua Thien Hue stretches from 160 to 16.450 latitude and 10.30 to 108.80 longitudes. It borders Quang Tri province in the north Dang Nang City and Quang Nam province in the south with Hai Van mountain pass, the People Democratic Republic of Laos in the west with Truong Son range and East River in the east. Hue is 600 km from Hanoi and 1,080 km from Ho Chi Minh City. Thua Thien Hue is on the East and West Strategic Corridor where passing national road No.1AI No.49 and Ho Chi Minh road, having Ku Tai frontier pass connecting neighbouring Laos, Chan May deep sea port, Phu Bai airport (source: TTHue Province's PPC).

**Weather:** The province lies in the tropical monsoon region and is affected by both the Northern and Southern climates of Vietnam. The rainy season if from August to November is with rainfall of 2500 to 2700 mm. The dry season lasts from March to July. The average temperature in Hue is 24 degree Celsius with 2000 hours of sunshine a year and average humidity of 84 percent. Storms hit the province beginning in June, especially in September and October (source: TTHue Province's PPC).

**Area and Terrain:** It has the natural area of 5053.9 sq.m spread in the long and narrow land, with the average width of 60 km and the length of 127 km. It is along the direction of North West - South East parallel with the coast, with various terrains of mountains, hills, coastal plains and lagoons. The terrain gets lower in the east, of which the west is mainly hills with the most height of less 500m and main features of wide top, slope side, mostly hundreds width "bowl-shaped" hills. The large rivers' basins create downwrapping including narrow coastal plain covering the lagoon area of 22000 ha such as Tam Giang, Ha Trung and Cau Hai lagoons, An Cu area and three gates to the sea: Thuan An, Tu Hien and Lang Co. In the plain, the terrain is 5m - 30m long sand-banks parallel with the coast (source: TTHue Province's PPC).

**Natural Resources:** Tourism resources are various including of natural tourism and humanism resources. Thua Thien Hue is not only famous for its interesting natural landscapes but

also for its cultural heritage of ancient Capital Hue. The ancient capital where is preserving a huge material cultural treasure with an ancient historical place complex and thousands of pagodas having unique national architecture and non-material cultural treasure with kinds of festivals, religions, traditional and popular festivals. Besides there are historical and revolutionary places couple with national and international celebrities' life and career, one of those is Ho Chi Minh. The Table 3.6 presents the potentials of natural resources in Thua Thien Hue, of which the length of coast is 128 km, the area of lagoon is 22000 ha, and the coverage of forest is 200000 ha. The Thua Thien Hue's lagoon is viewed as the biggest lagoon in the Southeast Asia. Especially, the coastal pools and bays are favourable for seaport building.

Table 3.6: Potentials of Natural Resources in TTHue

Types of Natural Resources	Area
Length of Coast	128km
Lagoon	22000 km
Forest	200000km

Source: TTHue Province People's Committee

**3.1.2. Quang Nam Province**

Quang Nam is a province on the South Central Coast of Vietnam. It is bordered by Thua Thien Hue to the north, the nation of Laos to the west, Kon Tum Province to the southwest, Quảng Ngãi Province to the southeast, the South China Sea to the east, and the city of Đà Nẵng to the northeast. The Table 3.7 below shows that Quang Nam has a total of 1043837 km<sup>2</sup> with 1435000 habitants and a population density of 137/km<sup>2</sup>. It has eighteen administrative units with Tam Ky and Hoi An as the two centre cities and sixteen districts such as Bac Tra My, Duy Xuyen, Dai Loc, Dien Ban, Dong Giang, Hiep Duc, Nam Giang, Nam Tra My, Nui Thanh, Phu Ninh, Phuoc Son, Que Son, Tay Giang, Thang Binh, Tien Phuoc, Nong Son, of which there are eight (08) mountainous districts, namely Dong Giang, Tay Giang, Nam Giang, Nam Tra My, Bac Tra My, Phuoc Son, Hiep Duc and Tien Phuoc. The old city of Hoi An and My Son sanctuary in Quang Nam are the two UNESCO World Heritage Sites.

Table 3.7: Area, Population and Population Density in 2011 by District in Q.Nam

No.	Cities and Districts	Area (sq.km)	Average Population (people)	Population Density (people/sq.km)
1.	Tam Ky City	92.82	109322	1178
2.	Hoi An City	61.71	90891	1473
3.	Dien Ban District	214.71	199896	931
4.	Thang Binh District	385,60	177449	460
5.	Tra My North District	825.44	38397	47
6.	Tra My South District	825.46	26021	32
7.	Nui Thanh District	533.96	138927	260
8.	Phuoc Son District	1144.79	23067	20
9.	Tien Phuoc District	454.41	69460	153
10.	Hiep Duc District	494.19	38226	77
11.	Nong Son District	457.92	31662	69
12.	Dong Giang District	812.63	23978	30
13.	Nam Giang District	1842.89	22964	12
14.	Dai Loc District	587.09	146491	250
15.	Phu Ninh District	251.52	77578	308
16.	Tay Giang District	902.97	16914	19
17.	Duy Xuyen District	299.09	121412	406
18.	Que Son District	251.17	82.345	328
	<b>Total</b>	<b>10438.37</b>	<b>1435000</b>	<b>137</b>

Source: Quang Nam Statistical Office, Statistical Yearbook 2011

**Geography:** Quang Nam is a flat land along the coast and increasingly high elevations towards the west, with the highest elevations along the border to Laos and Kontum Province. The highest peak is Ngọc Linh mountain at 2598 m. In contrast to the other provinces of the South Central Coast there are no hills or mountains near the coast (with the exception of the Chàm Islands with a peak at 517 m). More than half of Quang Nam's area is covered by forests, making it one of the most forested provinces in Vietnam. Forests dominate in the west of the province and along the border to Quảng Ngãi Province. 111900 ha of land are used for agriculture, mostly in the east of the province. The Thu Bồn River system covers most of the province (except for the south-east), making it one of the largest river systems in central Vietnam. It led to the rise of an ancient Cham city state that was once Champa's most influential city and also included one of its most important commercial ports at Hội An (source: Quang Nam's PPC).

**Natural Features:** Belong to tropical monsoon climate, annual average temperature is 25.6oC, humidity is 82%, rainfall is 2490 mm (from September to November), number of hours of sunshine is 2200 (mainly from May to June), wind direction is South-West and South-East (from March to July), North-West from October to February of the following year, wind speed: 2.9m/sec. For Coastal Area: Encompassing the basins of the Thu Bon, the Tam Ky and the Vu Gia rivers with the

narrow strip of land. Land composition is alluvial soil along the riverbanks which is ideal for growing vegetables and short-term industrial trees, and sand and clay sand, favourable for construction of large-scale industrial zones and high-end resorts with cheap investment costs. *For Midland Area:* the topography is mingled with mountains and plains. The strong advantages of this area are rice cultivation, horticulture, plantation, farming and livestock raising. Beside these, the area is rich in mineral resources such as gold, coal and non-minerals that can be used to produce the construction materials. *For Mountainous Area:* being a high mountainous area of the province from where many rivers originate, its strongest advantages are afforestation, planting of long term industrial trees, medical herb. This area is also home to many kinds of special products such as ginseng, cinnamon, pepper, rubber and other valuable trees, suitable for establishing raw-material supply areas for agro-product processing industry (*source: Quang Nam's PPC*).

**Economy:** The economy of Quảng Nam has been growing rapidly in recent years. GDP growth in 2010 was 12.7% and the goal for 2011 is 13.5%. Growth has been between 12% and 15% in the years from 2005 to 2007, mostly driven by a booming industrial sector (growing more than 20% per year) and to a lesser extent the service sector. GDP per capita in 2007 was 8.76 million Vietnamese dong, 65.2% of the national average (*source: Quang Nam's PPC*).

**History:** Quang Nam was the site of heavy fighting during the Vietnam War. Notable battles and operations include Battle of Hill 488, Operation Swift, Operation Wheeler/Wallowa, Operation Union I & II, Hue-Danang Campaign, Ha My massacre and Phong Nhi and Phong Nhat massacre. It has a total area of 10406.8 sq.km. Its population is 1.5 million people (as of 2009), 17.51% living in the urban area, the Kinh accounting for 93.6% and ethnic minorities accounting for 6.4%. Quang Nam was once the political and near the geographic centre of Champa. For some time both the most powerful city-state and the busiest Cham port (at Hoi An) were located in what is now Quang Nam. Trade with luxury goods from the Highlands was the basis of this wealth and power. As a result of warfare with Vietnam, the centre of political power of the Cham shifted south to Vijaya. The trade in luxuries continued for some time under Nguyen Lords but declined gradually, especially under the Nguyen Dynasty and further in colonial Vietnam, when the economic focus shifted to the agriculture of the large river deltas. Hoi An was the biggest commercial port in the South East Asia at that time. After the National reunification day, the Government of the Socialist Republic of Vietnam has decided to merge Quang Nam, Quang Tin and Danang City into one province named Quang Nam – Danang with its capital located in Danang (1975). In 1997, at the tenth Session of the Ninth National Assembly, Quang Nam-Danang province was divided into two independent administrative units: Quang Nam province and Danang City. Quang Nam province consists of two cities: Tam Ky (as provincial capital) and Hoi An, and 16 districts, in which there are 9 *mountainous districts*: Dong Giang, Tay Giang, Nam Giang, Phuoc Son, Hiep Duc, Tien Phuoc, Nam Tra My, Nong Son and Bac Tra My, and other 7 *plain districts*: Dien Ban, Dai Loc, Duy Xuyen, Thang Binh, Que Son, Nui Thanh and Phu Ninh (*source: Quang Nam's PPC*).

**Infrastructure:** *For Road:* National Road 1A runs through the east of the province. Both Tam Ky and Chu Lai Economic Zone are located along this road, while Hoi An is around 10km east of it. National Road 14 runs from Thua Thien Hue through the west of Quang Nam to Dac Glei district in Kontum province in the Central Highlands. It is connected to National Road 1A by 14B in north and 14E in central Quang Nam and the border to Laos through 14D. 57.7% of the roads in (national, provincial or district) are paved with asphalt, which is somewhat above the median value of provinces in Vietnam. The value is much higher and significantly better than the median for provincially managed roads: 87.68%. The road running along the east side of the Truong Son Mountain range from Quang Nam to Da lat City, the road running along the Coast, linking Danang City, Hoi An Ancient town, provincial capital of Tam Ky, and Nui Thanh district was already constructed and the section between Hoi An, Duy Xuyen and Thang Binh districts is being under construction. The express way linking Danang City and Quang Ngai province running through Quang Nam are in the design phase. *For Sea:* The Da Nang international port (currently accommodates ships up to 30,000 dead weight ton (DWT), with the designed loading capacity of 20 tons of cargos per year, located 20 minutes by driving from industrial zones in Dien Ban district and 40 minutes from industrial zones in Dai Loc); Ky Ha Port in the Chu Lai OEZ (of Quang Nam) can accommodate ships of 7,000 DWT, and its waterways are widened and dredged with the development of docks to handle ships up to 20,000 DWT: Dung Quat port in the Economic Zone of Dung Quat (Quang Ngai province), which is neighbouring to the Chu Lai OEZ can currently accommodate ship up to 20000 DWT and docks are being constructed to receive ship of 50000 DWT.

*For River:* Quang Nam has eight (08) river ways of 200 km in length equally dispersed throughout the province to facilitate the transportation of goods and passengers on five (5) to twenty five (25) tonne ships. Many of these river systems such as Thu Bon, Vu Gia, Co Co, Truong Giang and Tam Ky have scenery suitable for the development of water-related tourism. *For Airway:* Danang International Airport lies to the North of Quang Nam (can accommodate Airbus A320, Boeing 777; only one hour flying time to Hanoi capital and Hochiminh City), 20 minutes from Hoi An, and 70 minutes from Tam Ky by driving; Chu Lai Airport to the South of Quang Nam (situated in Chu Lai OEZ) is being upgraded and expanded to ensure the accommodation of A380-800, B777-300 or equivalent, with service capacity of about 4 million passengers and five million tons of commodities per year. In the near future, Chu Lai Airport becomes an international commodity entrepôt centre of the key economic region in Central Vietnam and region. *For Railway:* Trans-Vietnam railway running across Quang Nam in parallel with the National Road 1 A stops at the cargo and passenger terminal in Tam Ky City. In addition, Tam Ky terminal is operated as a satellite of Danang Station, a central station in Central Vietnam.

*For Post & Telecommunication:* The telecommunication network is available in all areas of the province with above 50000 subscribers and can be connected to every country in the world. Most of post and telecommunication service units offer a full range of services such as: Internet, express



mailing services (EMS), fast money transfer, flower telegraphy, socio-economic information inquiry reply (108), messaging (107, 104), mobile phones and data transmission. *For Power Supply:* The power supply in Quang Nam is from the national 500 KV grid network with two 220KV transformer stations, seven 110 KV stations and an increasing number of 35KV, 22KV and 15KV power transformers installed in the province. At present, 6 industrial zones, 18 industrial clusters and Chu Lai OeZ with hundreds of enterprises in operation are provided with electricity. *For Water Supply:* The fresh water source supplied for the industrial zones and urban areas is taken from Phu Ninh Lake, the Thu Bon River and the Vu Gia river, one of the biggest irrigation schemes and rivers system in central Vietnam. The supply capacity is ensured at 100000-150000 m<sup>3</sup> per day and night.

*For Health Care:* The province has a 500-bed national level general hospital with international standard modern equipment constructed in Chu Lai OeZ, 2 provincial level general hospitals and 15 districts health centres as well as hundreds of commune health centres. In addition to hospitals in Quang Nam, there are several high quality hospitals located in Danang City such as Danang General Hospital, C Hospital and other private hospitals such as Hoan My, Binh Dan, so on that meet the demand for the health check-up and treatment of investors, labours and people of the province.

*For Human Resources:* The young labour force at the age of 15 and above account for 72.94%. The number of people at the working age accounts for 60.54%. In addition to a high-quality human resources training and development centre of central Vietnam in Da Nang City that focuses on training most of science, technique, IT, economics, business management and foreign languages. Quang Nam currently has two universities, 10 colleges, 5 vocational training secondary schools and 42 vocational training centres located in most of the districts providing many types of vocational training programs that shall cover the needs for trained labours in the province.

*For Banking & Insurance Services:* Most of established banks and insurance companies have their branches in Quang Nam, such as: Investment and Development Bank, Bank for Foreign Trade, Bank for Industry and Trade, Agriculture & Rural Development Bank, Sacombank, Dong A Bank, Asia Commercial Bank, Insurance Groups including Pijico, Prudential, Bao Viet and Bao Minh have also established their branches in Quang Nam, that can provide the investors to the province with high quality banking, insurance and financial services in a timely manner.

**Places of Interests:** The province has two UNESCO World Heritage Sites: the ancient town of Hoi An and the My Son temple complex (Sanctuary). It also lies on the World Heritage Road which connects different World Heritage Sites in central Vietnam. Another popular tourist site is Cu Lao Cham (Cham Islands) (*source: Quang Nam's PPC*).

## **3.2. Resources for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam**

### **3.2.1. Cultural Heritage Resources in Thua Thien Hue**

Talking about Thua Thien Hue, normally people think of Hue city that was the former capital of Vietnam. Hue is a lovely and peaceful city and presently it holds both tangible and intangible UNESCO World Culture Heritages, namely a complex of royal monuments of Nguyen Dynasty and

Hue Royal Court Music. Along the cultural heritages in Hue, Thua Thien Hue is also filled with many other kinds of cultural heritages such as historical and revolutionary places, countryside villages, traditional manners and customs, temples, temple of forefathers or houses of worship, beautiful landscapes, and so on, which are existing in the districts. Established as the capital of unified Vietnam in 1802, Hue was not only the political but also the cultural and religious centre under the Nguyen dynasty until 1945. The Perfume River winds its way through the Capital City, the Imperial City, the Forbidden Purple City and the Inner City, giving this unique feudal capital a setting of great natural beauty. Hue represents an outstanding demonstration of the power of the vanished Vietnamese feudal empire at its apogee in the early 19th century. The complex of monuments is an outstanding example of an eastern feudal capital and of the planning and construction of a complete defended capital city in a relatively short period. The integrity of town layout and building design make it an exceptional specimen of late feudal urban planning (*source: TTHue Province's DoCST*).

***Ancient Architecture, Archaeology and Museums:*** TTHue served as the administrative centre of southern Vietnam in the 17th and 18th centuries. It was selected because it is situated in the geographical centre of the country and with easy access to the sea. The new capital was planned in accordance with ancient oriental philosophy in general and Vietnamese tradition in particular; it also respected the physical conditions of the site, especially the Perfume River and Ngu Binh Mountain (known as the Royal Screen). The relationship between the five cardinal points (centre, west, east, north, south), five natural elements (earth, metal, wood, water, fire), and five basic colors (yellow, white, blue, black, red) underlies the conception of the city, and is reflected in the names of some important features. The Perfume River, the main axis, divides the capital in two. Four citadels or defended enclosures made up the city: Capital City for official administrative buildings; Imperial City for royal palaces and shrines; Forbidden Purple City for the royal residences; Inner City; and an additional defensive work in the north-east corner of the Capital City, designed to control movement on the river. A fifth fortress, Tran Hai Thanh, was constructed a little later to protect the capital against assault from the sea. Planning lasted from 1803 to 1805, and it was not until 1832 that construction was complete. The new capital was much larger than its predecessor, Dong Trang, and encompassed several villages as well. The fortress itself was modeled on the European style of Vauban, the first of its type in South-East Asia, but the complex suffered considerably as a result of military operations in 1885, 1947 and 1968 (*source: TTH's DoCST*). The Photo 3.1 shows the Citadel of Hue which is one of the important parts in the complex of monuments in Thua Thien Hue and was recognized as the UNESCO World Heritage Sites.

Photo 3.1: Citadel of Hue



*Source: Hue Monument Conservation Centre*

Apart from the magnificent buildings of the Citadel, palaces and tombs, architecture all set in harmonious natural landscapes; Hue also preserves a system of defensive buildings. Amongst this landscape architecture are many monuments including Nam Giao Esplanade where the king sacrificed to heaven and earth; Xa Tac Esplanade where the king worshipped the Spirits of Cereals and the Land; the Royal Arena (Ho Quyen) where fights between tigers and elephants took place; the Temple of Confucius with stone steles inscribed with the names of those who held national doctorates under the Nguyen; the Temple of Military Generals with stone steles inscribed with the names of national military doctorates; and Hon Chen Shrine where Thien Y A na Goddess is worshipped. With the natural arrangement of mountains and rivers, beauty spots along the Perfume River, Royal Mount, Belvedere Hill, Thien Thai Mount, Thien An monastery, Thuan An beach all provide wonderful vistas. In the past, Huế used to embrace many well-known royal gardens, such as Ngự Viên, Thư Quang, Thường Mậu, Trường Ninh and Thiệu Phương. It is very likely that the style of these royal gardens influenced the folk gardens which surround with traditional, wooden-framed houses and to be known as garden houses. Each garden house consists of manmade features including a small screen that represents a natural screen mount like the Royal Mount in the Citadel, a small pond or water tank which refers to the Perfume River, some rockeries and bonsais play the role of left and right protecting islets in the river in front of the Citadel. These symbols form the typical characteristics of Hue traditional garden houses. Therefore, Hue can also be seen as a place of garden houses each with a peaceful atmosphere, a place of poets and performers of Hue traditional chamber music (*source: TTH's DoCST*).

Moreover, Thua Thien Hue was also a centre for Buddhism and contains hundreds of Buddhist pagodas. In relation to this aspect, Amadou Mahtar M'bow, the former General Director of UNESCO, commented in the application for safeguarding Hue heritage: "*As well as being an architectural gem, TTHue is also a spiritual shrine and vital cultural centre, where the intermingling of Buddhism and Confucianism with local traditions has given rise to religious, philosophic and ethical thought of great originality*". With the distinction of both tangible and intangible culture heritages

reflecting many typical values of the Vietnamese concerning the mind and the soul, Thua Thien Hue is a unique cultural phenomenon both in Vietnam and across the world. For centuries the essence of the whole country was concentrated in Hue as a particular culture set in a romantic landscape of mountains and river. In hearing the name Hue, people often think of its ancient Citadel, splendid palaces and solemn royal mausoleums together with many old temples and pagodas. In 2003, Vietnamese Court Music was listed by UNESCO as a Masterpiece of the Oral and Intangible Heritage of Humanity. This listing underlines the outstanding value of the traditional music of Hue. Nowadays, Thua Thien Hue has become the Festival City of Vietnam. Thua Thien Hue Festival is held every two years to display an ancient capital imbued with the abundant values of culture, architecture, music, festivities and traditional gastronomy. These TTHue culture's values will be preserved and enhanced according to world heritage international standards for the pride of Vietnamese and the appreciation of all nations in the world. Besides the complex of royal monuments from the Nguyen's imperial dynasty in Vietnam, there are many other cultural heritages in Thua Thien Hue such as communal house in the village, pagodas, esplanade, temples, historical and revolutionary remains and other vestiges (*source: TTHue's PPC*). The Table 3.8 below enumerates the number of other cultural and historical vestiges in this province which are ranked as the national cultural heritages (till September 31, 2009).

Table 3.8: Number of Historical Vestiges in Thua Thien Hue

No.	Historical Vestiges	Number of Ranking Vestiges
1.	Communal houses in the village	22
2.	Pagodas	06
3.	Esplanade	02
4.	Temples	02
5.	Historical and revolutionary remains	73
6.	Other vestiges	03
	<b>Total</b>	<b>108</b>

*Source: Thua Thien Hue Province's People's Committee*

Furthermore, Thua Thien Hue is very popular not only for its poetic and beautiful landscape, but also it is attractive due to its depth of spiritual cultural beauty which is shown in every architectural feature. Along with the system of royal tombs, old imperial citadel, the peaceful garden houses had made Thua Thien Hue as "a city of garden house". Under the regulation of "the principles of the Book of Changes" and "Geomancy-the science of winds and waters", the Thua Thien Hue' garden house is a combination of arrangement architecture in the direction of North-South. Although it is quite different in width and length, all garden houses have a common feature of overall architecture, that is: gate, lane, screen, and rock-garden, shallow cistern, courtyard, and house. The gate is normally built by brick. The lane is planted by hibiscus, or Chinese tea cut carefully. The screen is usually also built by brick. Behind the screen is the shallow cistern with a rock-garden and a piece of courtyard and then a house. Surrounding the house, there are many different fruit-trees, ornamental plants, and flowers yearly green. Looking at the Thua Thien Hue's garden houses, people can identify easily the

spirit and lifestyle of the house owners. The Thua Thien Hue's garden houses show the harmony between human being and plants, between the physical and spiritual life and all will supplement each other in order to create the balance in life. In order to conserve and preserve the garden house, the Thua Thien Hue's local government has issued some legal documents concerning the protection of garden houses, for example: the Resolution No.3/2006/NQBT-DND of the province dated 10.04.2006 about the policies of garden house protection in the phase of 2006-2010 and the Decision No.1183/2006/QD-UBND dated 05.05.2006 of the province regarding the approval of "Project on the Policies for Garden Houses protection in the phase of 2006-2010". The Photos 3.2 below introduce typical garden houses in Thua Thien Hue.

Photos 3.2: Garden Houses in Hue City, TTHue province



*Source: Thua Thien Hue Province People's Committee*

**Historical and Revolutionary Relics:** according to archaeological findings in Thua Thien Hue and, specifically, to research results of Con Dang archaeological excavations of the Sa Huynh Culture, it has been confirmed that the history in this region dates back from 2500 to 2800 years ago. This population of ancient people probably developed into two communities, the Cham and the ethnic minority groups living in Truong Son Range. Findings such as collected relics of the Stone Age also prove that Thua Thien Hue's history may date back even further. Being located in the central part of Vietnam, in which it used to a fierce place of American and French wars and therefore, in this place a big treasure of revolutionary vestiges have still existed till now (*source: TTHue's PPC*).

**Traditional Trade Villages (TTVs):** given the literature review, Thua Thien Hue is very popular thanks to its plenty of different trade villages. The TTVs are categorized into various groups, for examples: the group for instruments, tools production (iron forge, arms sharpen, bamboo and rattan knitting, drum making, etc); the group for decoration materials trade villages (lacquer, painting); the group for clothing materials (fabric weaving, silk weaving); the group for construction materials (brick and tile production, lime); the group for eating and drinking production (fishing, wine cooking, flour making, rice vermicelli, girdle cake); the group for jewelry production (*source: TTHue's PPC*). The Table 3.9 presents some typical trade villages in Thua Thien Hue. It shows that most of them are

located in Hue city, Phu Vang and Phong Dien districts. Through the Table, we can identify that the TTVs are typically sculpture, pottery, cardinal hat, embroidery, bamboo and rattan weaving, bronze casting, paper flower production, and painting at Sinh Village.

Table 3.9: Some Typical Trade Villages in TTHue Province

No.	Typical Trade Villages	Location
1.	My Xuyen and Thuan Hoa Sculpture	Phong Dien District and Hue City
2.	Phuoc Phu Pottery	Phong Dien District
3.	Phu Cam Cardinal Hat	Hue City
4.	Thuan Loc Embroidery	Hue City
5.	Bao La Weaving	Quang Dien District
6.	Duong Xuan Bronze Casting	Hue City
7.	Thanh Tien Paper Flower Production	Phu Vang District
8.	Chuon Village Paper and Flower Production	Phu Vang District
9.	Painting at Sinh Village	Phu Vang District

Source: TTHue Province's People's Committee

**Beautiful Landscapes:** Besides the system of tangible and intangible cultural heritages, Thua Thien Hue has also an abundance of natural resources. It is very famous for its natural landscapes in Vietnam. It has a variety of mountains (Ngu Binh, Bach Ma, Kim Phung), rivers (Huong, or Perfume, An Cuu), beaches (Canh Duong, Thuan An, Lang Co), seas, lagoons (Lap An, Tam Giang), hills (Thien An), lakes (Tinh Tam, Thien An), temples (Hon Chen), passes (Hai Van, Phu Gia, Phuoc Tuong), waterfalls (Da Dam, A No, Suoi Voi, Kazan), mineral water spring (Thanh Tan) and so on. All of them create the beauty of nature for the province of Thua Thien Hue (source: TTHue's PPC).

### 3.2.2. Cultural Heritage Tourism Resources in Quang Nam

In this section, the researcher would like to fully assess the potential resources for the Cultural Heritage Tourism development in Quang Nam. Quang Nam is rather popular in Vietnam for its plenty of cultural heritages such as old city with traditional architecture, archaeology, museums, historical and revolutionary relics, traditional trade villages, festivals, and natural landscapes and so forth, of which Hoi An Old City and My Son Sanctuary are the two World Heritage Sites. Hoi An Old City is very famous thanks to its characteristics of typically traditional architecture and it is a complex of old houses and buildings such as residential houses, temples, bridges, port, and the like. In the past, the Hoi An old city was a crowded commercial port, in which there were many big ships from foreign countries such as Japan, China, Netherland and other countries coming to this place for doing business activities and therefore, Hoi An brings in itself a feature of Japanese and Chinese architectural style. Some typical constructions in Hoi An Old City are Japanese bridge, Chinese temples and so on. Apart from Hoi An Old City, the Holy Land of My Son in Quang Nam is rather remarkable due to the system of its Cham culture's towers. Most of towers in My Son were constructed based on the traditional architecture style of Champa culture, in which the works were constructed by the complicated technology of assembly without cement, one of basic construction materials.

**Monuments and Museums:** Quang Nam has a system of monuments and museums which are ranked at the national and provincial level. This has shown the importance of cultural heritages in Quang Nam in particular and Vietnam in general. The Table 3.10 indicates the number of monuments and museums in this province, of which till 2011 there are eight museums and 334 ranked monuments in Quang Nam. For museums, there are four different types of museums, such as army museums, historical museums, cultural museums and ethnic museums. It is rather interesting to point out here that the number of visitors to museums in the province increased from 300000 people in 2007 up to 500000 people in 2011. As the visitors said, museum is one of the most favourite visiting places which they want to visit at the destinations and they desire to understand better about the history, culture, wars, and the people of Vietnam. In terms of ranked monuments, through the Table 3.10, we can easily see that Quang Nam is rather well known for its various kinds of monuments such as famous landscapes, historical monuments, art architectures, archaeological monuments.

Table 3.10: Museums and Monuments

	2007	2008	2009	2010	Preliminary 2011
Number of Museums	7	7	7	7	8
<i>By management level</i>					
Central	-	-	-	-	-
Local	7	7	7	7	8
<i>By type of Museums</i>					
Army Museums	-	-	-	-	-
Historical Museums	3	3	3	3	3
Cultural Museums	4	4	4	4	5
Ethnic Museums	-	-	-	-	-
Number of Visitors	300.000	350.000	400.000	450.000	500.000
Number of ranked Monuments	207	263	299	300	334
<i>By type of monuments</i>					
Famous Landscapes	4	4	5	6	6
Historical monuments	188	242	276	276	310
Art architectures	4	4	4	4	4
Archaeological monuments	11	13	14	14	14
<i>By license level</i>					
Province/city	163	217	252	253	283
Nation	42	44	45	45	49
International	2	2	2	2	2

Source: Quang Nam Statistical Office, 2012, Statistical Yearbook 2011

*Hoi An Old City (World Heritage Site):* it was officially recognized by the UNESCO in December, 1999 as a World Heritage Site. Hoi An ancient city located 30km away from Danang City in the southern east, 60km from Tam Ky in the northern east. Hoi An is a living museum of architecture and old urban lifestyle with 1360 vestiges, beauty spots. The vestiges are categorized by 11 types such as: 1068 ancient houses, 19 pagodas, 43 temples of deities, 23 communal houses in the villages, 38 temples of forefathers, 5 club-houses, 11 old water wells, 1 bridge, and 44 old graves. Besides the cultural values through diversified architecture, historical and revolutionary relics,

traditional handicrafts, Hoi An has still preserved a rather huge foundation of intangible culture. A daily life that has a plenty of manners and customs, beliefs activities, folk arts, cultural festivals has been conserved and promoted along with the poetic natural landscape, traditional trade villages, specialities has made Hoi An to be an attractive destination for visitors from all over the world. The Table 3.11 summarizes the different types of vestiges in Quang Nam (*source: Q.Nam's DoCST*).

Table 3.11: A Summary of Vestiges in Quang Nam Province

No.	Types of Vestiges	Total Number
1.	Ancient houses	1.068
2.	Pagodas	19
3.	Temples of deities	43
4.	Communal houses in the villages	23
5.	Temples of forefathers	38
6.	Club houses	05
7.	Old water wells	11
8.	Bridge	01
9.	Graves	44
	Total	1.360

*Source: Quang Nam Province's DoCST*

The Photo 3.3 shows the streets and old houses in Hoi An ancient city. The houses were constructed for a long time from many different generations in the same family. Most of the houses were made by wooden materials and brick. The streets in the old city are normally rather small and they are circulated mainly by the bicycles, cyclos (pedicab), and walking. A bigger traffic vehicles cars, trucks, taxi, motorbikes are not allowed to circulate in these streets. According to the researcher's observation, in the old city, a network of electricity is invested rather sufficiently, but they are put in the high position and are not fixed in the underground. The system of water drainage is rather small therefore it could not deal with the issue of inundation which is always happened in the rainy season in Quang Nam province.

Photo 3.3: Hoi An Old City



*Source: Researcher*

Hoi An Old City in Quang Nam is an exceptionally well-preserved example of a South-East Asian trading port dating from the 15th to the 19th century and is an outstanding material



manifestation of the fusion of cultures over time in an international maritime commercial centre. Its buildings and its street plan reflect the influences, both indigenous and foreign, that have combined to produce this unique heritage site. The city is a special example of a traditional trading port in Southeast Asia which has been completely and assiduously preserved: it is the only city in Vietnam that has survived intact in this way. Most of the buildings are in the traditional architectural style of the 19th and 20th centuries. They are aligned along narrow lanes of traditional type. They include many religious buildings, such as pagodas, temples, meeting houses, and so on which relate to the development of a port community. Traditional lifestyle, religions, customs and cooking have been preserved and many festivals still take place annually. Archaeological finds and excavations have shown that there was a port and trading centre of the local Sa Huynh people along the Thu Bon River as early as the 2nd century BC. This continued to expand, especially during its most flourishing period from the late 16th to the early 18th centuries. It was through Hoi An that Christianity penetrated Vietnam in the 17th century. By the end of the century, the rise of other ports on the coast of Vietnam, in particular Da Nang, and silting of its harbor, led to the final eclipse of Hoi An. As a result of this economic stagnation, it has preserved its early appearance in a remarkably intact state, the only town in the country to have done so. The ancient town is situated on the north bank of Thu Bon River. There is a street running east-west along the river's edge and three further streets parallel to the river. They are intersected at right angles by streets and alleys. Within this area there are houses (often combined with shops), religious monuments such as pagodas, temples, communal houses and family cult houses, a ferry quay and an open market (*source: Quang Nam's DoCST*).

The Hoi An's architecture, which is almost entirely of wood, is of considerable interest. It combines traditional Vietnamese designs and techniques with those from other countries, above all China and Japan, whose citizens settled there to trade and built houses and community centres to their own designs. The typical house conforms to a corridor plan, the following elements occurring in sequence: house, yard and house. The buildings are characterized by family cult houses, dedicated to the worship of ancestors; the community houses, used for worship of ancient sages, founders of settlements, or the legendary founders of crafts; the pagodas are almost all from the 19th century, although inscriptions show them to have been founded in the 17th and 18th centuries. They conform to a square layout and decoration is largely confined to the elaborate roofs. In the case of the larger examples, they constituted nuclei of associated buildings with religious and secular functions. Some of the larger pagodas also served as meeting halls. These are located along the main street (Tran Phu). The Photo 3.4 shows the old houses which are constructed by wooden materials. This is one of the traditionally architectural characteristics which existed for a long time in Quang Nam in particular and in Vietnam in general (*source: Quang Nam's DoCST*).

Photo 3.4: Wooden Old House in Quang Nam Province



*Source: Researcher*

There is a fine wooden bridge, reminiscent of Japanese examples, with a pagoda on it. It has existed from at least the early 18th century, as an inscription indicates, but it has been reconstructed many times. There are also a number of ancient tombs in Vietnamese, Japanese and Chinese style within the buffer zone (*source: Quang Nam's DoCST*). The Photo 3.5 presents the Pagoda Bridge (Chùa Cầu in Vietnamese). This bridge is also called by the Japanese bridge. The name of Chua Cau or Pagoda Bridge originates from the idea of construction form which the upper part of the bridge is formed by the roof of a pagoda. In the past, the "Chua Cau" bridge was used as a place for the local residents to take a rest after doing a long walk. The left photo shows the whole view of the Pagoda bridge and the right photo shows the entry of the bridge. By entering this bridge, people can see a place for worshipping the deities. This is also an interesting feature of spiritual culture from the local people.

Photo 3.5: A Wooden Bridge in Hoi An Old City



*Source: Researcher*

*My Son Sanctuary (World Heritage Site):* According to the Quang Nam Province's Department of Culture, Sports and Tourism, in 1898, a French soldier named M.C. Paris, found out

My Son temples in a secret narrow valley among dense forests. Not long after that, scientists and archaeologists from French Far Eastern Archaeological Scholar Institute came and researched epitaphs, architecture and sculptures in My Son. They revealed that My Son was the most grandiose vestige in Vietnam, continuously built for more than 1000 years. My Son temples were built from the 4th century under the reign of king Bhadravaman, until late 13th century, and early 14th century under the reign of King Jaya Simhavaman III (Che Man). The Photo 3.6 presents the images of towers in the My Son Sanctuary in Quang Nam. These towers are characterized by the culture of Champa which existed for a long time in Quang Nam. According to the study survey and the direct observation from the researcher, many of towers in the sanctuary were damaged heavily due to bad weather conditions, wars, and even unexpected actions from the people.

Photo 3.6: My Son Sanctuary



*Source: Researcher*

Located in Duy Phu commune, Duy Xuyen district, the My Son Holy Land is far 45 km away from Hoi An in the west and 70 km from Danang in the South West. It is a complex of more than 70 temples bringing many typical different styles of architecture, sculpture in the historical periods of Champa kingdom. My Son is filled with great values of art, architecture, culture, and history. My Son listed as a World Heritage Site by UNESCO in December 1999. Each temple has a typical architecture which reflects a historical stage of the Champa kingdoms. Most of the architecture and sculptures were influenced by Indian culture. Due to natural disasters and war-related damages, only about 20 temple towers still remain in My Son. However, most of the remaining epitaphs, archaeology analysis and relics preserved in My Son and some domestic museums such as Danang Cham museum, Ho Chi Minh historical museum sufficiently make us dramatically admire the art of architecture and sculpture of the ancient Champa people (*source: Quang Nam's DoCST*).

The Photo 3.7 shows the temples in My Son Sanctuary. The temples are the holy places for the local people to worship the deities. The temples were constructed by a very original art of architecture. They were built up mainly by bricks and the simple techniques of disposition. However, the sculpture is very complicated. Looking at the appearance of the temples, we might feel firstly that

the temples look like the bloc of bricks but if we observe carefully, we can see the sophistication and preciseness of the construction. Especially, up to now, the techniques of sticking building materials without any mortar in the construction of temple towers in My Son are still a secret stimulating fondness for curiosity, discovery and research of scientists as well as of everyone. Although My Son is not as majestic and spectacular as Angkor (Cambodia), Pagan (Myanmar), Borobudur (Indonesia), it possesses an important role in South East Asia’s civilisation of art. In December 1999, Hoi An Old City along with My Son Holy Land were recognised as the World Cultural Heritages by the UNESCO. Hundreds of thousands of tourists and researchers visit My Son every year. A set of famous heritage destinations in Quang Nam include Tra Kieu Imperial City, Dong Duong Buddhism Institute, Khuong My Tower, Chien Dan Tower, Bang An Tower.

Photo 3.7: Temples in My Son Sanctuary



Source: Researcher

**Historical and Revolutionary Relics:** In the national defense struggles, Quang Nam is considered as a cradle of revolutionary movement and also a fierce, bloody battle. Such places as: Bo Do, Cam Doi, Vinh Trinh, Cho Duoc, Chu Lai, Hon Tau, Ky Anh tunnel and Ho Chi Minh Trail and so on had been recorded in national history and are the destination for tourist (source: Q.Nam’s DoCST). The Table 3.12 shows the list of national-level relics such as historical relics, architectural relics, landscape relics and archaeological relics. There are a total of fifty two (52) relics, of which there are twenty six (26) historical relics, twenty three (23) architectural relics, one (01) landscape relic and two (02) archaeological relics.

Table 3.12: National Level Relics in Quang Nam Province

No.	List of Relics	Number of Relics
1.	Historical relics	26
2.	Architectural relics	23
3.	Landscape relics	01
4.	Archaeological relics	02
	<b>Total</b>	<b>52</b>

Source: Quang Nam’s Centre for Monuments Conservation

The Table 3.13 shows the list of provincial-level relics, of which the historical relics are two hundreds forty (240), the architectural relics are seventeen (17), the archaeological relics are thirteen

(13) and landscape relics are six (06). The relics that are ranked at the provincial level are totally two hundreds and seventy six (276).

Table 3.13: Provincial Level Relics in Quang Nam Province

No.	Types of Relics	Number of Relics
1.	Historical relics	240
2.	Architectural relics	17
3.	Archaeological relics	13
4.	Landscape relics	06
	<b>Total</b>	<b>276</b>

Source: Quang Nam's Monument Conservation Centers

The Table 3.14 indicates the number of relics that are located at the cities and districts of Quang Nam, of which the majority of relics are concentrated in the districts such as Duy Xuyen (45), Hoi An (41), Tam Ky (17), Nui Thanh (24), Thang Binh (21), Dai Loc (21), Phu Ninh (15), Dien Ban (39), Que Son (23), Tien Phuoc (12), Hiep Duc (12). Only a small number of other relics are scattered in the remaining districts such as: Dong Giang (03), Bac Tra My (02), Tay Giang (02), Nong Son (01) and Nam Giang (01).

Table 3.14: List of Quang Nam Province's Relics

No.	Name of Location	Total Number of Relics
1.	Nui Thanh district	24
2.	Tam Ky city	17
3.	Phu Ninh District	15
4.	Thang Binh District	21
5.	Duy Xuyen District	45
6.	Dien Ban District	39
7.	Que Son District	23
8.	Tien Phuoc District	12
9.	Hiep Duc District	12
10.	Hoi An City	41
11.	Dai Loc District	21
12.	Dong Giang District	03
13.	Bac Tra My District	02
14.	Tay Giang District	02
15.	Nong Son District	01
16.	Nam Giang District	01
	<b>Total</b>	<b>276</b>

Source: Quang Nam Province's DoCST

**Traditional Trade Villages(TTVs):** Traditional trade villages play an important role in making the conservation and preservation of cultural heritages in Quang Nam and traditional trade villages are also viewed as a key element which contributes significantly to the Cultural Heritage Tourism development. Quang Nam is a land which has an abundance of many different traditional trade villages and these villages have been established and developed for a long time. The traditional trade villages in Quang Nam province are mainly on pottery, carpentry, vegetable, bronze casting, weaving, mulberry silkworm, mat, brocade weaving and the like. The strong development of traditional trade villages have enriched the abundance of cultural heritages for the province.

**For Natural Landscapes:** Quang Nam has 125 kilometres of coast line from Dien Ngoc (Non Nuoc beach) to Dung Quat Bay (Quang Ngai province) with beautiful and clean beaches: Ha My, Cua Dai, Binh Minh, Tam Thanh, Ky Ha, Bai Rang. Most of the beaches in the province have white sandbanks, blue shallow water and average salt content. On good weather nights, the water surface is twinkling by the plentiful neon lights from many fishing-boats like beautiful lantern cities in the sea. Quang Nam attracts tourists by the variety of sea-foods such as fish, crab, shrimp, cuttle-fish, and the like because their tastes seem to be more delicious than any other places (*source: Quang Nam's DoCST*).

In short, the Chapter III has given out a brief assessment about the present situation of the study area of Thua Thien Hue and Quang Nam provinces, of which it focuses on making clearly some important issues such as population, geography, weather, area and terrain, natural resources, economy, history, infrastructure, places of interests and the like in these two provinces. Moreover, a detailed analysis about the potentials for the development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam is also done in this chapter. These analyses have helped the researcher to catch an insight about the practical context of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces.

## CHAPTER IV: CONCEPTUAL FRAMEWORK AND RESEARCH QUESTIONS

The Chapter IV describes the conceptual framework and research questions. This chapter presents the points of view and the ways that the researcher would like to direct his study. Furthermore, some research questions are given out by the researcher and then he tries to answer these questions by reviewing the theoretical literature in combination with the analysis of practical findings from his field trips at the research areas. By doing such a way, the researcher desires to evaluate and to adequately consider whether Cultural Heritage Tourism (CHT) is really a useful contributor for the socio-economic development of the two provinces. Apart from the explanation of the conceptual framework and the research questions of the study, the process of research is also mentioned.

### 4.1. Conceptual Framework of the Study:

The conceptual framework stems from the theoretical framework and concentrates, usually on one section of that theoretical framework which becomes the basis of your study. The latter consists of the theories or issues in which your study is embedded, whereas the former describes the aspects you selected from the theoretical framework to become the basis of your inquiry. The conceptual framework is the basis of your research problem (*Kumar, 2005: p.37*). I have made a conceptual framework which visualizes the process of identifying the potentials for the development of Cultural Heritage Tourism and analyzing the cause-effect relationship of Cultural Heritage Tourism in social-economic aspects and the revitalization of historic city centres (Figure 4.1). According to Marvin C. Alkin & Lewis C. Solomon (1983:14): "Evaluation is a process of ascertaining the decision areas of concern, selecting appropriate information, and collecting and analysing information in order to report summary data useful to decision makers in selecting among alternatives". "Evaluation research is, first and foremost, a process of applying scientific procedures to accumulate reliable and valid evidence in the manner and the extent to which specific activities produce particular effects or outcomes (*Rutman, 1997:16*). Hence, I have selected, collected and analyzed appropriate information about Cultural Heritage Tourism and its expected outcomes through a careful evaluation of variables which should be studied thoroughly. The expected outcomes are aiming at achieving the success of goals and objectives.

***Influencing Elements:*** The significance of cultural heritage and its close links to tourism and what constitutes Cultural Heritage Tourism (CHT) is explained, of which it tries, first of all, to explain the definitions of tourism, cultural heritages, and the concepts of Cultural Heritage Tourism. Tourism is an industry of services which contributes significantly to the socio-economic development of a country, region, and province. It creates incomes and employments for the local people at the localities. It also increases the budget sources for the national and local governments as well as the turnovers for the enterprises. Tourism is composed by various types of tourism such as business tourism, ecotourism, adventure tourism, Cultural Heritage Tourism and so on. In terms of cultural

heritages, they are viewed the valuable properties of a region, a nation which show the identity and branding of such region or nation. Cultural heritages are categorized by tangible, intangible and natural landscapes. However, what are the close linkages between tourism and cultural heritages or what constitutes Cultural Heritage Tourism is the main focus of this study. A thorough study of Cultural Heritage Tourism and its effects in socio-economic factors as well as the revitalization of historic city centres will be done.

***The Key Inputs of Cultural Heritage Tourism:*** an explanation of key inputs of Cultural Heritage Tourism is pointed out in this part. According to that, the key inputs of Cultural Heritage Tourism include cultural heritages (monuments, old houses and buildings); accessibility or infrastructure situation (roads, seaports, airports, water and energy supply, telecommunication); facilities and services of Cultural Heritage Tourism (hotels, restaurants, resorts, recreational centres, shopping centres); effects of Cultural Heritage Tourism in different aspects, i.e. social, economic, institutional, environmental; sectorial coordination and cooperation of multi-stakeholders (public and private partnerships) and their important roles. In this study, the key respondents will be public officials, tourist operators and visitors (international and domestic). The main purpose of analyzing the key inputs of Cultural Heritage Tourism is to assess adequately the situational context of Cultural Heritage Tourism and to identify the main problems which hinder the development of Cultural Heritage Tourism. This is the cause-effect relationship which the latter will be mentioned in next part. The identification of potentials and problems for the development of Cultural Heritage Tourism will be implemented comparatively between Thua Thien Hue and Quang Nam provinces. The study will investigate the advantages and disadvantages of the conditions for developing Cultural Heritage Tourism. By doing this, the researcher will try at the same time, to give out the proper long-term strategies and short-term action plans for overcoming the problems and challenges and achieving the desired goals and objectives. Generally, this study is an attempt to find out the main causes for the development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces. Therefore, in the conceptual framework, besides the basis of theoretical framework, it relates also to the specific research problem on the development of Cultural Heritage Tourism.

***Identification of Causes (Problems) and Potentials for Developing the Cultural Heritage Tourism:*** A clear explanation of identified main causes for the hindrance of the Cultural Heritage Tourism development is then done. According to that, those identified main causes include lack of a master plan for developing the Cultural Heritage Tourism, lack of a full understanding of Cultural Heritage Tourism from the local people, negative impacts of natural disasters, infrastructure state, uncompleted Cultural Heritage Tourism facilities and services, a not yet closed cooperation between public and private sectors, rapid urbanization process, human resources for the Cultural Heritage Tourism development, Cultural Heritage Tourism marketing and promotion programmes. Above mentioned causes are considered as the main obstacles for the development of Cultural Heritage Tourism during the last time in both Thua Thien Hue and Quang Nam provinces. In order to

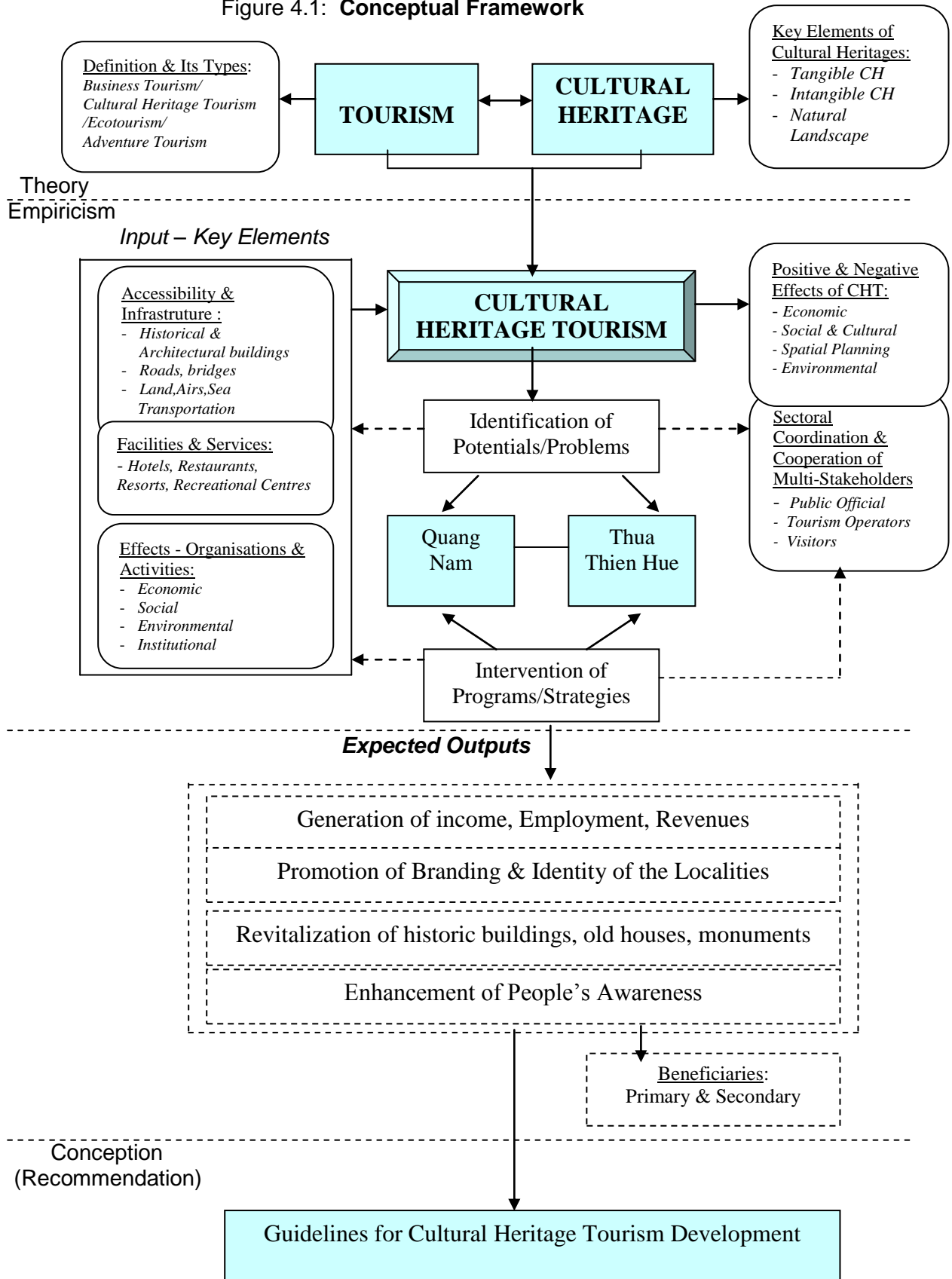


deal with these problems, according to the researcher, there should have a necessity to give out the proper strategies and detailed action plans for these issues. Also, the actual potentials for the development of Cultural Heritage Tourism are also identified by the researcher. Those actual potentials are not only the variety of cultural heritages but also the essential conditions of infrastructure and concerned issues.

***Intervention of Essential Programs and Strategies for Developing the Cultural Heritage Tourism:*** As explained above, there should be an urgent necessity to deal with the main problems for the development of Cultural Heritage Tourism and this can only be obtained through the effective application of appropriate strategies and action plans. The identification of main reasons (causes) is completely useful to deliver the best solutions for every specific situation. The identified main reasons should be turned into the helpful tools, long-term strategies and concrete action plans for achieving the desired goals and objectives. Therefore, in this case, there should have a master plan or a comprehensive development plan with clear goals and objectives, implementation strategies and action plans, attainable and measureable criteria and standards of success and scientific management methods.

***Expected Outcomes from the Development of Cultural Heritage Tourism:*** As mentioned above, a focused emphasis about the cause and effect relationships are given by the researcher. A combination with analytical and normative research methods will help the researcher to direct to the expected outcomes with an aim at satisfying the desired goals and objectives (as discussed in the previous parts). According to that, the expected outcomes from the development of Cultural Heritage Tourism will include generation of incomes, revenues, employments; promotion of branding and identity of the localities; revitalization of historic buildings, old houses, monuments; enhancement of people's awareness. Moreover, an explanation about the primary and secondary beneficiaries is also mentioned. Going back to the cause-effect relationships, we can see that the expected outcomes are obtained through the intervention of suitable strategies and action plans which are drawn from the identification of main causes for the development of Cultural Heritage Tourism. Therefore, this research tries to examine the functioning of the cause and effect relationships from the development of Cultural Heritage Tourism with a hope to meet the desired study goals and objectives.

Figure 4.1: Conceptual Framework



## **4.2. Research Questions:**

With these considerations, this researcher shall endeavour to answer the following research questions:

1. What are potential impacts of the Cultural Heritage Tourism in changing the identity and branding, as well as the life of community for the localities?
2. What are important economic effects of the Cultural Heritage Tourism to the economic growth?
3. What are essential impacts of the Cultural Heritage Tourism to the significant revitalization for historic city centres?
4. What are major roles of public and private sectors (public and private partnership) for making essential investments in the Cultural Heritage Tourism development?
5. What are necessary and sufficient policies, programs, and strategies that both central and local authorities should consider in order to develop the Cultural Heritage Tourism?
6. What are proper solutions to minimize negative effects of urbanization process, natural disasters for the Cultural Heritage Tourism development?

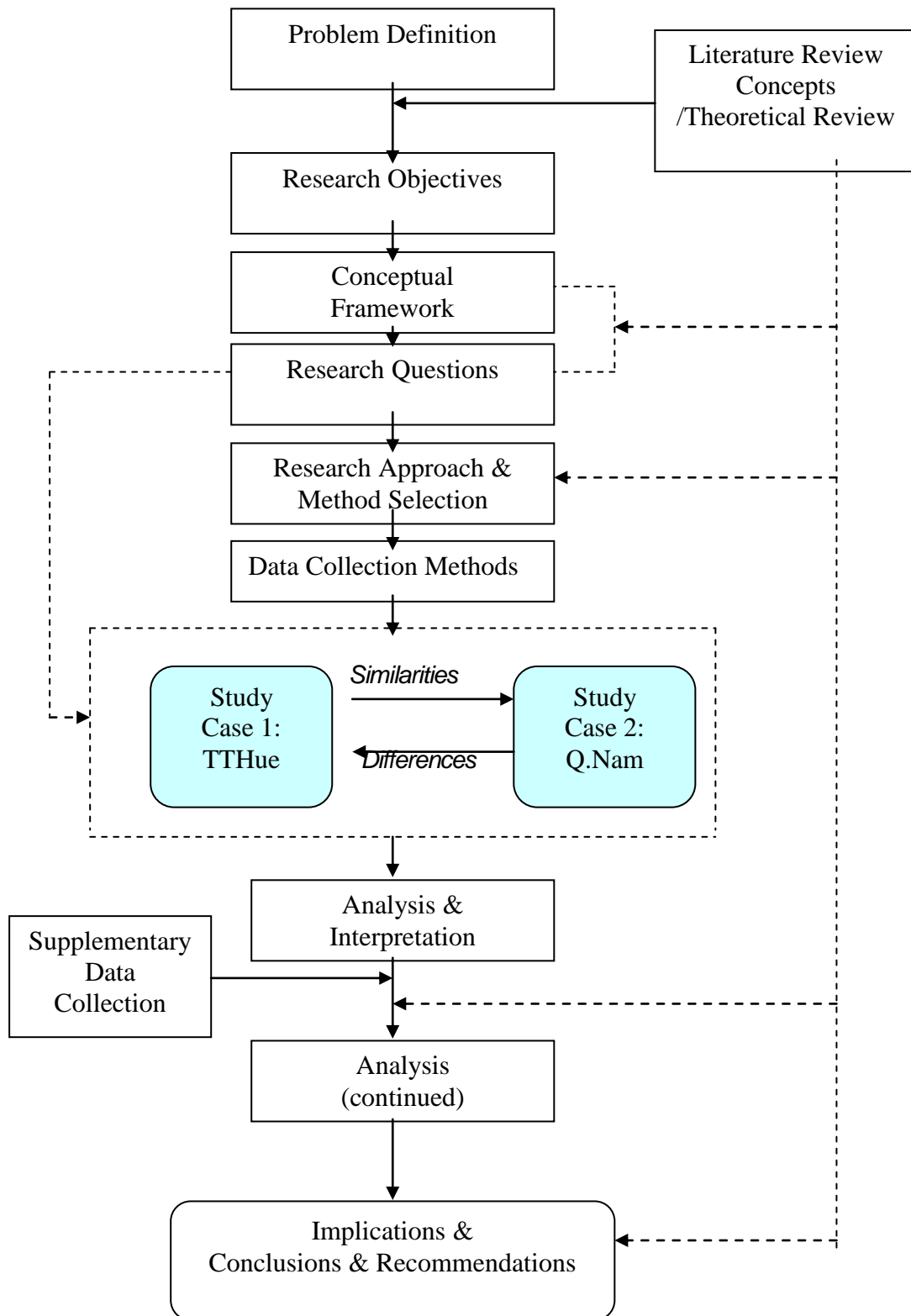
## **4.3. Research Process**

The preliminary field visit was taken from October 2011 to March 2012 and the second field visit was carried out from February 2013 to June 2013. These two field visits involved the two provinces, namely Thua Thien Hue and Quang Nam provinces which are located in the central part of Vietnam. Evidence will be collected from the key informants by making direct observations, questionnaires and discussions through interview. Additionally, necessary information will be obtained in the form of gathering the documents, reports, maps, profiles, and so on. The overall aim of the study is to unveil the preliminary insights in the importance of Cultural Heritage Tourism and this is to establish the significance of the study to the planning profession, the public and research institutions; to delineate the study area; to refine the research questions and propositions that were/will be previously set from the literature and experience; and to formulate the criteria for choosing the case study.

The research problem originated from the present background of the regions where the researcher is living and working. As a role of regional development planner, the researcher would like to better the current situation of the study areas. The focus of the research will be directed towards the assessment of the potentials for the development of Cultural Heritage Tourism, which have remained the agenda for the socio-economic development for not only the two provinces but also the national development strategy of Vietnam. This will be then followed by the preparation of a preliminary fieldwork design. A pilot study is conducted to assess the Cultural Heritage Tourism through its factors such as social, economic and planning. The Figure 4.2 indicated the research process, of which it includes a sequential order of problem definition, research objective, conceptual framework, research questions, literature review, research method selection, data collection

methods, field study, data analysis, findings interpretation and a set of conclusions, recommendations. A cross-case analysis is also used in this research process to describe the similarities and differences between Thua Thien Hue and Quang Nam provinces. It is also used to examine the themes which are discussed. Generally, this is a systematic and rigorous analysis technique for the researcher to help him to produce consistently objectives and reliable findings which are needed to be identified.

Figure 4.2: Research Process



Source: Researcher

## **CHAPTER V: RESEARCH METHODOLOGY**

The Chapter V describes the methodology of the research, of which some issues such as the strategy of research, research design, sampling frames, data analysis, validity and reliability and the methods of research will be discussed. In this study, the data collection will be conducted through a combination of both quantitative and qualitative research methods. These include the primary data collection through the observation of the study area and the individual and focused group interviews and the secondary data collection through the study on documents, maps, reports, and the like. Both primary and secondary data will be used and analyzed in order to come up with theoretical and practical suggestions for bringing the potentials and advantages of Cultural Heritages Tourism into the process of the socio-economic development and planning management of the two poor provinces in the central Vietnam. Key informant using the interviews and interview guides will be employed as major sources of primary data collection.

### **5.1. Research Strategy**

“The case study research method is an empirical inquiry that investigates a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used” (*Yin, 1994, p. 13*). “Case studies were appropriate for the exploratory phase of an investigation that surveys and histories were appropriate for the descriptive phase, and that experiments were the only way of doing explanatory or causal inquiries. The hierarchical view reinforced the idea that case studies were only an exploratory tool and could not be used to describe or test propositions (*Platt, 1992a*).

In this study, the researcher would like to select a case study for his research strategy because it can help him realize a detailed contextual analysis of a limited number of events or conditions of the development of Cultural Heritage Tourism and their relationships in the research area. Case study is really a suitable research approach and a way of investigating an empirical topic like this research by following a set of pre-specified procedures. In the scope of this study, the researcher would like to make an adequate analysis about the situational context of Cultural Heritage Tourism and its potential impacts in changing the socio-economic and planning realities in the two provinces of Thua Thien Hue and Quang Nam. The researcher has applied mainly the qualitative research method to examine deliberately the present situation of Cultural Heritage Tourism, for example, what kinds of Cultural Heritage Tourism (tangible, intangible, natural landscapes) have been existed? How many of them have been still existed? How many of them have been disappeared? Why the Cultural Heritage Tourism was damaged? And so on. Furthermore, through the application of the case study approach, the researcher can identify the main issues and causes for the hindrance of the Cultural Heritage Tourism development. Besides the qualitative research method, the researcher uses also the quantitative research method to measure the Cultural Heritage Tourism's effects in economic factors, namely the calculation of statistical, mathematical or numerical

data, percentages. The researcher has made mathematical calculation on the tax, tourism revenues and incomes, the number of employment engaged directly or indirectly in the tourism industry as well as the number of restored or not yet restored heritages, investment capital and so forth through years to see the real effect of Cultural Heritage Tourism development in economic factors.

*Criteria and Techniques of Case-Selection:* The main criteria for selecting the cases are based on the commonalities between Thua Thien Hue and Quang Nam province such as poor economy (economic development condition), strategically geographic location, severe weather condition and the richness of cultural heritages. For further explanation, the researcher has seen that the two provinces' economies have been still poor in comparison with the other regions in Vietnam. However, the geographical location of these two provinces are very strategic and suitable for developing Cultural Heritage Tourism. The weather conditions are rather severe. Above all, both of them have a potential resources of cultural heritages for developing Cultural Heritage Tourism. The researcher raised the question: Why people do not use the cultural heritages as a useful tool for enhancing their economic growth and the poverty reduction through the development of Cultural Heritage Tourism?. And the exemplary outcomes from Thua Thien Hue and Quang Nam provinces will be built as a good model for developing Cultural Heritage Tourism in the other provinces and cities of Vietnam.

Then, the researcher has tried to apply the necessary techniques of case-selection in his study. As cited out by Gerring, 2007, p.88-150: "the case(s) identified for intensive study is chosen from a population, and the reason for this choice hinge upon the way in which it is situated within that population. This is the origin of the terminology just listed – typical, diverse, extreme, deviant, influential, crucial, pathway, most-similar, and most-different. It follows that case-selection procedure in case study research may build upon prior cross-case analysis and depend, at the very least, upon certain assumptions about a broader population. This, in turn, reinforces a central perspective of the book; case study analysis does not exist, and is impossible to conceptualize, in isolation from cross-case analysis".

Therefore, in this study, I have applied the three techniques of case-selection, i.e. typical case, most-similar case and most-different case. In Vietnam, Thua Thien Hue and Quang Nam are very typical- thanks to their richful resources of cultural heritages, in which both of them have the World Culture Heritages which are recognized by the UNESCO. As explained above, Thua Thien Hue and Quang Nam have many similarities, namely (1) the economies of these two provinces have been still poor; (2) both of them are located in the central part of Vietnam and their geographical locations are really suitable to develop Cultural Heritage Tourism; (3) both of them must annually suffer bad consequences of natural disasters and the weather conditions in these two provinces are really severe. Furthermore, the most-different are mainly based on the population size, total area, administrative units between Thua Thien Hue and Quang Nam provinces.

## 5.2. Research Design

As we know, the next starting the problem statement, research purposes, research questions, is to formulate a research design. A research design is a plan, structure and strategy of investigation so conceived as to obtain answers to research questions or problems. The plan is the complete scheme or program of the research. It includes an outline of what the investigator will do from writing the hypotheses and their operational implications to the final analysis of data (*Kerlinger, 1986: 279*). A traditional research design is a blueprint or detailed plan for how a research study is to be completed – operationalizing variables so they can be measured, selecting a sample of interest to study, collecting data to be used as a basis for testing hypotheses, and analyzing the results (*Thyer 1993: 94*). The Table 5.1 below shows the research design, of which it describes the research questions and the orientation of the researcher. It also indicates the relevance of data and the qualitative research methods which the researcher will use to gather the data.



Table 5.1: Research Design

Research Questions	Relevance of Data	Data Collection	Research Methods	Data Collection Methods
1. What are important economic effects of Cultural Heritage Tourism to economic growth?	<p>a. The total revenue/turnover achieved by the heritage tourism industry development in Thua Thien Hue/Quang Nam;</p> <p>b. The employment rate achieved by the tourism industry in TTHue /Quang Nam;</p> <p>c. Traditional occupations and trade village which are rehabilitated due to the development of Cultural Heritage Tourism;</p> <p>d. Employees working at the tourism enterprises?</p> <p>e. Salary/Incomes of an employee per month;</p> <p>f. Investment capitals for business facilities &amp; services, infrastructure, etc.</p>	<p>Tourism revenues, tourism turnover; situation about employments, income of employees, Number of traditional trade villages (TTV), employees, types of TTV</p> <p>Number of employees and incomes, projects and costs, expenditure, capitals, number of visitors, etc</p>	<p>Qualitative Quantitative</p>	<p>Document/ Observation/ Questionnaire/ In-depth &amp; Focused Group Interviews</p>
2. What are potential impacts of Cultural Heritage Tourism in changing the identity and branding, the life of community for the localities?	<p>a. Measuring the identity, branding, and pride of local people for the cultural heritages they are inherited;</p> <p>b. Ways of preservation and promotion of Cultural Heritage Tourism from the local people;</p> <p>c. Marketing and promotion of the local tourist products of CHT to the tourists to introduce the image of their cultural heritage to the visitors;</p> <p>d. Etc</p>	<p>Feelings, attitudes, behaviours to conserve &amp; promote CHT</p> <p>satisfaction levels, study of projects, programs, strategies, increased number of visitors, etc</p>	<p>Qualitative Quantitative</p>	<p>Document/ Observation/ Questionnaire/ In-depth &amp; Focused Group Interviews</p>
3. What are essential impacts of Cultural Heritage Tourism to the significant revitalization for historic city centres?	<p>a. Present situation/setting of traditional cultural heritage values in research areas of TTHue/Quang Nam?</p> <p>b. Conservation &amp; preservation activities of cultural heritage values;</p> <p>c. Measuring the damages of existing cultural heritages and identification of main reasons causing the demolition of cultural</p>	<p>Complex of monuments, historic relics, ancient town, urban centres, etc</p> <p>Programs, projects strategies for rehabilitation &amp; restoration of cultural heritages</p> <p>Finances, funds, programs, projects, etc</p>	<p>Qualitative Quantitative</p>	<p>Document/ Observation/ Questionnaire/ In-depth &amp; Focused Group Interviews</p>

	heritages; d. Etc			
4. What are the major roles of public & private sectors for making essential investments in developing Cultural Heritage Tourism?	a. Willingness of cooperation and coordination among sectors for solving the issues in the society; b. Sharing difficulties & challenges in the process of socio-economic development; c. Full understanding for the task of conservation & preservation of CHT;	Tourism Investment policies and strategies, tourism investment projects and programs, Annual tourism investment capital, Attitudes, behaviours, etc	Qualitative Quantitative	Document/ Observation/ In-depth & Focused Group Interviews
5. What are necessary & sufficient policies, programs, strategies to develop Cultural Heritage Tourism?	a. Flexibility in making decisions about the development of Cultural Heritage Tourism; b. Annual issuance of legal documents, laws, instructions, regulations regarding CHT; c. Tourism business management activities and programs; d. Environmental management activities and programs; etc	Legal documents, annual reports, laws, directions, Regulations, statistical data, System of policies, programs	Qualitative Quantitative	Document/ Observation/ In-depth & Focused Group Interviews
6. What are proper solutions to minimize negative effects of urbanization, natural disasters for developing Cultural Heritage Tourism?	a. Present situation of natural disasters & urbanization which caused the demolition and degradation of cultural heritages (CH); b. Annual reports about the damages of CH caused by natural disasters; c. Natural disaster prevention programs, projects d. Urbanization management policies, strategies, programs, projects	Annual report, statistical data of damages, reported documents on natural disasters and urbanization Programs, projects about natural disasters control	Qualitative Quantitative	Document/ Observation/ In-depth & Focused Group Interviews

Source: Researcher

### **5.3. Research Methods**

A combination of the qualitative and quantitative research methods is used in this scope of study. Along with the qualitative research method with the data collection methods such as document, observation, in-depth and focused group interviews, the quantitative research method is also applied in order to measure economically some essential effects of Cultural Heritage Tourism in economic factors through the mathematical calculation of the number of visitors; revenues; tourism revenues and turnover; tourism incomes; monthly incomes from the skilled and unskilled labourers; number of labourers engaged directly and indirectly in the tourism industry; international and domestic tourists' expenditures, number of restored or not yet restored heritages; investment capitals for restoring heritages works, investment capitals for building and upgrading roads, electricity, waters; their interactions and behaviours, and the like. The mathematical and numerical calculation of those data will help the researcher to assess exactly the impacts of Cultural Heritage Tourism to the process of poverty reduction and socio-economic development for the two provinces. The main purpose of using additionally the quantitative research method is to help the researcher to analyze adequately and empirically the potential impacts and the important roles of Cultural Heritage Tourism to the socio-economic development and planning realities in the study areas. In this study, the researcher will utilize the mentioned data collection techniques in his research.

#### **5.3.1. Data Collection Techniques**

Data collection is viewed as one of the most important activities in the scope of study of the researcher. For this reason, the researcher has carried out two times for his field visits back to Vietnam, in which the study case of Thua Thien Hue and Quang Nam provinces are located in. The first field visit was implemented from October 2011 to March 2012 and the second field visit was done from February 2013 to June 2013. The main purposes of these two field visits are to gather the data served for the analysis of actual potentials and the strengths for the Cultural Heritage Tourism development as well as to identify the main problems for the development of Cultural Heritage Tourism in the two provinces. As cited in Patton's guidelines for field work, the message is as clear as this: "What you do in the field – it all depends - but don't lose direction!". Field studies are a continuous learning process. It may assist the bewildered analyst to be reminded of Barley's advice: "When in doubt, collect facts" (*Mikkelsen, 1995:247*).

Therefore, the researcher is fully aware of the importance of field visit, where he could sufficiently collect the data. A field work which the researcher has realized will obtain a summary of guidelines as follow: be descriptive in taking field notes; gather a variety of information from different perspectives; cross-validate and triangulate by gathering different kinds of data-observations, interviews, programme documentation, recordings, and photographs- and using multiple methods; use quotations, represent programme participants in their own terms. Capture participants' views of their experiences in their own words; select key informants wisely and use them carefully. Draw on the wisdom of their informed perspectives, but keep in mind that their perspectives are limited. In

order to achieve a good field work, the researcher has paid much attention for the guidelines of field work. The researcher has also used the following data collection methods, namely document, observation, in-depth and focused group interviews in his field visit.

### **Secondary Data**

**DOCUMENTS:** documents can be treated as a source of data in their own right in effect an alternative to questionnaires, interviews or observation. The documentary sources such as government publications and official statistics, newspapers and magazines, records of meetings, letters and memos, diaries are written sources. There are, though, alternative types of documents for research, which take the form of visual sources (pictures, artefacts) and even sounds (music) (Denscombe, 2010).

In this study, the researcher has tried to approach data sources from the relevant agencies and institutions of the central and local authorities who are working in the domain of tourism management and cultural activities management in both Thua Thien Hue and Quang Nam, for example, the Ministry of Culture, Tourism & Sports, the Provincial Departments of Culture, Tourism & Sports, Hue Monuments Conservation Centre, Quang Nam Monuments Conservation Centre, the People's Committees of the two provinces, and other concerned agencies. Moreover, the researcher has also tried to access the other data sources from the international organisations such as UNESCO, UNWTO and the like through their documents, books, reports, articles, newspapers, websites in internet, maps, photos, and so on in order to obtain necessary research data.

### **Primary Data**

**OBSERVATION:** "Observation offers the social researcher a distinct way of collecting data. It does not rely on what people say they do, or what they say they think. It is more direct than that. Instead, it draws on the direct evidence of the eyes to witness events at first hand. It is based on the premise that, for certain purposes, it is best to observe what actually happens" (Denscombe, 2010). Observation is one way to collect primary data. Observation is a purposeful, systematic and selective way of watching and listening to an interaction or phenomenon as it takes place (Kumar, 2005:119). A non-participant observation is "when you, as a researcher do not get involved in the activities of the group but remains a passive observer, watching and listening to its activities and drawing conclusions from this" (Kumar, 2005:120). In this study, the researcher has used observation as a useful tool of gathering data. The researcher has observed both the phenomenon (situational context) of cultural heritages and its related issues of Cultural Heritage Tourism development as well as the interaction of key respondents, especially visitors to the cultural heritages. Observation is used systematically by the researcher to validate the present situation of cultural heritage and the concerned issues in the development of Cultural Heritage Tourism such as infrastructure, tourism facilities and services, negative impacts of natural disasters and of rapid urbanization. The data gathered by observation will be described in details in the phase of data collection and data analysis. Some useful tools such as

photos will also be used to give out clear evidence and to validate the criteria which the researcher has selected.

*Observation of Situational Context (Phenomenon) of Cultural Heritage Tourism:* The researcher has tried to observe directly the existing context of cultural heritages tourism (monuments, old houses and buildings and the like). The researcher has also tried to observe the setting of the Cultural Heritage Tourism development in terms of infrastructure (situation of roads, seaport, railway, electricity, water, health care system), facilities and services (hotels, resorts, restaurants, recreational and shopping centres), negative of natural disasters and rapid urbanization and so on.

*Observation of Interactions of People to Cultural Heritages:* the researcher has observed the activities and interactions of the people through their attitudes and behaviours to the activities of the Cultural Heritage Tourism development and management in Quang Nam and Thua Thien Hue provinces. Especially, observations for the activities of the visitors, who are regarded as the buyers of local tourist products are paid much attention to assess adequately their interactions to the duties of cultural heritages preservation. As we know, the advantages of observation are that data which are collected are more objective and generally more accurate.

***INTERVIEW (Individual or In-depth and Focused Group Interviews):*** Interviewing is a commonly used method of collecting information from people. In many walks of life we collect information through different forms of interaction with others. Any person-to-person interaction between two or more individuals with a specific purpose in mind is called interview. On the one hand, interviewing can be very flexible, when the interviewer has the freedom to formulate questions as they come to mind around the issue being investigated; and on the other hand, it can be inflexible, when the investigator has to keep strictly to the questions decided beforehand (*Kumar, 2005:123-126*).

*Structured Interview Method:* the researcher will also utilize the method of structured interview which include both individual (in-depth) and focused group interviews. Interviews were used for the collection of straightforward factual information, their potential as a data collection method is better exploited when they are applied to the exploitation of more complex and subtle phenomena. Moreover, the reason that the researcher would like to use interviews as the data collection method because it will help him to understand better the people's opinions, feelings, emotions, attitudes, behaviours, and experiences. This is an important advantage of interview-based research method in comparison with the method of observation, in which it could not understand the feelings and emotions from the people.

*A Combination of Both Individual Interviews and Focus Group Interviews:* the researcher has applied a combination of individual and focus groups interviews in this study due to their real benefits. The former has some advantages such as: it is relatively easy to arrange, it stems from one source – interviewee, it is relatively easy to control. Meanwhile the later has advantages, i.e. it helps the researcher to grasp different responses from interviewees, a broader spectrum of people, a greater

variety of experiences and opinions emerging from the investigation. In the scope of this study, a strong focus for realizing the focus group interview is given by the researcher. As we know, a focus group is another qualitative data-gathering method. With this group-interview method, people who share similar expertise are brought together and asked their opinions and ideas about a particular topic. Most groups are made up of five to twelve people. The expected questions that the researcher would like to give out are mainly focused on the problems and potentials in the development of Cultural Heritages Tourism and the essential interventions tools for achieving them.

*Interview Guide:* The interview guide varies from highly scripted to relatively loose, but they all share certain features: they help to know what to ask about, in what sequence, how to pose the questions, and how to pose follow-ups. They provide guidance about what to do or say next, after the interviewee has answered the last question (Dencombe, 2010). Before conducting interviews, the researcher makes an interview guide to help him direct the conversation toward the topics and issues he wants to learn about (see annex i).

*Questionnaires:* "A questionnaire is a written list of questions, the answers to which are recorded by respondents" (Kumar, 2005:126) and "sample size depends on the experience of a researcher or skills, budget, and elements of the research" (Kumar, 1999). In this study, questionnaires are prepared carefully by the researcher served for the interviews.

*Key Informants:* the researcher have chosen (1) *The officers* who are working at the central institutions located in the two provinces, particularly the agencies and departments working in the domain of cultural heritage conservation and preservation, tourism management, development planning. (2) *Tourist Operators:* tour operators, hotels, restaurants, etc. and (3) *Visitors:* both international and domestic tourists. In terms of the interview questionnaire design, the questionnaire is designed with a focus on the proper structure and contents of questions. Regarding the structure, it will be firstly designed with a brief introduction about the researcher and his research work. The researcher has also tried to ensure the proper length of questions, a number of appropriate questions. An expression of gratitude from the researcher to the informants will be put at the end of the questionnaire "*Thank you very much for your cooperation*". For the questions, the researcher has combined both direct and indirect questions, of which the direct questions are served for obtaining the information he needs and the indirect questions are used to make the respondents feel comfortable to answer the questions and therefore, the researcher can attain what he desires.

The Table 5.2 indicates three different kinds of key respondents such as officers, visitors (international and domestic), and tourist operators. The key respondents are 129 people in total. In order to make a clear explanation in the analysis chapters concerning the key respondents' ideas in terms of every specific topic, the researcher will code the number of respondent as follows: n=129 (all respondents), n=52 (public officials), n=12 (tourist operators), n=65 (visitors).

Table 5.2: Summary of Key Respondents

No.	Types of Respondents	Number of Respondents	Notes
1.	Public Officials	52	
2.	Tourist Operators	12	
3.	Visitors	65	International Visitors (40), Domestic Visitors (25)
	<b>Total</b>	<b>129</b>	

Source: Researcher

### 5.3.2. Nonprobability Sampling Design

As discussed above, the nonprobability sampling design is used in the framework of this study. As we know, in contrast with the probability sampling method which involves random selection and is representative of the population, the nonprobability sampling method does not involve random selection and it is not representative of the population. Moreover, in applied social research there may be circumstances where it is not feasible, practical or theoretically sensible to do probabilistic or random sampling. This is also the main reason that the researcher would like to utilize the nonprobability sampling method in this study. And, the nonprobability sampling method which the researcher applies is the case study. Non-probability sampling design does not follow the theory of probability in the choice of elements from the sampling population. Non-probability sampling designs are used when the number of elements in a population is either unknown or cannot be individually identified. In such situations the selection of elements is dependent upon other considerations (Kumar, 2005:177-179).

Therefore, nonprobability sampling is any sampling method where some elements of the population have no chance of selection (these are sometimes referred to as out of coverage/uncovered), or where the probability of selection can not be accurately determined. It involves the selection of elements based on the assumptions regarding the population of interest, which forms the criteria of selection. This research is limited to some groups with small size, namely public officials, tourist operators and visitors (international and domestic visitors). These targeted groups are also considered as the main groups of the population who the researcher would like to aim at doing the research. The three kinds of these key respondents have a common characteristic, namely the participation into tourism activities. For the international and domestic tourists, they are regarded as the buyers of the local tourist products from the local community and the tourism operators are regarded as the sellers of their local tourist products. The last remaining group is the public officials who are concerned much in forming and delivering the policies and mechanism for developing the tourism industry. Making interviews with these kinds of such people, the researcher does hope to harvest the deep understanding and insights into the issues of tourism and its roles.

### 5.3.3. Quota Sampling

The main consideration directing quota sampling is the researcher's ease of access to the sample population. In addition to convenience, s/he is guided by some visible characteristics, such as

gender or race, of the study population that is of interest to him/her. The sample is selected from a location convenient to the researcher, and whenever a person with these visible relevant characteristics is seen that person is asked to participate in the study. The process continues until the researcher has been able to contact the required number of respondents (quota) (*Kumar, 2005:178*). Quota sampling is a method for selecting survey participants. In quota sampling, key respondents are first segmented into mutually exclusive sub-groups, just as in stratified sampling. Then judgment is used to select the subjects or units from each segment based on a specified proportion.

The researcher used the method of quota sampling to select the targeted groups or the key respondents in his study. The main reasons for selecting the three kinds of respondents are that they are all operating and/or engaged directly into the tourism industry development activities but their roles and functions are different. For the public officials, they are managing and developing tourism by giving out the mechanism of policies, laws, regulations and related issues. For the tourist operators, they are operating directly into tourism activities such as hotel, restaurants, resorts, shopping, recreational activities, health care service, and so on. The tourist operators are viewed as the sellers of the local tourist products for the visitors. Then, for the visitors who are engaged directly in tourism activities and buy directly the local tourist products at their visiting destination. In this case the visitors are regarded as the buyers of local tourist products. Generally, the researcher feels rather be convenient to access these types of people for gathering the data in the location of research areas.

In terms of the selection of numbers of key respondents, the researcher has firstly divided the key respondents into three sub-groups, namely public officials, tourist operators and visitors (international and domestic). The number of key sub-group respondents depends mainly on the volume of data which the researcher needs to gather for every specific aspect of data analysis. Finally, the number of respondents are quoted by a total of 129 people, of which public officials are 52 (40.3%), tourist operators are 12 (9.3%) and visitors are 65 (50.4%). For the number of tourists, based on the data from Vietnam's Statistical Office, the total number of tourists in Vietnam in 2012 were 39.3 million of tourists, of which the domestic tourists were 32.5 million, occupying 82.5% and the international tourists are 6.8 million tourists, occupying 17.5%. Although the number of domestic tourists are higher than the number of international tourists, the tourism revenues from international tourists are higher than domestic tourists. From this reason, the researcher has decided to quota a rate of around 60 percent for international tourists and 40 percent for domestic tourists. This is equivalent to a number of domestic tourists with 25 people (38%) and a number of international tourist with 40 people (62%).

Firstly, the researcher has interviewed the respondents who comes mainly from the relevant departments and agencies in the two provinces of Thua Thien Hue and Quang Nam and especially, the departments and agencies who are responsible for managing and developing the tourism industry, for example, the Provincial People's Committees and their Provincial Departments of Culture, Sports and Tourism in Thua Thien Hue and Quang Nam, Hue Monuments Conservation



Centre, Quang Nam's Heritages Conservation Centre, the Municipal Offices of Culture, Sports and Tourism in Hue city and Hoi An, Tam Ky cities, and the like. Those are the departments and offices which are operating directly on the tourism industry and they are also the organs which deliver many important policies and mechanisms on tourism industry development. The information needed to collect from such departments and offices are mainly number of cultural heritages, tourists and their expenditures, number of tourists, revenues, incomes, GDP, tourism policies and mechanism. Furthermore, the researcher has also interviewed the officials from the other departments and offices such as the Department of Labours, War Invalids and Social Welfare; the Department of Industry and Commerce, the Statistical Offices, the Department of Investment and Planning. The information and data needed from these departments and offices include the situation of labourers in tourism industry, tourism enterprises, and its policies for tourism labour and entrepreneurs. Additionally, a set of statistical data in terms of tourism facilities and services, infrastructure, revenues, incomes, GDP, and the like will also be gathered by the researcher through the Statistical Offices. In short, the selection of interviewees who are the public officials coming from many different departments and the officials will certainly facilitate the researcher to obtain an adequate source of data and at the same time, it also helps the researcher to catch an insight into the issues which concerns them.

Along with the public officials, the researcher has also made essential interviews with the tourist operators. As explained above, tourist operators are viewed as the sellers of the local tourist products and they themselves must normally understand rather well what they will sell for the tourists. For this reason, the researcher has chosen tourist operators as his objects of interviews. Interviewing the tourist operators will help the researcher to understand better about their feelings, thoughts. Furthermore, the researcher tries to ask them to share with him their experiences about tourism and its development activities. In this study, the researcher has interviewed twelve tourist operators who are operating in the domains of hotels, tour operators, restaurants, tourist companies, and so on. Lastly, visitors (international and domestic) are selected by the researcher as one of three important key respondents in this research. According to the researcher, visitors are the buyers of the local tourist products from which tourist destinations they arrive and they must consider carefully the products and services before they decide to buy them. And the first thing which visitors often pay much attention is the quality of product and service. In this study, the interviewed visitors are totally sixty five.

#### **5.3.4. Sampling Frames**

Before entering the field works, the researcher has tried to set up a careful sampling frame because this is considered as an important step to address the research population. As we know, a sampling frame contains information about the research population. Generally, it takes the form of a list of names or addresses that includes all of the members of the population from which the sample is to be selected. Sometimes, a suitable sampling frame can be easy to find. Research that involves formal organisations can often draw on things like membership lists, email addresses, and employee

records, to provide a suitable sampling frame that includes all members of the population to be researched (*Denscombe, 2010*).

The Table 5.3 describes a sampling frame, in which the necessary information about the key respondents for interviews is given. It will obtain the different types of the key respondents, the list of the office's names and their liaison addresses. Through the table, we can see that the main key respondents will be the Public Officials (administrators, politicians, environmental and cultural experts, and so on), Tourism Operators (tourism operating entrepreneurs), and Visitors (international and domestic). As explained above, the main reason for selecting these kinds of key respondents is because they are related closely to tourism and its activities.

Table 5.3: A Sampling Frame for the Key Respondents

No	Types of Key Respondents	List of Interview Units	Name of Office	Liaison Addresses
1.	Officials	Governmental agencies and departments in charge of tourism and cultural management affairs, Local Planning Institute	People' Committee of TTHue People's Committee of Quang Nam	16 Le Loi Str. Hue City, Email: <a href="mailto:portal@thuathienhue.gov.vn">portal@thuathienhue.gov.vn</a>
			Department of Culture, Sports, Tourism of Thua Thien Hue and Quang Nam provinces	08 Ly Thuong Kiet Str. Hue City, Email: <a href="mailto:svhttdl@thuathienhue.gov.vn">svhttdl@thuathienhue.gov.vn</a>
			Bureau of Culture, Sports, Tourism of Hue City	
			Hue Monument Conservation Centre	23 Tong Duy Tan, Hue City Email: <a href="mailto:huedisan@mail.com">huedisan@mail.com</a>
			Hue Festival Centre etc	17 Le Loi str. Hue City Email: <a href="mailto:info@huefestival.com">info@huefestival.com</a>
		Academic Institutions, Universities, Schools, etc	Hue University and its college members, Hue Culture Research Institute	
2.	Tourist Operators	Hotels & other tourist accommodation, restaurants,, cafes, bars, public houses and night clubs, travel agencies, tour operators, libraries, museums, other cultural activities	Hotels in TTHue & Quang Nam, Tourist Companies in TTHue & Quang Nam: Hue Tourist Company, Vido Travel company, etc	
3.	Visitors	International visitors	Europe (Germany, France, etc), America (USA, Canada, etc), Asia (Japan, Korea, China), Australia, etc.	
		Domestic visitors	Vietnamese Tourists	

Source: Researcher

## 5.4. Data Analysis

As mentioned above, a combination of both qualitative and quantitative research methods is used in this study, of which the qualitative research method plays a key role in the data analysis of the whole research works. The quantitative research method is also used to measure economically the impacts of Cultural Heritage Tourism through the calculation of revenues, turnovers and the mentioned issues. The analysis of data is done systematically and through multi-disciplinary. Study case research is selected to be used in this study to bring a wide range of views of agent involved. The data analysis is done based on the essential research tools such as document, historical records (secondary data sources) which come mainly from government publications, reports. Interviewing, observation are the main methods classified under primary sources.

*Techniques of Qualitative Data Analysis:* the qualitative data analysis is done based on the application of basic approaches such as documentation of the data and the process of data collection; organization and categorization of the data into concepts; connection of the data to show how one concept may influence another; evaluating the explanations and searching for negative cases; and reporting the findings. The analysis of qualitative research notes begins in the field, at the time of documentation, observation, interviewing as the researcher identifies problems and concepts that appear likely to help him in understanding the situation. Simply reading the notes or transcripts is an important step in the analytic process. The researcher has made frequent notes to identify important statements and to propose ways of coding the data: “*tensions-reduction strategies and action plans*”. The Table 5.4 below summarizes the steps of data analysis in this study.

Table 5.4: Steps of Data Analysis

No.	Steps of Data Analysis	Description
1.	Documentation	Notes jotted down in the field through written documents, observation, interview, questionnaires
2.	Conceptualization	Identifying and refining important concepts
3.	Examining Relationships and Displaying Data (centrepiece of analytic process)	Moving from simple description of the people and setting to explanations of why things happened as they did with those people in that setting
4.	Authenticating Conclusions	Credibility of the informants; statements in response to the researcher's questions; the extent of reactivity;

Source: Researcher

Moreover, in the analysis of social aspect data, for example, the impacts of Cultural Heritage Tourism in creating employments and generating incomes for the local people as well as enhancing the identity and branding for the localities in the two provinces and so on, the researcher has also applied the Likert scale technique which is viewed as one of the three major types of attitudinal scale. Attitudinal scale is used when “if you want to find out the attitude of respondents towards an issue, you can ask either a closed-ended or an open-ended question” (Kumar, 2005: 144). By doing this technique, the researcher could learn much about the attitudes of the key informants and their reactions to the Cultural Heritage Tourism.

*Data Categories:* first of all, because Cultural Heritage Tourism concerns much the historical and cultural factors, the researcher tries to consider carefully the historical development process of Cultural Heritage Tourism and its situational context in the two provinces of Thua Thien Hue and Quang Nam. A data systemization at this stage of literature review helps the researcher to identify the various factors of Cultural Heritage Tourism which should be investigated. The researcher tries to assess adequately the Cultural Heritage Tourism and its typical types such as tangible, intangible, natural landscapes as well as its important roles in social and economic aspects, for examples, employments, incomes, revenues, taxes, and turnover. Revenues and turnover from tourist operations are calculated through the number of visitors' arrivals and their expenditures at the tourist destinations, and the tourism investments from the multi-stakeholders in the provinces. An analysis of the impacts of Cultural Heritage Tourism in the revitalization of historic city centres is also realized to measure socially and economically its activities in business incubation, traditional trade villages, vocational training programs and so on. Moreover, the statistical data in terms of infrastructure; natural disasters and its effects; facilities and services for the development of Cultural Heritage Tourism is also collected and analyzed.

*Quantitative Data Analysis:* As mentioned above, along the qualitative research method, the quantitative research method is also applied by the researcher in this study. It is used to economically measure the impacts of Cultural Heritage Tourism through the calculation of the important factors such as revenues, taxes, employments, incomes, tourists' expenditures, investment capitals for CHT and so forth.

*Data Analysis Presentation:* the analyzed data is presented in a progressive order based on the research questions as cited in the Chapter IV. The data analysis is presented under different ways of charts, graphic, tables, photos, figures, texts and so on.

## **5.5. Validity and Reliability**

**Validity:** Validity is defined as the degree to which the researcher has measured what he has set out to measure" (*Smith, 1991: p.106*). According to Kerlinger, "The commonest definition of validity is epitomised by the question: Are we measuring what we think we are measuring? (1973: 457). Babbie writes, "Validity refers to the extent to which an empirical measure adequately reflects the real meaning of the concept under consideration" (1990: 133).

In this study, the researcher has constructed the validity by using the multiple sources of evidence (a mixture of documents, historical records, interviews and observation) and establishing the chain of evidences (the questions asked, data collected and the conclusions drawn). This is shown clearly in the phase of data collection and data analysis. The internal validity (showing the causal relationship between outcomes and intervention) is done in the phase of data collection and data analysis by doing the explanation building and the external validity is realized in the research design by selecting the two case studies of Thua Thien Hue and Quang Nam. The researcher would like to measure the impacts of Cultural Heritage Tourism in social and economic factors as well as

the factor of cultural heritage conservation and promotion. Furthermore, the researcher has reviewed a set of key respondents (public officials, tourist operators, visitors).

**Reliability:** the concept of reliability in relation to a research instrument has a similar meaning: if a research tool is consistent and stable, hence, predictable and accurate, it is said to be reliable. The greater the degree of consistency and stability in an instrument, the greater is its reliability. Therefore, "a scale or test is reliable to the extent that repeat measurements made by it under constant conditions will give the same results" (*Moser & Kalton 1989: 353*).

In this study, the researcher has used the case study protocol and developed the case study database. The case study protocol is addressed to the key issues such as research design, data collection, analysis, plan validity, study limitation, reporting and schedule. The key respondents and the test items were used and I conducted interviews, observation, documents myself. The primary data collection is based on the gathering the reflects of ideas on every specific analytical aspects from the three types of key respondents. The researcher has administered the instruments under the similar conditions to the same population and then he obtained similar results. Therefore, the instruments are really reliable.

#### **5.6. Data Management and Challenges/Difficulties**

The data management is viewed as one of the initial difficulties and challenges which the researcher has encountered during his study process. The task of data management is not easy at all when the volume of data is rather huge. Moreover, it is very difficult for the researcher to manage the data in appropriate ways. It requires the researcher to apply the very scientific approaches into his study to manage the data effectively. As we know, Cultural Heritage Tourism is a broad definition which first of all concerns three different dimensions, namely tourism, heritage and culture. In order to understand fully the concept of Cultural Heritage Tourism, the researcher must firstly obtain an insight into every factor of tourism, heritage and culture as well as the nature of those topics and their mutual relationships. Then, the researcher has tried to narrow the topic to which focuses on, namely the Cultural Heritage Tourism and its important roles in enhancing the socio-economic and planning management realities. Once again, the data management has continued to be moved forward to gathering the information about the impacts of Cultural Heritage Tourism in social, economic and planning factors. In social aspect, it requires the researcher to collect data in terms of employments and incomes because these two factors reflect basically the contribution of Cultural Heritage Tourism in social spectrum. Meanwhile, in economic aspect, it requires the researcher to harvest the data in terms of income, revenues, tax, budget, number of tourists, and so on which Cultural Heritage Tourism brings in to enhance the economic growth. Normally, data in economic aspect are very large and are shown under complicated forms such as statistical number, maps, charts, tables, figures, and the like. In the issue of spatial planning management, it requires the researcher to collect the number of projects, program, strategies, laws, regulations, financial budget, human resources, and so forth regarding the topic of Cultural Heritage Tourism.

Time limitation is also considered as one of difficulties and challenges for the researcher in this study course. In the framework of this study, the researcher has always put in the state of urging his volume of research works in order to assure the results of this study works and time period effectively and timely. Furthermore, the time plan should be scheduled appropriately from the researcher himself and even from his supervisors. More importantly, the researcher has learnt that data management should be also set up in the most proper time management; therefore the researcher can not only harvest data sufficiently but also fix his time plan properly. Besides the issues as cited above, the factor of finance and the reactions from the key respondents are also regarded as the difficulties and challenges for the researcher in the course of this study. Finally, making essential contacts with the key respondents is also very difficult for the researcher. According to the researcher, making contacts with the key respondents to attain necessary data is an art of working style at the field visits. The fact that you will collect enough data might come from the possibilities, for examples, you are fortunate when you met the friendly people and they are willing to help you or you have known to manipulate the arts of making friends with the interviewees who you want to interview or ask to give you data.

In short, how to deal with the issues of data management, difficulties and challenges is a big question which the researcher has tried to measure and manage during his study course. Above are some experiences which the researcher has drawn out while doing the research works and the field visits. According to the researcher, the best way is to set up a proper research plan with a focus on very specific data and a scheduled plan of time for implementation. A full understanding about the topic is also encouraged because this will help the researcher to narrow ideas but assure to obtain as many most important points as possible.

**CHAPTER VI:**  
**ANALYZING THE PRESENT SITUATION OF CULTURAL HERITAGE TOURISM AND**  
**IDENTIFYING ITS POTENTIALS AND PROBLEMS FOR DEVELOPING CULTURAL HERITAGE**  
**TOURISM IN THUA THIEN HUE**

The Chapter VI presents an adequate analysis about the present situation of Cultural Heritage Tourism (CHT). In the initial part of the chapter, an overview of Thua Thien Hue's tourism and its development history will be described. Then, the potential impacts of Cultural Heritage Tourism in the socio-economic development and spatial planning management in the province will be analyzed. Next, the researcher will try to identify the main problems for developing Cultural Heritage Tourism in Thua Thien Hue in the past. At the end of this chapter, a brief summary will be done to sum up the key issues that are discussed in the whole chapter and to establish a close connection with the next chapter. Based on the research strategy and the research methods as explained in the Chapter V, in this chapter, the researcher would like to demonstrate the important findings which he obtained from the field works. Generally, the main purpose of making necessary analysis is to find out the appropriate solutions for responding the research questions mentioned in the Chapter IV.

**6.1. Analyzing the Present Situation of Cultural Heritage Tourism and Its Importance in Thua Thien Hue Province**

This section introduces the development of tourism and especially, an adequate analysis about Cultural Heritage Tourism in Thua Thien Hue province. Given the literature review, Thua Thien Hue is a Centre for Tourism, Culture, and Festivals of Vietnam and it comprises of unique characteristics of cultural values which are officially recognized by the UNESCO as the World Culture Heritages i.e. the complex of historical monuments (tangible) and the Hue Royal Court Music (intangible). Moreover, Thua Thien Hue has many other significant cultural heritages that are ranked at the national and provincial level. Formerly, Thua Thien Hue used to be the Old Capital City of Vietnam; therefore it inherits an abundance of great works of monuments, citadels, imperial palaces, tombs, pagodas, churches, temples, old house and buildings, ancient town, and so on. Those constructions are the valuable assets of cultural heritages of the province. Talking to Thua Thien Hue, people often thinks of the very traditional and unique model of ancient architecture of Vietnam. In terms of invisible heritages, apart with this "Hue Royal Court Music", Thua Thien Hue has also a treasure of traditional manners and customs, and folk musics. Finally, the province is given by the nature many beautiful natural landscapes such as sand beaches (Lang Co, Canh Duong, Thuan An), mountains (Ngu Binh, Bach Ma, etc), hills (Thien An, Vong Canh), lagoon (Cau Hai, Tam Giang), forests, and so on.

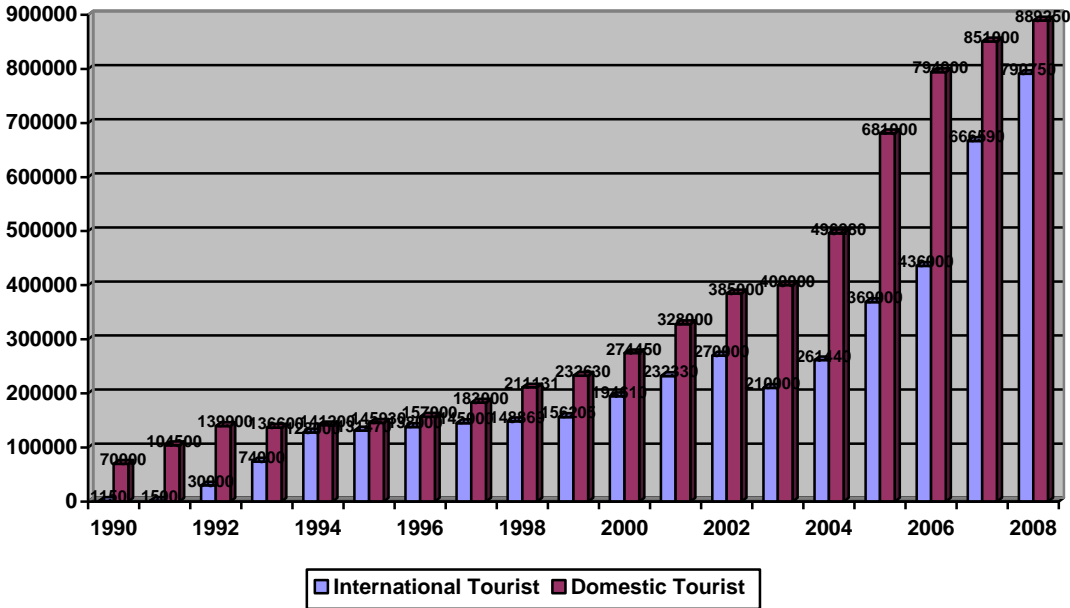
**6.1.1. The Process of Development History of Tourism Industry in Thua Thien Hue**

Given the literature review, tourism was initiated in Thua Thien Hue since the beginning of the XX century with the birth of the Morin hotel (1901) and its travel office. During the period of 1931 and 1934, over 130 villas were built at Bach Ma (white horse) top (currently Bach Ma National Park). A



tour was organized to various landscapes of Thua Thien Hue, especially the monuments of Nguyen Dynasty. Since 1956, tours to the monuments and landscape of Thua Thien Hue were developed, yet there was no corresponding figure of tourists traced. From 1957 to 1975, those tours were discontinued as a result of the war. Thua Thien Hue tourism was recovered gradually with the foundation of Thua Thien Hue Tourism Company (July 1976) with Huong Giang as their first accommodation establishment with 20 rooms and 30 staffs. Based on the data given by the provincial Department of Culture, Sports and Tourism (DoCST), the researcher discovered that Thua Thien Hue's tourism in particular and Vietnam's tourism in general, experienced a roar since 1990 (source: *Thua Thien Hue's DoCST*). The Chart 6.1 shows the development of Thua Thien Hue tourism from 1990 to 2008. Through this chart, we can easily that the number of tourists' arrivals was increased slowly in the phase of 1990-1998. The number of tourists' arrivals increased a little bit higher in the period of 1998-2002. From 2002 till 2008, there has been had a bigger increase of tourist's arrivals to Thua Thien Hue, both international and domestic tourists. Comparing to the number of foreign visitors, the number of domestic visitors was higher.

Chart 6.1: Number of Arrivals to Thua Thien Hue during 1990-2008 Unit: thousand

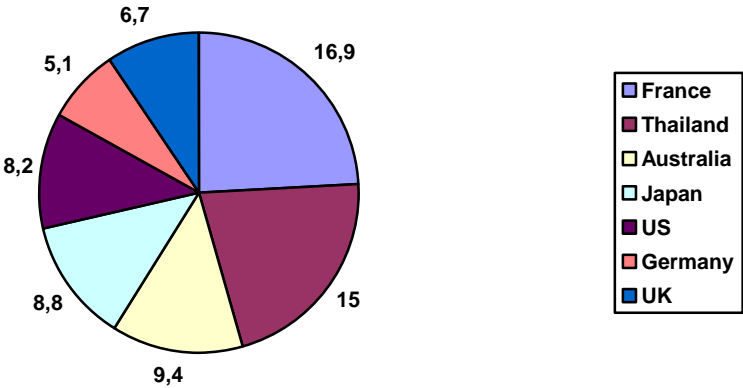


Source: *TTHue Province's DoCST*

In 1990, Thua Thien Hue welcomed 10000 international tourists and 60000 domestic tourists. In 2000, the figure was 194000 and 274450 respectively. In 2008, domestic tourists increased by 3 times as against 2000, corresponding to 818786 arrivals. However, domestic data showed that 2009 experienced a 4.4% decrease with 780000 arrivals. Tourists came through travel agencies accounting for 49.65% of a total with 71000 arrivals. In 2009, there was 1.43 million arrivals to Thua Thien Hue, a 6.5% decrease as compared to 2008. In 2008, international arrivals was 709473, increasing by 3.6 times during a period of 8 years. Yet, that figure of 2009 was 650000, decreasing by 11.2%. This was consistent with the downward trend of Vietnam tourism at 11.8%. Tourists came

from various countries, amongst which the top 10 generating markets were Thailand, France, Germany, and United State of America, Vietnamese overseas, United Kingdom, Australia, Japan, Canada and China. The Chart 6.2 below describes the market share of international tourists to the province as compared to the whole country was 17.1% in 2009. The main market of Thua Thien Hue tourism was France, United Kingdom, Australia, United States, Japan and overseas Vietnamese. The percentage of French tourists decreased gradually from 34% in 1997 to 25.2% in 2002 and 16.9% in 2009. Whereas, the percentage of Thailand tourists increased significantly with the opening of the East West Economic Corridor and presented as the top market in 2008 although it stepped backward to the second market in 2009. Other key markets included Australia (9.4%), US (8.8%), Germany (8.2%), Japan (5.1%) (source: *Thua Thien Hue's DoCST*).

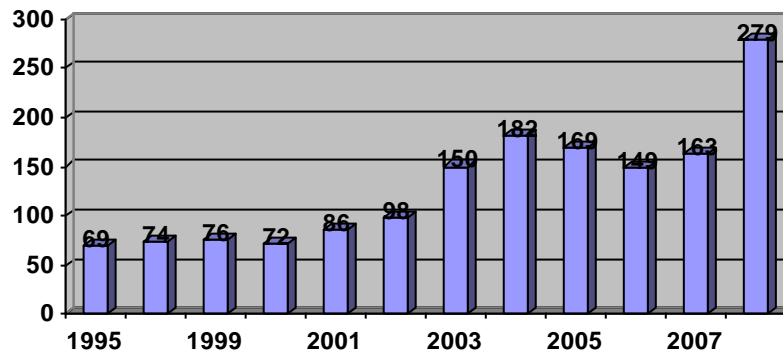
Chart 6.2: Market Share of International Arrivals in 2009 (%)



Source: *Thua Thien Hue Province's DoCST*

Regarding the international visitors to Vietnam in 2009, Thua Thien Hue was an attractive destination for visitors from the Thailand (63.8%), France (61.4%), Australia (27.9% market share). For the US market, Thua Thien Hue attracted only 14.2% of total US visitors to Vietnam. Other countries such as China, South Korea, Taiwan and Malaysia were also the key markets of Vietnam tourism; yet, their visitors to Thua Thien Hue were less than 3%. Regarding Japan market, Thua Thien Hue accounted for 7.2% of total visitors to Vietnam. (source: *TTHue Province's DoCST*). The Chart 6.3 below indicates the number of accommodation and establishments in the province by years. As such, from only 69 establishments in 1995, the number increased to 169 in 2005 and 279 in 2008. The number of rooms also rose from 1669 in 1995 to 3677 in 2005 and 6125 in 2008. The development of accommodation basically met the demands of tourist to Thua Thien Hue. The occupancy rate also increased from 52.3% in 2004 to 71.6% in 2008.

Chart 6.3: Number of Accommodation Establishments in TTHue by Years



Source: TTHue Province's DoCST

The researcher's conducted survey has shown that the average length of stay was 1.9 days for international and over 2 days for domestic tourists. Even though labour engaged in tourism has increased, it accounted for 1.4% of total working people in the province. Foreign tourists mainly went on tour (nearly 70%), while a larger proportion of domestic visitors organized their own itineraries. The most attractiveness of Thua Thien Hue tourism included Hue monuments, other cultural activities, Hue Art and Hue cuisine. According to a survey done by the Thua Thien Hue Bureau of Statistics, the percentage of international tourists visiting the Citadel in 2001 accounted for 83.4% of total visitors to the province. Presently, Thua Thien Hue has many different types of vestiges such as artistic architecture (38), historic (40), archaeological (01), historic architecture (04), and architectural history (01). For historic vestiges, they are further categorized into 04 pieces, i.e. historic (revolutionary) (15); historic (commemorative) (21); historic (traditional careers) (03); and historic (01). In addition, the province has also a total of 48 of province-level ranked vestiges, of which revolutionary history are twenty (20), historic are eight (08), cultural history are eleven (11), commemorative history are three (03), artistic architecture history is one (01), artistic architecture are five (05) and as we see, the majority of provincial-level vestiges are revolutionary history and cultural history. The Table 6.1 presents a total number of the vestiges in Thua Thien Hue, of which Hue city and Phu Loc and Phong Dien districts occupy the majority of vestiges in the province. These vestiges which were ranked at the national and provincial level include 84 and 48, respectively. The remaining vestiges were ranked at the lower levels (district, commune, and village). Through the table, we can see that the province has a total number of 891 vestiges, of which there are 373 in Hue city, 69 in Huong Tra district, 79 in Huong Thuy district, 74 in Phu Vang district, 126 in Phu Loc district, 08 in Nam Dong district, 14 in A Luoi district, 105 in Phong Dien district, 43 in Quang Dien district. Through this cited data, we can see that Thua Thien Hue has actually a big quantity of vestiges in Vietnam.

Table 6.1: Total Number of Ranked Vestiges in TTHue

Locations	Hue	Huong Tra	Huong Thuy	Phu Vang	Phu Loc	Nam Dong	A Luoi	Phong Dien	Quang Dien	Note
Ranked at levels										
Total; of which	373	69	79	74	126	8	14	105	43	891
National	33	9	10	9	6	0	7	7	3	<b>84</b>
Provincial	13	3	5	9	3	2	2	7	4	<b>48</b>

Source: TTHue's DoSCT

### 6.1.2. The Average Length of Stay

According to Thua Thien Hue's Office of Statistics, the average length of stay of international and domestic tourists in Thua Thien Hue was almost similar, nearly 2 days, with slow increase. Data from a survey of Vietnam, General Bureau of Statistics in 2007 showed that: the average length of stay of tourists in Thua Thien Hue: 2 days (as compared to Quang Nam: 2 days); the average length of stay of tourists in the province by tour: 1.8 days; the average length of stay of independent tourists in Thua Thien Hue: 4.1 days. Tourists travelled by plane have the highest length of stay. Regarding the purpose of arrival, conference attendees averagely had the longest stay (4 days) while tourists and visitors stayed for less than 2 days; the average length of stay of international visitors to Vietnam was more than 13 days. According to the tourism operators, who are operating in travelling tours, restaurants, hotels, souvenir shops, transports and the like, one hundred percent (100%,  $n=12$ ) of them agreed that the main reason of the average length of tourists' stay is still small is because tourism activities have not really been diversified.

According to the respondents, tourists visited mainly at main beauty spots in Thua Thien Hue such as Citadel, imperial palaces, Thien Mu pagoda, Emperors' tombs of Minh Mang, Khai Dinh, Tu Duc, museums, and so on within only one or two days and then they moved to Hoi An in Quang Nam. The interviewees further explained that the main reason which most of tourists stayed only in short time in the province is because, besides visiting the main tourism destinations, they do not know where they could go for, for example: entertainment activities. Moreover, they added that the local tourist products are not really varied and attractive. Therefore, according to the respondents, they suggest that it should be necessary to diversify the multiform of Cultural Heritage Tourism, for example, setting up more tours to facilitate tourists to visit old historical and revolutionary relics, traditional trade villages, and village communities of ethnic minorities groups in mountainous area; to visit old architectural centres which were once belonged in imperial time.

### 6.1.3. Expenditure of Tourists

In order to measure the potential impacts of the Cultural Heritage Tourism to the economic development in this section, the researcher will come to analyze the expenditure of tourists during their visiting stays in Thua Thien Hue. The measurement is, of course, focused on making an analysis of both international and domestic tourists' expenditures.

**Expenditure of International Tourists:** According to the General Bureau of Statistics of Vietnam: the average expenditure of a tourist in Thua Thien Hue was US \$ 58.5, higher than the

national average (US\$ 36.6) but lower than in Quang Nam (US\$ 119.1). Most tourists travelled to Hue by plane. Travellers on business spent US\$ 270.1 per day. The structure of spending was as followed: expenditures for food and accommodation (US\$ 26.8, accounting for 45.7%), travelling (US\$ 7 accounting for 11%), sightseeing (US\$ 4.8 or 8.2%), shopping and entertainment (US\$ 13.1 or 22.2%), health care and other services (12%). The spending on food, accommodation, shopping of international tourists in the province was relatively lower than in other central provinces of Vietnam. In particular, spending for shopping in Thua Thien Hue was 24.5% of Quang Nam (*source: Vietnam's General Bureau of Statistics*).

Given the study survey, the researcher has discovered that most of visitors (more than 80 percent,  $n=65$ ) visited Thua Thien Hue for the first time but they expressed much of their pleasure in this land because according to them, the journey has brought them many interesting things and helped them understand better about the history and people of the region. The visitors said that they know Thua Thien Hue through many different channels (internet, their relatives and friends, newspapers, television) a very famous place in Vietnam with many monuments and historical relics remained from the imperial times. Meanwhile, the remaining number of visitors (twenty percent,  $n=65$ ) said they have visited it several times. The visitors explained that the main reason they want to come back to this region is because they love much the lovely and peaceful beauty in here. Furthermore, based on the study survey, the researcher has learned that the stay duration of visitors in the province is from 2 to 3 days at average and most of the time, the visitors stayed over in Hue city or they stayed in the hotels and resorts which located along the beaches in the districts.

***Expenditure of Domestic Tourists:*** Given the literature review, a survey done the Vietnam's Ministry of Culture, Sports & Tourism in 2005 (in 26 provinces and cities) showed that visitors spent the same amount of money in Thua Thien Hue and Quang Nam (408.700 VND) but 2 times higher than the national averages. Based on the results of study survey, the researcher has discovered an interesting thing that there are many different tourists to Thua Thien Hue for visiting purposes. The tourists were entrepreneurs, engineer, retired officials, physician, pharmacist, teacher, housewife, writers, students, gardener, yoga teacher, paramedic, midwife, worker, medical doctors, retired lecturer, urban designer, lawyer, retired teacher, secretary, bankers, architect, mechanical engineer, civil servant, and businessman. Due to the difference of tourists' occupations, their expenditures are also different and normally, the tourists such as entrepreneurs, medical doctors, civil servants, engineers, teachers, physician, and pharmacist spent much money than the remaining tourists such as students, and so on. For the former, they can spend more than 100USD per day or even several hundreds dollars per day for various activities such as shopping, entertainment, or better qualified accommodation such as deluxe rooms and other costly services. For the latter, they normally spent at lower level of expenditure. The expenditures which the tourists spent will include lodging, foods and drinks, local transportation, visit ticket, entertainment, shopping.

**Seasonality of Thua Thien Hue Tourism:** Tourists to Thua Thien Hue focused in some periods and the high season for domestic and international tourists were different. High season for international tourists was October to April, while that of domestic tourists from May to August. Low season for international tourists came from May to September and domestic tourists from September to April of the next year. Due to the seasonal variation in the international and domestic tourists, the seasonality of Thua Thien Hue tourism was significant. Every June, during the Hue festival, there was a soar in arrivals, especially of domestic tourists. This creates difficulties for the province in their infrastructure development (*source: TTHue Province's DoCST*).

#### **6.1.4. SWOT Analysis**

In order to analyze the situational context of Cultural Heritage Tourism in Thua Thien Hue province, the researcher will set up the SWOT analysis matrix. This matrix is established based on the findings done from the study survey through research methods such as literature review (secondary data collection), an observation and individual and focused groups interviews (primary data collection). First of all, the researcher has met the public officials from the relevant departments and agencies of the province to ask for documents, maps, diagrams, reports and then took a careful reading. Then, the researcher went to the every municipality and district in the province to observe directly the living conditions of the local people, the present situation of infrastructure system (roads, bridges, seaport, airports, the like), tourism facilities and services (restaurants, hotels, souvenir shops, recreational centres), and some typical destinations of the Cultural Heritage Tourism such as historical and revolutionary relics, imperial monuments, royal citadels, religious establishments, ethnic minority groups, and so forth. By doing such an observation, the researcher can have a clear insight about the context of the province. Finally, the researcher has made interviews with the key respondents such as the public officials, tourist operators, and visitors to understand better the realities of the regions where he is studying.

The Table 6.2 describes an analysis of the SWOT table. SWOT is abbreviated by the terms of Strengths (S), Weaknesses (W), Opportunities (O) and Threats (T). Through the table, we can identify that Thua Thien Hue has some strengths, firstly, an available network of roads, railways, seaports and a supply of electricity, water, telecommunication; secondly, its strategic location of Key Economic Area of the Central part of Vietnam; thirdly, a Centre for Culture, Health Care, Tourism; fifthly, a city for festivals of Vietnam; sixthly, a UNESCO World Heritage Site; seventhly, an abundance of national-and provincial-level cultural heritages. However, apart from the strengths for developing Cultural Heritage Tourism, Thua Thien Hue has encountered with a lot of weaknesses. For example, the province's poor economy, inconvenient system of infrastructure, lack of people's awareness in the conservation and preservation of Cultural Heritage Tourism, lack of close coordination and cooperation between public and private sectors, insufficiency of Cultural Heritage Tourism facilities and services, lack of skilled human resources. In addition, the Table 6.2 indicates also some opportunities for the Cultural Heritage Tourism development in Thua Thien Hue such as a

centre of tourism, culture, festivals, health care of the country; having great supports from the leadership of local authority and its agencies; great interests from the central government; big supports from the international organizations and institutions. Finally, the Table 6.2 mentions several threats for developing the Cultural Heritage Tourism, i.e. effects of international financial crisis and high inflation rate, problems in solving remaining consequences of wars in the past, negative impacts of harsh natural disaster, climate change phenomenon.

Table 6.2: SWOT Analysis Matrix

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Having a system of infrastructure such as deep seaport, international airports, land roads and railways; a supply of water, electricity and communication facilities;</li> <li>- Being a key economic area of central Vietnam;</li> <li>- Being a centre for culture, education, tourism, festivals, health care, etc);</li> <li>- Possessing a complex of monuments, historic relics, old architectural works, especially city of Hue – an old capital city of Vietnam;</li> <li>- Recognized by UNESCO as a World Heritage Site;</li> <li>- Having many abundant natural resources (sea, beaches, lagoons, rivers, mountains, etc).</li> </ul>	<ul style="list-style-type: none"> <li>- Provincial economy and local people’s income are still poor;</li> <li>- A system of infrastructure (roads, railways, bridges, public buildings, air ports, sea ports, etc) is generally still in weak situation;</li> <li>- Local people’s awareness in conserving and promoting cultural heritages is still limited;</li> <li>- The partnership between public-private sectors (or socialization) for making investments in the development of Cultural Heritage Tourism (CHT) has not been really good;</li> <li>- Facilities &amp; services for the development of CHT are not sufficient;</li> <li>- Skilled human resources for developing CHT are still lacked;</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- Being a centre for tourism, culture, festivals, health care;</li> <li>- Having great support from the leadership of local authority (People’s Committee and its agencies in making investments into the domain of tourism);</li> <li>- Having high interests from the central government by issuing the proper policies for tourism development;</li> <li>- Located by many international organizations and operating tourist enterprises;</li> </ul>	<ul style="list-style-type: none"> <li>- Resulted by the international financial-economic crisis and high inflation rate;</li> <li>- Dealing with the remaining consequences of wars in the past;</li> <li>- Harsh weather conditions (storms, floods, drought, etc);</li> <li>- Heavy effects from climate change phenomenon;</li> <li>- Etc.</li> </ul>

Source: Researcher

**6.1.5. Advantages for Developing Cultural Heritage Tourism in Thua Thien Hue Province**

Given the literature review, the researcher has identified that Thua Thien Hue is a cultural, economic and social centre of Vietnam. In the economic structure, tourism plays an important role which has been specified in various policies and resolutions of the central and the local government. According to the Decision No. 148/2004/QD-TTg, it specifies that Thua Thien Hue would be a centre of the Key Economic Zone of central Vietnam, centre of tourism, of service and international transaction of Vietnam and Central Region; a typical festival city of Vietnam. In 2005, the role and position of Thua Thien Hue tourism was confirmed at the Decision No.194/2005/QD-TTg on the approval of orientation and solution for tourism development in central Vietnam and central highland.

Moreover, it is famous for its plenty of the CHT resources and magnificent natural sightseeing. Other places in the province even owns more various and abundant values of tourism resources, including biological tourism, resorts and beach such as Bach Ma National Park, Lang Co white sand beach, and so on. This offers a high potential for developing different tourism products, opening more routes to the province, tourism programs among which are its heritage values concentration. Located in the central part of Vietnam, adjacent to natural and cultural world heritages, namely Phong Nha, My Son Sanctuary, Hoi An Ancient Town, tourism potentials of Hue are even brighter than ever with its close interrelationship with the surroundings. Additionally, the role of tourism is confirmed in other documents of the Central Government such as Decision No. 1018/1997/QĐ-TTg, Decision No.1085/2008/QĐ-TTg, especially Conclusion No.48 KL/TW dated May 25, 2009 of the Politburo on the development of Thua Thien Hue and Hue City until 2020. The role of tourism is also reaffirmed in the Congress of the provincial Communist Party (*source: TTHue Province's DoCST*).

#### **6.1.6. Cultural Heritage Tourism Facilities and Services**

Tourism facilities as pointed out by Kemp: Every tourist development should have a harmonious relationship with its setting. Tourism-support facilities should reflect the broader environmental context of the community and should respect the specific size, character, and functional factors of their site within the surrounding landscapes. A community's food and lodging establishments are part of the total tourism package. Hotels should reflect a city and not each other. It is this search for something different that given rise to the booming bed-and-breakfast, adventure travel, and heritage tourism industries (*Kemp, 2007, p.149*). The Cultural Heritage Tourism facilities and services play an important role in developing Cultural Heritage Tourism because it will satisfy the demands of visitors in terms of accommodation, eating and drinking and relaxation activities. A visitor who comes to a place, the first thing he need is a place for his stay, for example, a hotel or guesthouse and the like. He/she also needs food for eating and drinking because that is the basic need for person's life. Next, a visitor also wants to enjoy a strange food or regional speciality which is not available in his living place and that may be called an enjoyment of food culture at the locality. Furthermore, besides the needs of food and drinks, visitor has also a demand for relaxation and other activities through varied services (health care, telecommunication, post office, banks, and so on) at the destination he stays over.

The researcher's conducted survey has shown that the tourism facilities and services have been developed quickly in Thua Thien Hue province in recent years. Due to a fast tourism development, a big number of hotels and restaurants have been built up quickly to meet the demands of visitors. There are rather many accommodation establishments which are standardized to satisfy the increasing needs of the visitors. Moreover, the investments into accommodation establishments and restaurants have been carried out rather strongly from both public and private sectors in the province. This has made economic activities in non-smoking tourism industry become more effectively. In Thua Thien Hue, most of hotels, restaurants, recreational centres are located in



the city of Hue, in which it comprises of a plentiful complex of tangible and intangible cultural heritages and some of them are officially recognized by the UNESCO as World Culture Heritages. In addition, because of the visitors' desires to live closer to the natural environment and their higher demands for enjoying in highly standardized stay place, therefore, a quick increase of resorts has been developed strongly in recent time in Thua Thien Hue. As explained in previous sections, Thua Thien Hue is rather famous in Vietnam for its possession of beautiful natural landscapes with mountains, hills, white sand beaches, lagoon, rivers, and so forth and accordingly, building up a resort in this place is completely appropriate. For rich visitors, of course, they are always willing to pay for such qualified tourism services and facilities. The Table 6.3 below describes the situation of tourism development in Thua Thien Hue from 2007 to 2011, of which we can easily see that accommodation establishments with hotels and rented houses increased an amount of 163 in 2007 up to 463 in 2011. An increase of the number of rooms and beds has been also obtained remarkably during the last years. Thanks to the development of accommodation establishments, the number of visitors has been also increased quickly.

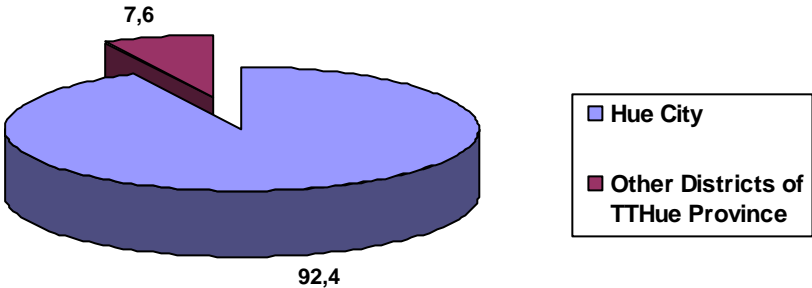
Table 6.3: Tourism Operations in TTHue Province

	Account Unit	2007	2008	2009	2010	2011
Number of Accommodation		163	279	285	347	463
Hotel		123	148	154	177	199
Rented House		33	131	131	170	264
Number of Rooms	Rooms	3625	4896	6125	6401	7358
Hotel		4390	4981	5237	6085	6671
Rented House		264	1144	1164	1273	2041
Number of Beds	Beds	6812	9319	11345	11774	13329
Hotel		8436	9518	9947	11317	12246
Rented House		528	1827	1827	2012	2839
Number of Visitors Served By Accommodation Establishments	Persons	1303271	1525259	1329264	1480512	1574375
Domestic Visitors		667136	815786	761583	873014	920739
Foreign Visitors		636135	709473	567681	607498	653636
Duration of Stay of Visitor	Day	2219888	2832370	2682622	2992501	3196109
Domestic Visitors		973944	1234202	1547688	1773059	1875542
Foreign Visitors		1245944	1598168	1134934	1219442	1320567
Number of Visitors Served By Travel Agencies	Visitor	67776	78928	74377	71806	
Domestic Visitor		38610	46848	43512	41516	74103
Foreign Visitor		28800	31682	30523	29969	42844
Vietnamese Visitors to Abroad		366	398	342	321	30.928
Room Occupancy Rate	%	69.3	72.6	70.5	70.4	33170.7
Hotel		68.9	72.3	70.11	70.2	70.5
Rented House		72.6	74.5	71.9	71.1	71.8

Source: Thua Thien Hue Statistical Office, Statistical Yearbook 2011

The Chart 6.4 below shows the rate of hotels in Hue City in comparison with the whole province of Thua Thien Hue. Given this chart, we can see that the rate of hotels in Hue city occupies a rate of 92.4 percent (%), meanwhile the remaining 7.6 percent is of the whole province.

Chart 6.4: Rate of Hotels in Hue City comparing to the whole province (%)



Source: TTHue’s Department of Culture, Sports & Tourism

The Table 6.4 describes the structure of hotels in Thua Thien Hue in 2008 by giving the statistical number of hotels, rooms and beds. There were many different types of accommodations including hotels, guesthouses and home-stay service. The number of accommodation establishments is 131 hotels with 4737 rooms and 8997 beds. The ranked hotels (from 1 to 5 stars) occupied 29% and the luxury hotels (with 4 to 5 star) accounted for 7.6%. 71% of hotels in the city were unranked. Most luxury hotels were located at the centre of the city, very attractive and convenient for tourists. However, over the last three years, there has been a rather quick increase of a number of hotels in Thua Thien Hue to meet the needs of augmenting tourist market in the province. In 2011, the number of accommodation establishments was raised up to 188 hotels, increasing 57 hotels in comparison with the year of 2008 and the number of ranked hotels from one (1) star to five (5) star hotels are 86 ones and the remaining non-ranked hotels are 102 ones.

Table 6.4: Structure of Hotels (%) in 2008 in TTHue

Hotel Ranking	Number of hotel		Number of Rooms		Number of Beds	
	Quantity	Rate (%)	Quantity	Rate (%)	Quantity	Rate (%)
5 star hotel	3	2.3	424	9	690	7.7
4 star hotel	7	5.3	1017	21.5	1860	20.7
3 star hotel	6	4.6	451	9.5	849	9.4
2 star hotel	15	11.5	606	12.8	1254	13.9
1 star hotel	7	5.3	215	4.5	402	4.5
Hotels not rated	93	71	2024	42.7	3942	43.8
<b>Total</b>	<b>131</b>	<b>100</b>	<b>4737</b>	<b>100</b>	<b>8997</b>	<b>100</b>

Source: TTHue Province’s DoCST

**6.1.7. Cultural Heritage Tourism and Its Impacts to the Social-Economic Development and Spatial Planning Management in Thua Thien Hue**

The development of tourism in general and Cultural Heritage Tourism in particular plays an important role in the socio-economic development and spatial planning management in Thua Thien

Hue. The potential impacts of Cultural Heritage Tourism are reflected in the shift of economic structure, contribution to GDP, solutions for other social issues and conservation and preservation of cultural heritage values, rehabilitation of historic centres, ancient towns, old urban cities, and so on.

**Cultural Heritage Tourism Increases Economic Structure:** Tourism as cited out by Girard and Nijkamp: the fact that tourism leads to an increase of economic benefits is widely acknowledged. The role played by tourism, and cultural tourism in particular, in the development of local economies is often summarized by the numbers of job-related opportunities, the additional sources of revenue linked with the commercial sector, the level of tourists’ spending and the attraction of new enterprises (Girard & Nijkamp, 2009, p.268). The World Travel and Tourism Council (WTTC) estimates that the indirect contribution of tourism equals 100% of that of direct tourism expenditures. Given the literature review, tourism is considered as an important industry in the provincial economy and Cultural Heritage Tourism plays a decisive role in the development of this non-smoking industry. This means that the tourism industry development in Thua Thien Hue for a long time depends mainly on the development of Cultural Heritage Tourism but not much for the other types of tourism, i.e. ecotourism, community tourism, adventure tourism and so on. Therefore, the intrinsic tourism industry in this province over the past years is clearly the prominent development of Cultural Heritage Tourism in comparison with the remaining kinds of tourism as above mentioned.

Table 6.5: Tourism Revenue from 1996 to 2010 Account Unit: million USD

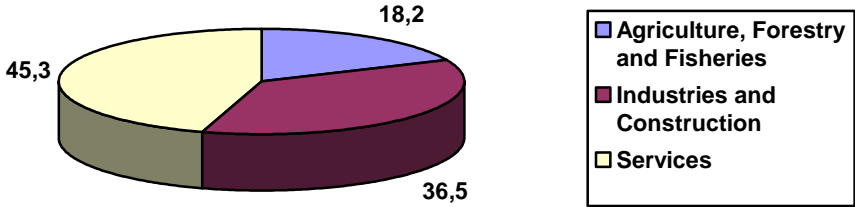
Criteria	Years						
	1996	1997	1998	1999	2000	2005	2010
Revenue from International Tourism	39.20	51.50	64.70	80.50	100.80	255.00	624.00
Revenue from Domestic Tourism	7.40	10.00	13.60	18.30	24.00	64.50	144.00
Total Revenue	46.60	61.60	78.30	98.80	124.80	319.50	768.00

Source: TTHue Province’s DoCST

As a result, in recent years, Cultural Heritage Tourism has developed strongly in Thua Thien Hue and it has contributed greatly to the economic restructure of the province, of which a special attention on the model of Tourism–Service–Industry–Agriculture has been paid by the provincial government. The contribution of tourism to the province’s GDP continuously increased in term of total value and percentage. In 1995, tourism revenue in the province reached VND 116.64 billion, 98% of which was created in Thua Thien Hue (VND 114.3 million). By 2000, that figure reached over VND 290 billion, increasing by 2.5 times compared to 1995. By 2005, the revenue increased by 33% at VND 380 billion. In 2008, the figure was VND 736 billion (nearly 2 times higher than in 2005, 93% of which was tourism revenue of Thua Thien Hue). The growth rate was 12.7% in the period from 2000 to 2008. Total social income from tourism in Thua Thien Hue (total visitor spending) in 2008 was VND 1,400 billion. The development of tourism has contributed to economic restructure with the orientation of reducing the proportion of agriculture and increasing industry and services. The proportion of service sector rose from 43.2% in 2005 to 45.3% in 2008 (source: TTHue Province’s DoCST). The Chart 6.5 below presents the structure of the provincial GDP by the economic sectors by percent (%)

in 2008, of which the sector of agriculture, forestry and fisheries occupies 18.2 percent, the sector of industries and construction is 36.5 percent and the last sector of services is 45.3 percent.

Chart 6.5: Structure of Provincial GDP by Economic Sector (%) in 2008



Source: TTHue’s Department of Culture, Sports & Tourism

The Table 6.6 below presents the tourist GDP and tourism proportion in Thua Thien Hue’s GDP, of which we can see that the province’s GDP in 2012 was 663.64 and is projected to be reached at 1222.73 in 2015 and 2154.91 in 2020. The table also indicates the total social revenue from tourism was 265.84 in 2010 and will be increased by 584.93 in 2015 and 1100.62 in 2020. Moreover, the tourism proportion in the province’s GDP was 22.3 percent in 2010 and is forecasted to be increased by 26.31 percent in 2020.

Table 6.6: Tourism GDP and Tourism Proportion in TTHue’s GDP

Criteria	2010	2015	2020	Average growth	
				2006-2010	2011-2020
Province’s GDP	663.64	1222.73	2154.91	16.65%	12.50%
Total social revenue from tourism	265.84	584.93	1100.62	40.59%	15.27%
Tourism GDP	146.21	321.71	605.34	40.59%	15.27%
Proportion in Province’s GDP	22.03%	26.31%	28.09%	20.53%	2.46%

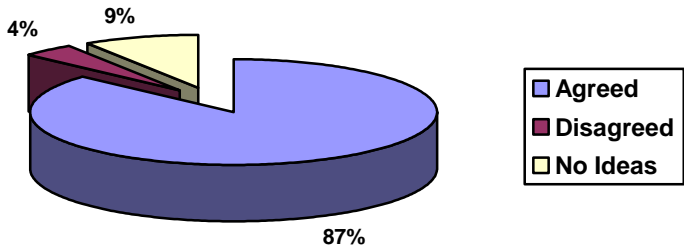
Source: TTHue People’s Committee

Given the report of Thua Thien Hue Province’s Statistical Bureau, the turnover of stay establishments in the province in the first five months of 2013 has obtained by approximately 555 billions Vietnamese dongs, increasing 10.9% in comparison with the same period last year. In first five months of 2013, the total number of tourists to Thua Thien Hue were approximately 694.3 thousands people, increasing 2.07% comparing the same period last year; of which, the international tourists were 327.8 thousands people, increasing 0.41%.

**Cultural Heritage Tourism Creates Jobs and Reduces Poverty:** The Chart 6.6 below presents more than eighty seven percent (87%) of respondents agreed that CHT contributes to create incomes and employments, job training and maintenance of craftsmanship skills and to reduce the poverty. According to the public officials, they adduced some concrete evidences. For example, provincial GDP’s revenues have been highly developed; number of visitors have been increased; local people’s jobs and incomes were improved; traditional trade villages have been rehabilitated and better developed, and the like. Nobody disagreed the above cited idea. Meanwhile,

there are four percent (4%) of respondents disagreed and nine percent (9%) of remaining respondents said they had no ideas. Furthermore, the respondents also explained that Cultural Heritage Tourism brings towards well-being and quality of life of communities and it can help to mitigate the impacts of cultural globalization and naturally, it can become an incentive for sustainable economic development.

**Chart 6.6: CHT contributes Job Creation & Poverty Reduction**



Source: Researcher

Note: n=129

According to the tourist operators, they explained that because of the Cultural Heritage Tourism, the number of tourists staying overnight in their hotels, utilizing services such as food, local transportation, sightseeing, entertainment, shopping and the like has increased considerably and this has contributed to the improvement of their businesses' sales over the last years. Through tourists' spending, the tourist operators can pay for fees such as wages and salaries of employees, taxes, supplies and services and so on. In terms of labour forces, the tourist operators, who are small-scaled enterprises, can recruit from five (5) to ten (10) workers. For the medium-scaled enterprises, they can employ approximately from more than twenty (20) to one hundred (100) workers. And for the large-scaled enterprises, the number of workers is normally more than 100 hundred employees. Normally, the labours in small-scaled enterprises are family members or their relatives. The medium-scaled and large-scaled enterprises utilize often the local labours or the labours coming from the neighbouring provinces and cities. This has contributed significantly to the generation of employments and incomes for the local people. The Table 6.7 shows the social income of tourism in Thua Thien Hue, of which the revenue from international visitors were 173.12 million in 2010 and will be increased by 407.55 in 2015 and 792.54 in 2020; and the revenue from domestic visitors were 79.64 millions in 2010 and will be increased by 160.90 millions USD in 2015 and 286.10 in 2020. The total revenue of social income from tourism were 252.77 million in 2010 and will be increased by 568.45 million in 2015 and 1078.64 million in 2020.

Table 6.7: Social Income of Tourism in TTHue

Account Unit: mi. USD

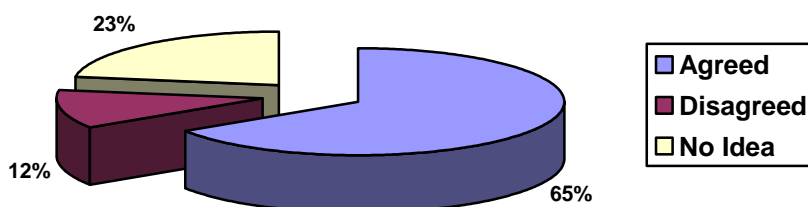
Criteria	2010	2015	2020	Average Growth	
				2006-2010	2010-2020
Revenue from international visitors	173.12	407.55	792.54	44.93%	16.43%
Revenue from domestic visitors	79.64	160.90	286.10	28.95%	13.64%
Total Revenue	252.77	568.45	1078.64	38.83%	15.62%

Source: TTHue Province’s DoCST

**Cultural Heritage Tourism Conserves and Rehabilitates the Traditional Cultural Values:**

“Cultural Heritage Tourism can have positive social impacts, especially on the way residents perceive their own city, their culture and their relationship with tourists. Usually residents develop a sense of pride linked to the presence of a specific heritage, and also for living in a place that before they might have overlooked and underestimated” (Girard & Nijkamp, 2009, p.269). “Communities should make every effort to preserve the authentic aspects of local heritage and culture, including food, handicrafts, art, music, language, architecture, landscape, traditions, and history. Sustainable tourism emphasizes the real over artificial. It recognizes that the true story of an area is worth telling, even if it is painful or disturbing” (Kemp, 2007, p.149). The Chart 6.7 below shows sixty five percent (65%) of respondents agreed that Cultural Heritage Tourism is really necessary in Thua Thien Hue, because along with its positive impacts to socio-economic development, the development of Cultural Heritage Tourism will help the local authorities to conserve the traditional cultural values and to revitalize the old historical buildings such as monuments, citadels, temples, palaces, pagodas, churches, museums, revolutionary vestiges, historical relics, and so on. This will brings fundamentally in reviving communities and improving quality of life through giving the proper investments. Meanwhile, twenty three percent (23%) of respondents said they had no idea and twelve percent (12%) of remaining respondents disagreed with this idea.

**Chart 6.7: CHT Contributes to the Conservation of Traditional Cultural Values**



Source: Researcher

Note: n=129

Through the interviews with the public officials and the review of literature, the researcher has learnt that over the last years, there are many historic buildings repaired and rehabilitated in Thua Thien Hue thanks to the quick development of Cultural Heritage Tourism. According to the director of

Hue Monument Conservation Centre (HMCC), an agency which is in charge of conserving the cultural heritages of Thua Thien Hue explained that in the phase of 1992 to 2012, there are many historic buildings which belonged to the complex of monuments in Thua Thien Hue namely: the buildings of Ngo Mon (Noon Gate), Minh Mang Emperor's Tomb, Tu Duc Emperor's Tomb, The To Mieu Temple, An Dinh Palace, and the like were repaired and rehabilitated. These cultural heritages have been restored from many different financial sources. For example, the funds from the governments of the countries such as Japan (through UNESCO), Poland, GCREP (Germany), Laos as well as the organizations, universities, such as Fulbright Program, Ford Foundation (USA), New York University (USA), Rhone Polenc Groups (France), Japan Foundation, ACCU organization, Waseda University (Japan), Korea Foundation (Korea), and so forth. Besides the financial support with approximately 7.2 million USD, the international governments and organizations have send their professional experts to help the local authorities of Thus Thien Hue to repair historic buildings and valuable cultural heritages of the provinces. The respondents added further also that apart from financial and technical supports from international governments and organizations, turnovers from tourism activities will be reinvested in the conservation and preservation of cultural heritages in the province. The Photo 6.1 below presents the Citadel, one of the most beautiful historic buildings which were repaired recently.

Photo 6.1: Restored Citadel



*Source: Hue Monuments Conservation Centre (HMCC)*

According to the Hue Monuments Conservation Centre (HMCC), it is said that from 1996 up to 2012, the Centre has restored about 132 typical constructions of relics in Hue city with a total of more than 600 billions Vietnamese dongs. Besides the rehabilitation of tangible cultural heritages, the Centre has also tried to restore the intangible cultural heritages such as poem and literature in Han Nom language (Han Nom is a formerly old language in Vietnam) on vestiges, decoration in royal palaces, royal court music, royal dances, royal festivals, royal songs, Hue songs and the like. It also added that it has established a close cooperation with more than fifty (50) international organizations, including governmental organizations, non-governmental organizations from France, Japan, Korea,

Poland, Germany and the like. The main purposes for cooperation are to establish the coordination in the heritage conservation and research activities concerning tangible and intangible heritages and environmental landscapes. Furthermore, the HMCC has organized many international and national seminars and conferences in terms of research and conservation of tangible and intangible heritages. It also studies, edits, translates and publishes more than twenty research works about Hue's Culture. The preservation and promotion of vestiges' values for attracting the tourists has been invested and developed strongly and therefore, the turnover from tourism from 1998 till now has obtained more than 817 billions VNDs. And from 1993 up to present, the cooperation funds for the conservation and preservation of tangible and intangible cultural heritages from international communities have obtained by approximately six (6) millions USD.

Given the results of study survey, the researcher has also identified that a special attention about the restoration of popular religious buildings which are viewed as a typical characteristic of architectural styles in Thua Thien Hue province which has been paid by the local authorities in last years. According to the public officials, Thua Thien Hue is very famous in Vietnam for its variety of religions. As discussed in the previous chapters, religions in Thua Thien Hue include Buddhism, Catholics, Cao Dai, and the like. The public officials added further that various religions in Thua Thien Hue is also belonged to the typical characteristics of culture in Vietnam and they are reflected not only through the philosophy of its people's thoughts, but also through the description of religious buildings such as catholic churches, and the Buddhist pagodas. Due to the bad consequences of wars and harsh weather conditions, a lot of religious buildings have been damaged partly and even completely in Vietnam.

## **6.2. Analyzing the Potentials for Developing Cultural Heritages Tourism in Thua Thien Hue Province**

In this part, an adequate analysis about the potentials for the development of Cultural Heritage Tourism in Thua Thien Hue will be implemented. According to the researcher, the analysis will help to understand better about the current situation of Cultural Heritage Tourism in the province. Furthermore, it also helps the researcher to know exactly how many types of cultural heritages are still existing in the province, how many of them are disappeared, why they were disappeared and how much potential impacts the Cultural Heritage Tourism contributes to the socio-economic development of Thua Thien Hue and other important factors.

### **6.2.1. Thua Thien Hue – A UNESCO World Heritage Site**

Given the literature review, the researcher has learnt that for almost 400 years, from 1558 to 1945, Hue was the capital for nine generations of Nguyen Lords in the southern part of Vietnam. It was the headquarters of the Tay Son dynasty, then the capital of a unified country during the reigns of thirteen Nguyen kings. At present, it still preserves tangible and intangible cultural heritage reflecting many typical values of the Vietnamese concerning the mind and the soul. For centuries, the essence of the whole country was concentrated in Thua Thien Hue as a particular culture set in a



romantic landscape of mountains and river. In hearing the name Thua Thien Hue, people often think of its ancient Citadel, splendid palaces and solemn royal mausoleums together with many old temples and pagodas. Thanks to the long history and its respectful values of cultural heritages, Thua Thien Hue was recognized officially by the UNESCO as a World Heritage Site through a complex of monuments remained since the time of Nguyen Emperors' Dynasty and Hue Royal Court Music (source: *TTHue Province's DoCST*).

**A Complex of Monuments and Museums:** Given the literature review, Thua Thien Hue is well known for its resources of human culture and beauty space. The values of human culture includes the Complex of Hue Monuments – World Heritages, the historical relics of resistance war against French and American colonialism, museums (history, antiques, Ho Chi Minh), religious architectural works (churches, pagodas), traditional handicraft villages, art forms (Royal Court Music, Royal Court Dances, traditional Hue songs, Hue fine arts), Ancient Garden Houses and Hue people's manners and customs (source: *TTHue Province's DoCST*). The Table 6.10 below describes the monuments and museums in the province from 2007 to 2011, of which the number of museums by the local management level was 4 in 2007 and increased up to 5 in 2011. Through the Table 6.8, we can easily see that the number of visitors to museums has increased from 159000 visitors up to 292000 visitors in 2011. This has shown that the visitors have paid much more attention to visit the museums in Thua Thien Hue. Moreover, the Table 6.8 also indicates the number of ranked monuments in this province, of which there was an increase of 100 ranked monuments in 2007 to 132 ranked monuments in 2011. With such a number of monuments and museums, it is possible to say that Thua Thien Hue has actually a big advantage for developing Cultural Heritage Tourism.

Table 6.8: Museums and Monuments in TTHue Province

	2007	2008	2009	2010	2011
Number of Museums by Management Level	4	4	4	5	5
Central	-	-	-	-	-
Local	4	4	4	5	5
Number of Visitors to Museums	159000	162000	265000	277000	292000
Number of Ranked Monuments	100	106	108	132	132

Source: *Thua Thien Hue Statistical Office, Statistical Yearbook 2011*

Based on the result of study survey, the researcher has identified that all of visitors said that they have already known Thua Thien Hue as a popular location of UNESCO World Heritage Site (WHC) in Vietnam due to its possession of tangible and intangible cultural heritages and many beautiful landscapes. The visitors come from many different countries all over the world namely: United Kingdom (UK), United State of America (USA), Norway, Malaysia, France, Poland, Australia, Israel, Italy, Germany, Korea. However, according to the officials, most of the tourists coming to Thua Thien Hue have visited mainly the complex of Nguyen Dynasty monuments in the Hue Ancient Capital City such as Citadel, Thien Mu Pagoda, Khai Dinh Emperor Tomb, Tu Duc Emperor Tomb, Minh Mang Emperor Tomb and other emperor tombs which are belonged to the World Heritage Sites. These works symbolize the prominent characteristics of Hue in the domain of old architecture,

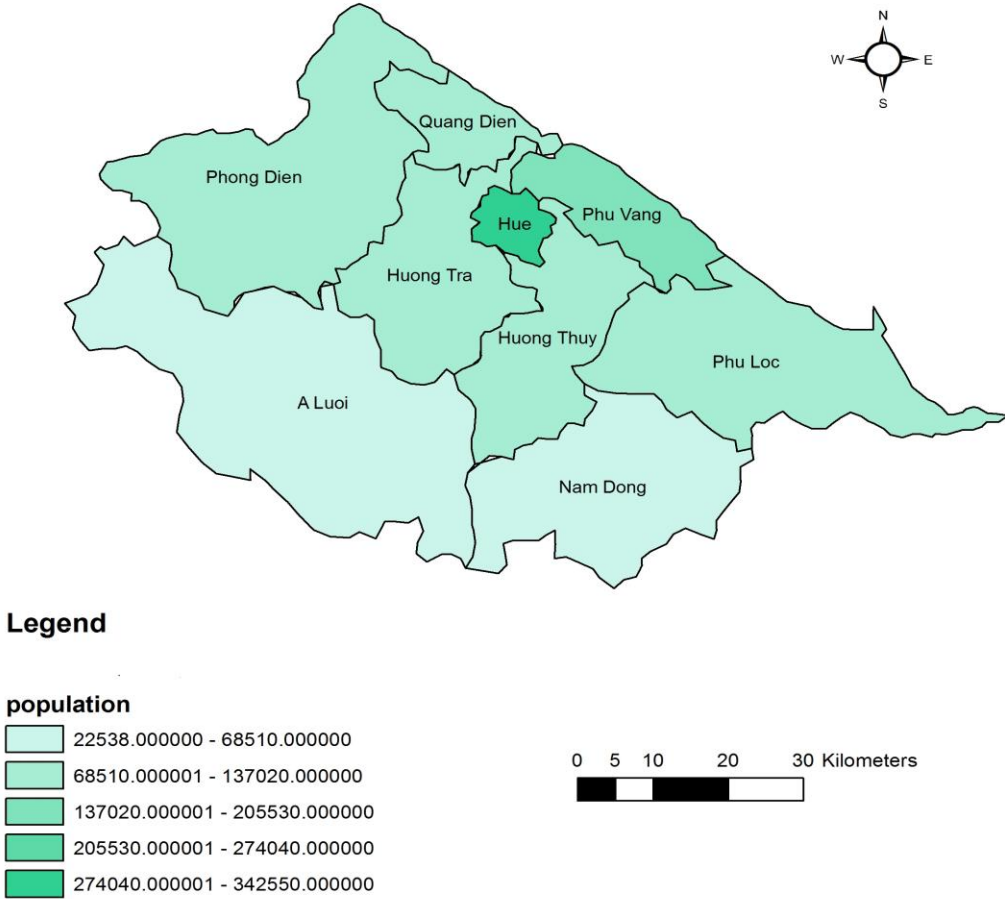
historical relics, cultural features, old urban centres, and so on. The mentioned tourist spots are considered as very valuable cultural heritages of the province. The respondents also explained that as being a WHC, the Thua Thien Hue's valuable cultural heritages are belonged to not only the country of Vietnam but also to the whole world. In another way, we can say that it belongs to the property of mankind. Therefore, not only the local people but also the visitors should respect and behave properly in the tasks of cultural heritages conservation and preservation. According to the tourism operators and public officials, once recognized by the UNESCO, the international community will know better about Thua Thien Hue province and many visitors certainly want to discover this country. This has been proved clearly that over the last years the number of international tourists to Thua Thien Hue has increased considerably. The visitors explained further that they knew Vietnam as a nation which must suffer many different wars for a long time in the past; however, this country has obtained many impressive achievements in the process of its socio-economic development. Therefore, they would like to discover this country and especially, they feel really interested in understanding about the old capital city in Thua Thien Hue province.

**Hue Royal Court Music:** Besides the complex of Nguyen Dynasty's monuments, Thua Thien Hue is well-known for its Hue Royal Court Music (RCM) which is an intangible World Culture Heritage. Hue Royal Court Music is the first intangible heritage of Vietnam and it means "elegant music", refers to a broad range of musical and dance styles performed at the Vietnamese royal court from the fifteenth to the mid-twentieth century. "Nha Nhac" was generally featured at the opening and closing of ceremonies associated with anniversaries, religious holidays, coronations, funerals and official receptions. Nha Nhac performances formerly featured numerous singers, dancers and musicians dressed in sumptuous costumes. Large-scale orchestras included a prominent drum section and many other types of percussion instruments as well as a variety of wind and string instruments. All performers had to maintain a high level of concentration since they were expected to follow each step of the ritual meticulously (*source: TTHue Province's DoCST*).

The Figure 6.1 below indicates the map of Thua Thien Hue province, of which it has nine administrative units, namely Hue city and other eight districts, namely Quang Dien, Phong Dien, Huong Tra, Huong Thuy, A Luoi, Nam Dong, Phu Vang, and Phu Loc. Hue was the imperial old capital city of Vietnam it was also under the feudal system of Nguyen Emperors' Dynasty from 1802 till 1945. Hue was then recognized by the UNESCO World Heritage Site. In addition, Thua Thien Hue is a province which is very popular in Vietnam for its typical feature of traditional garden houses, ancient town, old building, pagodas, churches, temples, ancestral family houses, old houses with French architectural style, beautiful landscapes (rivers, mountain, hill), and so forth. Even though the bad consequences from the wars and harsh weather conditions are still huge, the constructions of monuments and buildings have been repaired and conserved gradually by the local authorities and residents. According to the researcher's observation, many of works in the monuments have been repaired as it existed in the past. The key respondents (100%,  $n=129$ ) said that Hue city in Thua

Thien Hue should be given by a special priority to conserve and promote its valuable cultural heritages and it should play an important role in developing the close network of cultural heritages from the other satellite districts in the province.

Figure 6.1: Map of Thua Thien Hue Province



Source: Researcher

**6.2.2. Other Cultural Heritages Resources**

Along with the World Cultural Heritages, in this section, the researcher tries to assess further the other prominent cultural heritages (CHs) in Thua Thien Hue which were ranked at different levels. The researcher’s conducted survey has shown that some other popular categories of cultural heritages in the province, namely Garden Houses (a unique architectural feature), typical French architecture buildings, and religious buildings, natural landscape, traditional trade villages and so forth. Given the Table 6.3 in the previous section, it describes the total number of ranked vestiges in Thua Thien Hue. Through this table, we can identify that Thua Thien Hue is one of the provinces in Vietnam which has a big volume of varied relics. As we see, the number of vestiges is totally 891 in the whole province, of which the majority of vestiges are located in Hue city (373) and two districts of Phu Loc (126) and Phong Dien (105). The districts have the smallest number of vestiges are Nam Dong (08) and A Luoi (14). These are also two mountainous districts in the province. In reality, those

vestiges have contributed to multiform the properties of cultural heritages in Thua Thien Hue. However, in the framework of this study, the researcher has no ambition to list down all types of cultural heritages in this province or show all interesting photos or images regarding the province's cultural heritages, but would like to assess adequately some of its typical cultural heritages. Moreover, tourism resources of human culture is closely associated with over 300 year history of the province's origin and development, with the last dynasty in Vietnam history, and this partly reveals an ups-and-downs period of history, tradition and culture of Vietnam people. Thua Thien Hue is also very appealing to tourists thanks to its main natural beauty spots, including: Huong River (55km long, with an average width of 300-400m) with picturesque landscape on both sides, Mountains, Beach (Thuan An beach adjacent to Hue City); Tam Giang Lagoon – Cau Hai: 68 km long, on a watery area of 216 km<sup>2</sup>, with a diversified flora and fauna system (source: *TTHue Province's DoCST*).

**Historical Vestiges:** Apart from the complex of royal monuments, museums and royal court music, Thua Thien Hue is also well known by the system of historical vestiges. The historical vestiges have contributed to make Thua Thien Hue's cultural heritages become much more plentiful and diversified. The Table 6.9 shows the list of historical vestiges in Thua Thien Hue Province classified as of December 31, 2011. Through the table, we can easily see that Thua Thien Hue has a total of 132 historical vestiges, of which there are 26 communal houses, 6 pagodas, 2 temples, 2 towers, 94 historical revolutionary vestiges, and 2 other historical vestiges.

Table 6.9: Historical Relics in TTHue Province *Account Unit: relics*

	<b>Total</b>	<b>Central</b>	<b>Local</b>
<b>Total</b>	<b>132</b>	<b>-</b>	<b>132</b>
Communal House	26	-	26
Pagoda	6	-	6
Temple	2	-	2
Towers	2	-	2
Historical Revolutionary Vestiges	94	-	94
Archaeological Vestiges	-	-	-
Others	2	-	2

Source: *Thua Thien Hue Province's Statistical Office, Statistical Yearbook 2011*

**Old Houses - a Traditionally Architectural Style:** Through the study survey, the researcher has identified that the system of garden houses in Thua Thien Hue province plays an important role in the structure of city planning and it is viewed also as a unique product of traditional house architecture. The Photo 6.2 has shown a very typical Garden House in Thua Thien Hue. Housed within a typical Nguyễn-dynasty “Nhà Vườn” or ‘Garden House’ (a unique architectural feature of Huế surrounded by flower gardens and orchards), Heritage House originated in 1998 as a collaborative project between Thua Thien Hue Provincial People's Committee, Huế City People's Committee, the Lille Métropole Communauté Urbaine, the Nord-Pas de Calais Regional Council and UNESCO, with the aim of preserving and enhancing appreciation of the rich architectural and cultural traditions of Huế City. After several years of restoration the building was inaugurated in April 2000 and now offers an exhibition space for architectural and urban research on the Huế heritage. This

serves now as a place of information and technical assistance for researchers, a venue for seminars on the built heritage of Huế and a place where members of the local community can learn more about their heritage (source: *TTHue Province's DoCST*). According to the researcher's observation, an old garden house is normally characterized by a roof with flat brick, wooden column of house, wooden furniture, and the like. In front of a garden house, there is a small court, a small fishpond with bonsai, and a screen. According to the local people's thought, a screen in front of garden house will help them to avoid monsters and devils or bad other things.

Photo 6.2: A Typical Garden House in TTHue



Source: *Hue Monument Conservation Centre*

Given the research surveys, the researcher has discovered that a model for tours visiting the traditional garden houses in Thua Thien Hue has been actively developed in recent time based on the cooperation between the tourist operators (travel tour companies) and the local residents, who are the owners of these garden houses. According to the tourist operators, the tour of visiting the garden houses will help the tourists to understand better about the life of families at the urban areas in Vietnam when they visited this country. Along with the home stay tour, in which the tourists will have good chances to discover the local people's living activities; the visiting tour at the garden houses is also considered as an interesting model of Cultural Heritage Tourism. Furthermore, as explained above, besides the typical characteristics of the Vietnamese traditionally architectural style, garden house is known as an enjoyable historic museum of the Nguyen Dynasty's descendants from generation to generation. For the festival in April 2012 which was organized in Thua Thien Hue, the visit tours at famous garden houses such as An Hien, Lac Tinh Vien, Y Thao, Tuy Ly, Ngoc Son garden houses were developed strongly and this is a satisfactory signal for the mission of valuable cultural heritage and promotion.

**Typical Buildings with French Architecture Style:** According to the public officials, besides the garden houses which are very typical for traditional architecture style, Thua Thien Hue is also rather famous in Vietnam thanks to its possession of many old houses with typical characteristics of French architecture remained since the French colonization period. The officials have explained further that nowadays, in Thua Thien Hue, only a few of old houses with French architectural style have been restored. There are many reasons which lead to the disappearance of these valuable old

houses, for example destructive wars, rapid urbanization and so on. The Photo 6.3 below shows two typically French architectural villas in Thua Thien Hue that still have been existed for a long time since the French colonization in Vietnam.

Photo 6.3: Houses with Typical French Architecture Style



Source: Researcher

**Centre for Religions:** As explained above, Hue ancient royal capital is a cultural centre of Vietnam with many antiquities and monuments recognized by the UNESCO. Here, it has hundreds of pagodas and temples with the traditionally architectural characteristics. Given the literature review, Thua Thien Hue is rather famous because of its variety of different religions. In this province, there have now had many churches, pagodas and so forth. The three most popular religions in the province are Buddhism, Catholicism, and Cao Dai. Annually, Thua Thien Hue has welcomed many international and domestic tourists coming to visit the religious buildings. So far, hundreds of churches and pagodas are situated in the city of Hue and in the other districts in Thua Thien Hue. Religions and their architectural buildings are also considered as one of the important components of cultural heritages in Thua Thien Hue province.

**Traditional Trade Villages (TTVs):** According to the public officials, apart from the development of visit tours at the historical relics in the province, recently the local authorities have tried to develop the model of visit at the traditional trade villages in Thua Thien Hue. This helps not only to diversify the forms of Cultural Heritage Tourism but also to generate employments and incomes for the local people. And thanks to that, many traditional trade villages will be preserved and promoted. Given the result of study survey, the researcher has identified that presently there are about eighty eight (88) trade villages in the whole provinces, sixty nine (69) trade villages of which could be established and developed into the visit tours with its own characteristics. According to the tourist operators, at present, they have built up some interesting tours to bring tourists to the traditional trade villages such as Phuoc Tich pottery trade village, Thuan Loc embroidery trade village, Phu Cam cardinal hat trade village, Phuong Duc bronze casting, My Xuyen sculpture trade village, Bao La weaving trade village. The officials also explained that in the uneven coming years in between the two years of Hue Festival, Thua Thien Hue has organized the festivals for traditional

trade villages. According to them, this is a good opportunity for the villages to advertise their products of arts and crafts and this is really a nice chance for tourists to discover Vietnamese culture through its traditional trade villages. According to the tourism operators, the visit tours of traditional trade villages have been becoming a new tendency for attracting more visitors. It has created an enjoyable fascination, for example the conical-hat trade village in Phuoc Vinh ward (Hue city) or the visiting tour of “flavours of old traditional villages” with an aim at restoring a Phuoc Tich traditional trade village of pottery (along the river of O Lau). The tourism operators added that Phuoc Tich is regarded as a popular traditional trade village and people in the village live mainly on pottery making career. It is said that pottery making career has been disappearing over the last years due to many difficulties, but the visiting tour of “flavour of old villages” of Phuoc Tich pottery villages is opening a new opportunity for the rehabilitation of traditional trade villages.

Based on the result of survey study, the researcher has discovered an interesting thing that a close cooperation between tourism operators and non-governmental organizations has been established and developed. Through the centre of Huyen Tran Culture, the Huong Giang Incorporated Tourist Company, one of the most popular tourist companies in the province has cooperated with the SNV Netherlands organization to carry out a project of “doing business along with the poor people” with an aim in bringing the people with low income into the centre’s tourism value series in the role of workers as well as the suppliers of handicraft products. This will bring mutual benefits for both poor people and enterprises. The poor people will have jobs and incomes, meanwhile the enterprises will increase their revenues. This tourism operator added further that the cultural centre of Huyen Tran princess has received around seventy (70) peoples and created employments for them.

**Beautiful Landscapes:** As pointed out by Waldheim: Landscape is not only a formal model for urbanism today, but perhaps more importantly, a model for process (*Waldheim, 2006, p.39*). The researcher’s conducted survey has shown that besides historical relics and monuments, tourists loved to visit the natural destinations in Thua Thien Hue such as Lang Co Beach, Canh Duong Beach, Thuan An Beach, Bach Ma National Park, Tam Giang and Cau Hai Lagoon, Huong River (Perfume River), Bach Ma Mountain, Thien An Hill, My An Mineral Water Area for Treatment, and so on. According to the respondents, a plenty of natural heritage resources is really a big advantage for the development of Cultural Heritage Tourism in Thua Thien Hue province. Thua Thien Hue has many harmoniously natural landscapes with a mixture of rivers, mountains, lagoons, beaches, and so forth. According to the UNESCO, since 1992 significant interactions between people and the natural environment have been recognized as cultural landscapes. It is, therefore, essential to affirm that natural landscapes or natural heritages are considered as the important elements of cultural heritages as cited in chapter 2. In Thua Thien Hue, the beautiful Lang Co Beach is one of the most beautiful white sand beaches and it was recognized on June 6, 2009 as an official member of a club of the most beautiful gulfs in the world (*World bays*).

For the long time, Vietnamese people have been respecting the sciences of winds and water or geomancy and the rule of five elements, namely metal, fire, water, wood, earth in the construction of buildings. Moreover, in imperial time, the main reason which the emperors selected Thua Thien Hue as the old capital city of Vietnam is because that this land comprises an adequate harmony of natural conditions such as river, mountains, beaches, lagoon, hills, and the like. The Perfume (Huong) river which runs cross the city of Hue and divides this city into the two northern and southern parts. This river is considered as a source of aspirations for poets to compose poems. Furthermore, it is also regarded as a unique symbol of Hue city. In brief, the point of views concerning the harmony of natural conditions and the combination of five elements in the building construction are considered as the popular characteristics of culture of not only Thua Thien Hue but also the whole country.

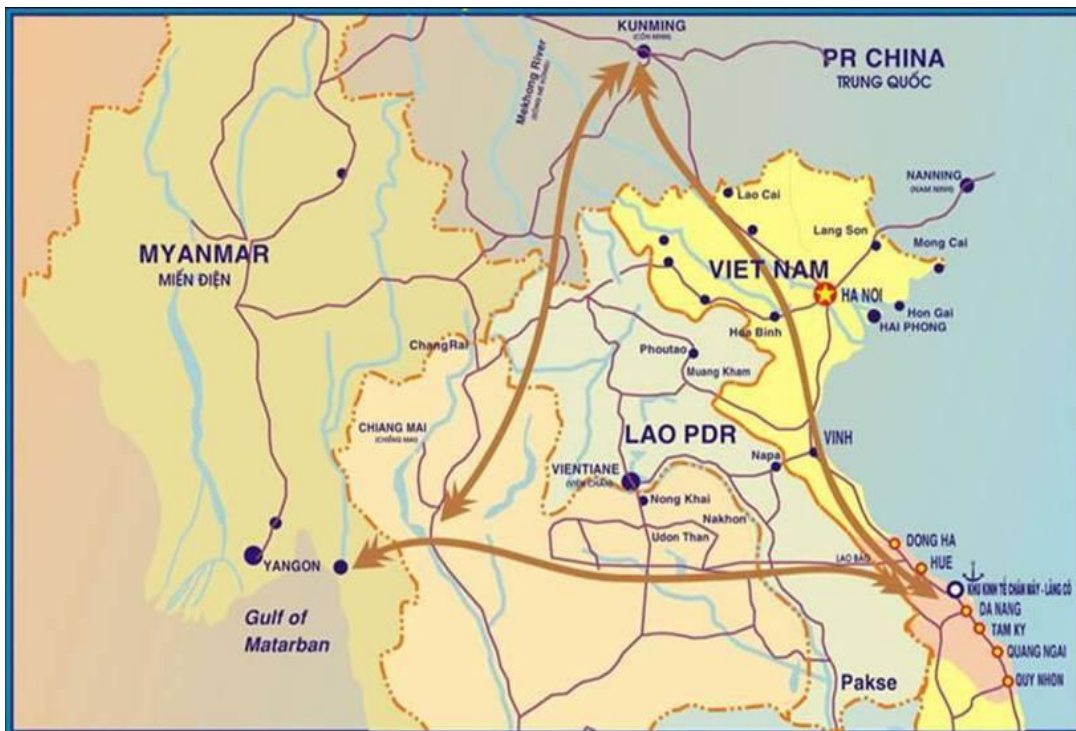
### **6.2.3. Strategic Geographical Location**

Together with an adequate analysis about the resources of Cultural Heritage Tourism, the researcher will analyze the Thua Thien Hue's geographical feature and their roles in developing Cultural Heritage Tourism. As we know, a favourable geographical location will play an important role in creating an easier connection with the neighbouring regions and within the region. In the context of Thua Thien Hue, it has a rather convenient geographical location, namely Thua Thien Hue is located in the Key Economic Zone of the central Vietnam, of which the Eastern borders the Eastern Sea, the Western borders Laos PDR, the Northern borders Quang Tri province, the Southern borders Quang Nam province and Da Nang city. At the national level, Thua Thien Hue is situated at the middle part of the country, linking the north and the south of Vietnam. With a natural area 5054 km<sup>2</sup> and a population of 1.1 million people, of which there are 600000 labourers and the trained labour forces hold over 35%.

The province has the centre city of Hue and the other mountainous and coastal districts such as Huong Thuy, Phu Vang, Huong Tra, Phu Loc, Nam Dong, A Luoi, Quang Dien, Phong Dien. The Figure 6.4 shows the map of the East-West Economic Corridor (EWEC) and the locations of Thua Thien Hue and Quang Nam. EWEC is an important economic corridor because it connects by land roads Thua Thien Hue province in Vietnam with other provinces and cities in China, Thailand, Laos, and Myanmar. This corridor functions as an important trade gate to exchange trade and transport activities among the countries and additionally, it also facilitate the transportation of passengers and cargos by road to Thua Thien Hue. In recent years, due to the active cooperation among the nations in the EWEC region, many tourist companies have boosted their tourist business operations and this has brought many tourists to Thua Thien Hue province. In return, a big number of Thua Thien Hue people have also come to Thailand, Laos, China, and Myanmar for visiting purposes. According to the officials, with such a favourable geographical location, the advantage for developing Cultural Heritage Tourism for Thua Thien Hue province posses a great potential. The Figure 6.2 shows the map of the East-West Economic Corridor.



Figure 6.2: Map of the East-West Economic Corridor



Source: TTHue Province's People's Committees

In addition, Thua Thien Hue has a coastline of 128 km long and 22000 hectares of lagoons; Thuan An seaport and Chan May deep seaport, being able to pick vessels with capacity of 50000 tons. Thua Thien Hue's territory; waters have more than 500 types of fish and species of seafood of high economic value. Exploiting productivity is from 40000 to 50000 tons/year. It also has rich resources, serving the demand for exploitation in place. There are in the ground of Thua Thien Hue with more than 100 mineral points with large reserves such as limestone, black and grey granite can be exploited and processing tens of thousands m<sup>3</sup>/year; kaolin mine, peat, bentonite, oxyttiane, mineral water' especially, sand mine containing quartz serving for producing high quality glass products with reserves of more than 41 million m<sup>3</sup>; area of acacia plantation forest as raw material: over 60000 hectares; area of rubber: over 19000 hectares. With those potentials, Thua Thien Hue is determined by the Vietnamese Government in its Conclusion No.48 that is: "Thua Thien Hue is a centre of commerce, service and international transactions and is one of the important traffic hubs of the central highlands and the country; a big centre of Culture-Tourism of the country; one of three qualified health centres of the country; a qualified multidisciplinary training centre and a land of high potentials to develop production".

#### 6.2.4. Infrastructure System

Together with an adequate analysis about cultural heritage resources and geographical position of Thua Thien Hue, the researcher will also analyze the existing situation of infrastructure system in the province. As we know, the system of infrastructure plays a very important role in developing not only the tourism industry, but also the whole economy of a province, a region or even

a nation. A good system of infrastructure will make much significant contributions to the development of a society and its people, for example, a faster transportation of cargos and passengers, an easier way of travelling, safer travelling of passengers and the like. It will save the time, costs and assure safety for the travellers. On the contrary, a bad infrastructure system will waste the time, costs and affect badly the safety of the travellers. "Possibly the most important characteristics of transport are that it is not really demanded in its own right. People wish, in general, to travel so that some benefit can be obtained at the final destination – the trip itself is to be as short as possible. Of course, there are "joy riders" but they tend to be in the minority. Similarly, users of freight transport perceive transport as a cost in their overall production function and seek to minimize it whenever possible. The derived nature of the demand for transport is often forgotten in everyday debate but it underlies all economics of transport" (*Button, 1982, p.3*).

For Thua Thien Hue, it is being located at the traffic axis of North-South and is the gateway of the East-West Economic Corridor connecting Thailand–Laos–Myanmar and Vietnam. Thua Thien Hue has a convenient system of transportation with railway, seaway, land roads, airway and important constructions (as cited above). In A Luoi district there are 02 border gates with Laos PDR: A Dot-Ta Vang and Hong Van-Kutai. Phu Bai international airport can ensure Boeing, Airbus planes taking off and landing safely in all weather. Moreover, in the future, the constructions of the southern-northern highway, the route of Hochiminh in east line, and the high-speed railway through Vietnam, the national route No.9 linking Laos, Thailand, and Myanmar will help Thua Thien Hue province to integrate into the Mekong sub region countries, of ASEAN nations and the other countries of the world. Traffic system is very convenient, in which roads and railways are on the line over Vietnam. Given the survey results, the researcher has learnt that the province has already a system of water supply, electricity supply, post and telecommunication, banking and insurance, health care. This available infrastructure has brought a potential advantage for developing the tourism industry in the province. The variety of transportation system will create an easier movement for the tourists to visit the historical relics, monuments, old architectural buildings, ethnic minority groups in mountainous areas, natural landscapes. Due to its strategically geographic location and infrastructure system, Cultural Heritage Tourism should be encouraged and developed in Thua Thien Hue province.

Regarding the system of roads, based on the survey results, the researcher has also identified that Thua Thien Hue has more than 2500 km of road, the national route 1A runs through the province from North to South along with the provincial road lines which run parallel and cross such as the provincial road 2, 3, 4, 5, 6, 7, 8A, 8B, 10A, 10B, 10C, 11A, 11B, 15 and other provincial roads. Furthermore, there is the national route of 49 which runs through from West to East linking mountain to sea. The coastal and lagoon areas are of the national route of 49B and some other coastal lines. The hilly and midland area and the big mountainous area in the west belonging to the districts of A Luoi and Nam Dong have the national route of 14; provincial road 14B, 14C, and national route 49 run to Laos. Till now, the whole province has already asphalted 80% of provincial road, concreted

70% of the rural transport roads (communal and district roads), 100% of communes have car roads to the centre.

In terms of sea route and waterway, the total length of river and lagoon in the province is 563km. The province has two Chan May and Thuan An seaports. The port of Thuan An is situated far 13 km from Hue City in the northeast. Over many years, the province has invested in Thuan An port with five wharfs 150 m long that is able to receive a ship of 1000 tons, which is recognized by the government as a national seaport. The deep seaport of Chan May is remote 49 km from Hue city in the south and some initial technical infrastructure items were constructed to exploit the potential advantages of the South-North traffic axis and the EWEC, creating the incentives for socio-economic development in next years. Apart from the network of land roads and water ways Thua Thien Hue has also an availability of railway and airway (as cited in the previous chapter). The north-south rail road line, which runs through this province is 101.2km long and is very important in the provincial transportation.

In addition, Thua Thien Hue has Phu Bai airport which is located closely to the national route I, approximately 15km far from Hue city in the south. In last years, the infrastructure of Phu Bai airport has been greatly improved, ensuring the safe landing and taking-off for Airbus A320 and Boeing 747. Together with the sufficient network of land roads, waterway, airway, railway, Thua Thien Hue has also a rather sufficient system of water and electricity supply, post and telecommunication, banking and insurances, health care. This has contributed to satisfying the increasing demands of tourists. The visitors, besides the requirements of accommodation, eating and drinking, they expect also a good service for their travelling at the places they came. Moreover, the visitors need also many additionally essential services during the time they stay over such as post and telecommunication, banking and insurances, health care services; therefore, infrastructure should be paid much attention to be upgraded and improved continuously to meet the visitors' demands.

#### **6.2.5. Cultural Heritage Tourism Facilities and Services**

In this section, the researcher will analyze the existing situation of Cultural Heritage Tourism facilities and services in Thua Thien Hue province. Given the result of the study survey, the researcher has learnt that accommodation facilities and services have been developed remarkably in Thua Thien Hue over the last years. In 2008 there were 255 accommodation establishments with 5134 rooms, accounting for 92.4 percent of total services in the province. Accommodation establishments include hotels; motels, guesthouses, and home stay service. The ranked 1 to 5 star hotels occupied 29 percent and 4 to 5 star luxury hotels accounted for 7.6 percent. Moreover, 71 percent of hotels in the province were not ranked. Most of luxury hotels were located at the city of Hue. Till 2011, a number of hotels increased from 188, up to 57 comparing to 2008. Besides an increase of hotels, the other types of accommodation establishments (motels, guesthouse) have also been quickly developed. According to the public officials and tourism operators, in line with the strong development of accommodation establishments, many other services have been also invested, for

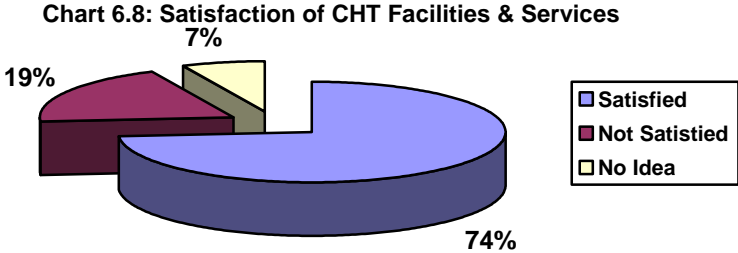
example, gastronomy; party organization; seminar and conferences organization; massages, sauna, entertainment services; sales; air-ticket booking; souvenir; laundry; cafeteria; internet; bars, discotheques, casinos; restaurants, and the like. The Table 6.10 shows a structure of international tourism revenues from 1996 to 2010 in Thua Thien Hue, of which accommodation and food occupied at sixty percent (60%) in 1996 and thirty four percent (34%) in 2010.

Table 6.10: International Tourism Revenue Structure 1996 - 2010 *Account Unit: tr.USD*

Type of Services	1996		2000		2005		2010	
	Rate	Value	Rate	Value	Rate	Value	Rate	Value
Accommodation and Food	60.00%	23.52	50.00%	50.40	41.00%	104.55	34.00%	212.16
Tourism Transport	9.00%	3.53	12.00%	12.10	15.00%	38.25	17.00%	106.08
Souvenirs	20.00%	7.84	23.00%	23.18	25.00%	63.75	27.00%	168.48
Other Services	11.00%	4.31	15.00%	15.12	19.00%	48.45	22.00%	137.28
Total	100.00%	39.20	100.00%	100.80	100.00%	255.00	100.00%	624.00

Source: TTH Department of Culture, Sports & Tourism

The Chart 6.8 below presents seventy four percent (74%) of respondents said they are rather satisfied with the present condition of Cultural Heritage Tourism facilities and services in Thua Thien Hue such as hotels, restaurants. The visitors said they feel satisfied with the accommodation and the atmosphere of living here in the province, especially they prefer to enjoy the local specialities. According to them, the hotels in Thua Thien Hue are accommodated and comfortable. The prices of accommodation are not so expensive. However, there are nineteen percent (19%) of respondents said that they felt not really satisfied with the accommodation and services in the province and there are seven percent (7.0%) respondents said they have no ideas about this issue.



Source: Researcher

Note: n=129

**6.2.6. Human Resources**

In this section, the researcher will assess the existing situation of human resources in Thua Thien Hue province. As we know, human resources keep a critical element in accelerating the socio-economic development of a nation, a region and a province. A society wants to be developed well depends much on their qualified human resources. Human resources are the set of individuals who make up the workforce of an organization, business sector or an economy. Similar to the other

industries, in the domain of Cultural Heritage Tourism development, it requires also a skilled labour force. The researcher's conducted survey has shown that Thua Thien Hue has an advantage of young labour force and the number of people at the working age is rather high. This has met somehow the requirements of labours in the tourism industry, which is regarded as one of labour-intensive industries. Moreover, according to the interviewees, Thua Thien Hue has a system of varied universities, colleges, junior-colleges, educational institutions, vocational training centres and schools and so on and it is considered as one of the three biggest centres for education and training in Vietnam. Especially, it has also a faculty of tourism belonging to the college of economics and a junior college of tourism, as well as some intermediate schools and vocational training centres which offer many training courses in tourism. In general, the educational and training institutions in this province has basically met the demands of training in tourism such as tourism administration, tourism marketing, organization and management, professional competence of tourism (room, reception, food cooking, drinks, massage, sauna, and so on).

### **6.3. Identifying the Main Problems for Developing Cultural Heritage Tourism in Thua Thien Hue**

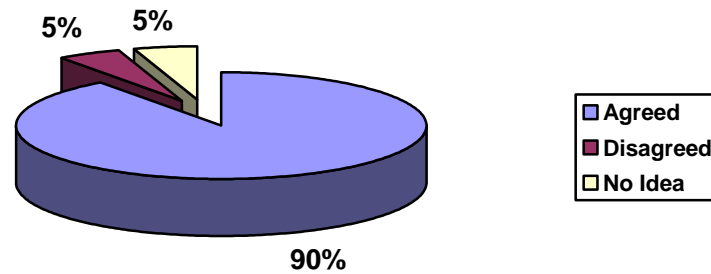
Together with a full analysis about the actual potentials for developing Cultural Heritage Tourism in Thua Thien Hue, the researcher will try to identify the main problems that have hindered the development of Cultural Heritage Tourism during the last time in the province. The researcher's conducted survey through a combination of document, observation and interviews has shown the identified main causes for the development of Cultural Heritage Tourism in Thua Thien Hue province as follows:

#### **6.3.1. A Master Plan for Developing Cultural Heritage Tourism**

A master plan is very important as pointed out by Bullivant: Traditionally, a master plan was a top-down blueprint, a convergence of form and values that has very often become just a superficial zoning exercise but nonetheless a powerful determining tool of socio-spatial relations (*Bullivant, 2012, p.3*). The researcher's conducted survey has shown that in the context of Thua Thien Hue, at present, a master plan for developing Cultural Heritage Tourism has not yet been established and developed. This is the main reason that has hindered the development of Cultural Heritage Tourism during the last time in the province. The Chart 6.9 presents the idea about the urgent necessity to establish a master plan for developing Cultural Heritage Tourism in Thua Thien Hue, of which ninety percent of the respondents agreed with this idea and according to them, a master plan will set up clearly concreted objectives and goals for achieving the effective development of Cultural Heritage Tourism. Moreover, establishing a master plan will help the local authorities to assess adequately the present situation of Cultural Heritage Tourism and to find out proper solutions to deal with the problems and challenges. They added that a master plan will include an estimated measurement of financial capacity and implementation phase for achieving necessary goals. Therefore, without a proper master plan, it will be very difficult for the local authorities to develop Cultural Heritage Tourism

effectively. There are five percent (5%) of respondents disagreed and five percent (5%) said they had no ideas.

**Chart 6.9: Necessity of Master Plan for Developing CHT**



Source: Researcher

Note: n=129

### 6.3.2. Understanding of Cultural Heritage Tourism and Its Significant Roles

In this section, the researcher will make an analysis about the understanding of Cultural Heritage Tourism and its important roles for the people. The researcher's conducted survey has shown that there is still a lack of a full understanding about Cultural Heritage Tourism and its significances in the socio-economic development, conservation and promotion of cultural heritage values and spatial planning management. There are more than sixty percent (60%) of respondents understanding the concept of Cultural Heritage Tourism and its essential roles to the province's socio-economic development process. They know that Cultural Heritage Tourism will help them to restore and rehabilitate traditional cultural values such historical relics, old architectural houses and buildings, ancient towns, and so on. However, the remaining forty percent (40%) did not really understand the definition of Cultural Heritage Tourism and its importance. According to the respondents, a site will be declared as a cultural heritage location if it has characteristics of historical and cultural values and uniqueness. Moreover, most of respondents know rather good about the positive impacts of Cultural Heritage Tourism but not much about its negative impacts in terms of environmental pollution; destruction of historical relics due to unawareness of visitors; overloaded visitors' visits at relics; disappearance of traditional cultural values due to the entry of modern cultures; illegal migration from rural area to urban area for looking for better jobs and incomes, and so on. In addition, it seems that many people misunderstand about the aspect of cultural landscapes, which is also viewed as one of the most important elements of Cultural Heritage Tourism as defined by the UNESCO in 1992.

*A Comparison in Understanding the Cultural Heritage Tourism among the Key Respondents:* comparing to tourist operators and visitors, the researcher's conducted survey has shown that public officials can understand better about Cultural Heritage Tourism and its important roles. However, the public officials who work directly in the domain of tourism understand about tourism better than their colleagues who come from the other provincial departments and agencies. One more important thing is not all public officials can understand thoroughly the importance of Cultural Heritage Tourism and its impacts, especially the negative impacts can be brought about by Cultural Heritage Tourism. For

the tourism operators and visitors, most of them did not yet really understand about its essential and its affects. Most of them trend towards understanding cultural heritage in aspect of conservation and preservation.

### 6.3.3. Natural Disasters and Its Negative Impacts

Along with the two main causes as explained above, the researcher will also analyze the effects of natural disasters to the development of Cultural Heritage Tourism in Thua Thien Hue province. The researcher's conducted survey has shown that natural disaster and its impacts are one of the main reasons which have hindered the development of Cultural Heritage Tourism in Thua Thien Hue during the last years. "Elements at natural disaster risks can be include persons, buildings structures, and objects of infrastructure (e.g. water and sewer facilities, roads and bridges), agricultural assets or economic activities, which can be impacted in the case of a disaster event. In theory, it would be desirable to create a map in which the spatial distribution of the exposed elements at risk is delineated. Such maps could be linked with a hazard map to determine in which extend these elements are exposed to the relevant hazard" (*Dilley et al. 2005*).

As mentioned in The table 2.4 of the Chapter II, natural disasters normally cause negative impacts in urban systems such as short-term migration, loss of housing, loss of business production, loss of industrial production, loss crops potentially leading to food price increases, damages to infrastructure, disruption of transport, disruption of communication. Natural disasters are shown by different ways such as flood, wind, tsunami, earthquake, volcano, and drought. Natural disasters are considered as the main cause for physical damage, especially to housing and physical infrastructure. In the context of Vietnam, typhoon, one of popular kinds of natural disasters, is an extremely dangerous phenomenon, it causes big winds and it can sink the ships, making houses and buildings collapsed and very big rains, causing severe floods, and sometimes it can make a catastrophe. In Vietnam, the season of typhoon is annually happened from June to November, especially highest density from July to October. According to the historic statistics, except of February, the remaining months in year are of typhoon but rarely. The Photo 6.4 below illustrates a big inundation right at the Gate of Citadel which was happened in 1999.

Photo 6.4: Inundated Citadel Gate



Source: Researcher

The researcher's conducted survey has also shown that most of the key respondents have agreed that natural disaster is one of the main reasons that have destroyed heavily many valuable cultural heritages in Thua Thien Hue province. According to the key respondents, natural disasters have led to not only human death but also to the deterioration of historical relics, monuments, old houses, bridges, roads, seaport, airport, and so on. Being located at the central part of Vietnam, Thua Thien Hue has annually suffered at least from five to six big typhoons. Generally, with its geographic location, it is considered as a province which is highly vulnerable with the natural hazards in Vietnam. Besides several tropical storms, tropical depression is also happened every year. Generally, the province is given by severe weather conditions with popularly happened natural phenomena such as drought, floods, and typhoons.

As a result, over the last years, many natural disasters have caused many huge physical and human losses in Thua Thien Hue, for example, too many people died or injured in the floods; many houses collapsed; and constructions (bridges, roads, ports) and buildings (schools, hospitals, monuments, and historical relics) destroyed and swept away by flood water. In the mountainous districts like Nam Dong and A Luoi, drought is a very annual phenomenon, causing the death of trees due to lack of water in sunny season. Moreover, in these two districts, a system of water reservoirs and irrigational drainage canal works has not yet been invested well. In rainy season, because of a very big slope and a quick concentration of rain water, big floods at the banks of springs have eroded mountains in the districts of A Luoi, Nam Dong, Phu Loc. Especially, during the rainy season in November 1999, floods which caused heavy landslides and erosions of mountains and springs banks; collapse many local people's houses; damage of people's properties and transportation system. The Photo 6.5 below shows one of eroded roads caused by a big flood happened in 1999 in Thua Thien Hue province.

Photo 6.5: Road Eroded by Flood In TTHue



*Source: TTHue People's Committee*

The researcher's conducted survey has also shown that one of the most important rivers in Thua Thien Hue province is the Perfume River which plays an important role in urban structure of Hue City. Along this river there are many old monuments, houses and buildings, pagodas, churches, and the like which are belonged to the valuable cultural heritages of Thua Thien Hue province. During the rainy season, this peaceful river must receive a huge volume of water running from the mountain



tops and this has led to the overload of water for it. This overload of river water has flooded the whole province of Thua Thien Hue, in which many monuments, temples, old house and buildings are located in. In some floods, the water level was about 2 to 3 meters, and even rise up 4 meters. Especially, the complex of monument, for example, the Citadel of Hue is often inundated in rainy season. The inundations caused the damage of buildings inside the imperial city of Hue which is belonged to the World Heritage Sites.

In addition, many residential houses and building of the local people were also swept away by the floods. In a flood in 1999, a total of damages was several billions Vietnamese dong. Furthermore, the situation of seashore erosion in Thua Thien Hue has been happened frequently and every complicated, especially at the sea gates of Thuan An–Hoa Duan and Tu Hien. Drought and salt water intrusion are also happened yearly in Thua Thien Hue, particularly in years with El Nino phenomenon. The Table 6.11 below indicates the list of lakes and dams in Thua Thien Hue. The main functions of these lakes and dams are mainly as water reservoirs and are used for various purposes, i.e. irrigation for agricultural lands and hydroelectricity production and so on. However, in reality, these lakes and dams have not invested effectively and their operation capacity in regulating the volume of inundation water in the flood seasons is very low.

Table 6.11: Number of Lakes and Dams in TTHue

No.	Names of Lakes and Dams	Lakes (ha)	Dams (m)	Water Level (m)	Lakes (m3)
1	Phu Bai 2 lake	80	21	-	6.5
2	Khe Ngang lake	30	17	-	-
3	Truoi lake	-	49.1	46.67	55.206
4	Tho Son lake	50	21.5	-	3.5
5	Khe Nuoc lake	20	12	-	1.5
6	Khe Quao lake	50	42	-	10
7	Chau Son lake	11.5	9.7		2.5

Source: TTHue's Department of Agriculture & Rural Development 11/2005

#### 6.3.4. System of Infrastructure

In this section, the researcher will analyze the present situation of infrastructure system for developing Cultural Heritage Tourism in Thua Thien Hue province. The researcher's conducted survey has shown that the system of infrastructure has not yet been invested completely in Thua Thien Hue and this has impeded the effective development of Cultural Heritage Tourism in this province during the last years. As we understand, the broad sense of infrastructure for Cultural Heritage Tourism will include the system of roads, bridges, seaports, airports, supply of electricity and water, telecommunications, postal services, and healthcare centres. Infrastructure plays an important role for the economic development and growth of a region. It also saves time and money for travelling of tourists. And it creates closer linkages among the municipalities and provinces.

The roles of infrastructure as cited out by Ennis that the availability of infrastructure services is critical to the functioning of the modern urban environment. The presence, the absence, the quality of infrastructure services affects the well-being of residents, determines the efficient operation of the

urban economy and assists in the effective functioning of property markets (Ennis, 2003, p.1). The researcher's conducted survey has shown that Thua Thien Hue has a rather favourable system of infrastructure for developing Cultural Heritage Tourism because the network of airway, railway, and land roads in the province is available and it connects closely Thua Thien Hue with the other regions in the country. Regarding the airway, Thua Thien Hue is of Phu Bai airport which is considered as one of the most important airports of Vietnam. However, according to the respondents and the researcher's observation, the system of infrastructure in Thua Thien Hue has been still in poor situation and most of them need to be invested further. Although during the last time, the Thua Thien Hue's local authorities have made attempts at improving and building up newly infrastructure constructions in the whole province, e.g. repairing and constructing many roads to connect the city of Hue with the remote districts of Huong Thuy, Phu Vang, A Luoi, Nam Dong, Phong Dien, Quang Dien; upgrading the seaports of Thuan An and Chan May to improve the capacity of transporting the cargos and tourist ship passengers; enlarging and upgrading the capacity of the international airport of Phu Bai for cargos and passenger transport and so on, the quality of those constructions has been not really good. The Photo 6.6 below shows one of unpaved roads in the province.

Photo 6.6: Unpaved Road in Thua Thien Hue



Source: Researcher

As explained above, Phu Bai Airport is an international airport in Thua Thien Hue and this airport plays an important role in cargos and passengers transportation. Phu Bai airport is 14 km away from Hue city in the southern east and it has a total area of 400 ha and a runway of 2.7 km long. This airport has a capacity of welcoming aircrafts such as Boeing 737, Airbus 320. However, according to the key respondents, in reality, this airport has not yet been completely invested to become a real international airport and is connected to the network of international flights. This is also considered as one of difficulties for Thua Thien Hue province in terms of airway transportation. In a line with the airway, a network of the northern-southern railway running through Thua Thien Hue with a total of 101.2 km long, and with 90 bridges, 06 tunnels cross the pass, 15 train stations is also not really good because the system of railway has been remained for a long time from the French colonization and most of them have not yet been reinvested completely. In terms of water traffic, the province has a total coastline of 128 km long and a variety of rivers, but the system of water traffic

facilities and services have been also not yet invested completely. The Table 6.12 below shows the system of transportation in the province.

Table 6.12: System of Transportation in TTHue Province

No.	Types of Transport Means	Descriptions
1.	Air Transport	Phu Bai airport: 400 ha, runway of 2.7km, a capacity of welcoming Boeing 737, Airbus 320
2.	Seaway	A coastline of 128 km long; 2 sea ports: Thuan An and Chan May;
3.	Waterway (inland)	A total length of 302.6 km; of which the Central Government manages 108 km, occupying 35.69%; the local government manages 101.6km, occupying 33.58%; not yet managed: 93 km, occupying 30.73%
4.	Railway	A total length of the northern-southern railway line 101.2 km with 90 bridges, 6 tunnels through pass, 15 train station
5.	Roadway	3015 lines with 4906, 26 km with 04 national route, 27 provincial routes, 420 urban and belt road lines, 96 special road lines, 455 district roads, 1023 commune and ward roads;

*Source: Gathered by the Researcher*

Even though receiving many active interests and supports from the local authorities, the investments in repairing and building up newly the constructions have not yet been implemented sufficiently and effectively due to the limited financial investment capital. As discussed above, the Phu Bai international airport has not been adequately invested to become an international airport with standardized criteria; the Chan May deep seaport has not yet been improved to meet the requirements of essential services for receiving the international tourists through the seaway; the system of railway has been so old, outdated, and not yet properly invested. These things have made the tourists spending much time for their travelling. As we know, once the tourists' travelling time is shortened, the duration of tourists' stay will be lasted longer, and this will make the tourists' expenditures much bigger.

Moreover, as analyzed in the Section 6.3.3, Thua Thien Hue must annually suffer many bad consequences from tropical natural disasters which have damaged heavily the system of roads, bridges, dams, water reservoirs, and so on. Those have led to the degradation of infrastructure constructions in the province. According to the tourist operators, the poor situation of roads has obstructed them in bringing the tourists to the mountainous districts of Nam Dong and A Luoi in which tourists can discover the interesting characteristics of minority cultures such as community living culture, villages culture, living conditions of the local people, foods, traditional manners and customs of ethnic minorities groups and so on. The Table 6.13 below shows the situation of road transportation in Thua Thien Hue in 2011.

Table 6.13: Situation of Road Transport in TTHue in 2011

Structure of Road Surface	Highway	Provincial route	Urban road, belt road	Special roads	District roads	Commune and ward roads	Total
Cement concrete	51	33.3	10.77	11.85	353.35	947.95	1428.22
Asphalt concrete	275.79	180.46	128.53	103.84	24	26.66	739.38
Macadam asphalt	126.76	171.13	68.38	29.92	191.92	106.5	694.61
Macadam roads		16.03	3.84	54.41	158.1	950.87	1183.25
Others				131.91	82.93	645.96	860.8

Source: TTHue's Department of Construction

### 6.3.5. Cultural Heritage Tourism Development Facilities and Services

In this section, the researcher will analyze the Cultural Heritage Tourism facilities and service in Thua Thien Hue province. The researcher's conducted survey has shown that the Cultural Heritage Tourism facilities and services have not yet been invested completely and this has somehow impeded the development of Cultural Heritage Tourism in Thua Thien Hue. As we know, the technical material facilities and services of Cultural Heritage Tourism are regarded as one of key elements of tourist products, and a criterion for selection from the visitors. The technical tourist material facilities and services are a factor which creates uniqueness, difference of the tourist products, forming a unique image for a tourist destination. As cited in the Chart 6.4, it shows the rate of hotels in Hue City in comparison with the whole province of Thua Thien Hue. Given this chart, we can see that hotels in Hue city occupy a rate of 92.4 percent, meanwhile the remaining percent of 7.6 percent is belonged to the other districts in the province. According to the interviewees, the majority of big accommodation establishments in Thua Thien Hue are mainly located in Hue city but only few of them are located in the mountainous and coastal districts. This is a problem of asynchronous planning of stay establishments in the province. This has made the visitors somehow feel uncomfortable when they visit in remote districts, especially in the two mountainous districts of A Luoi, Nam Dong and/or the coastal districts of Phu Loc and Quang Dien which are far away from the city of Hue. At these remote districts, the visitors often complained about the difficulty of looking for good facilities and services such as accommodations, restaurants, shopping, entertainment centres, and so on. Moreover, both international and domestic visitors explained that other tourism services and activities, for example, hospitals, insurance, banks, water sanitation, environmental conditions, and the like in these places are also not really good too. According to the interviewees, the local authorities should invest further in the Cultural Heritage Tourism facilities and services to meet the increasing demands from the visitors.

The interviewees added further that the Cultural Heritage Tourism facilities and services have been developed quickly in this province in recent years. However, this has caused a lot of issues such as environmental destruction, air and water pollution, waste water drainage, solid waste settlement from the hotels, hostels, restaurants, shopping centres, and so forth. Moreover, many stay establishments are built up nearby or even inside the location of relics, monuments, ancient towns,

old urban centres, and so on and this has affected negatively to the constructions of cultural heritages and even has degraded badly these cultural works. According to the public officials, many efforts have been made from the local authorities and the enterprises in Thua Thien Hue to set up necessary investment projects in terms of tourism facilities and services with a hope of creating as many as possible recreational tourism activities for the visitors. The Table 6.14 presents the list of prioritized investment projects which are calling for the foreign and domestic investors to Thua Thien Hue in the coming time. Once those projects will be realized, they will contribute to improve the capacity of satisfying the tourists' increasing demands.

Table 6.14: List of Prioritized Investment Projects in TTHue

No.	Name of Projects	Investment Capital (misused)
1.	Entertainment centre of Thuy Tien Lake, Thien An Hill	6000000
2.	Entertainment centre of Ngu Binh Park	6000000
3.	Bach Ma Eco-Tourism Zone	10000000
4.	Thanh Tan Mineral Water Tourism Area	5000000
5.	Tourism Area of Truoi – Nhi Ho – Suoi Voi	5000000
6.	Cultural Village of Paco – Ta oi Ethnic Minority	3000000
7.	Centre for Trade and Advertisement Services	5000000
8.	Trang Tien North Bridge Trade Centre	3000000
9.	A Roang A Luoi Hot Water Ecotourism Area	1500000
10.	Sea Ecotourism Area of Co Du – Bu Lu	10000000
11.	Ecotourism Zone of Con Hen – Hue City	5000000
12.	Sea Ecotourism Areas of Vinh Hien – Vinh Thai	5000000
13.	New Entertainment Zone of Chan May	5000000
14.	Golf Court 36 Holes in Lang Co	250000000
15.	Golf Court 36 Holes in Thuy Bang	150000000
16.	Kim Long Tourism Village	2000000
	<b>Total</b>	<b>471500000</b>

Source: TTHue Province's DoCST

### 6.3.6. Public and Private Sectors Partnerships (PPP) in Making Investments for Cultural Heritages Tourism Development

The researcher's conducted survey has shown that a concept of socialization is used rather popularly in Thua Thien Hue in particular and in Vietnam in general. The concept of "socialization" means the mobilization of active participation from both public and private sectors or it is called by the term of Public and Private Partnership (PPP). The process of socialization has been developed strongly in Vietnam in recent years. The idea of socializing investment was introduced in 1936 by John Maynard Keynes in his *General Theory of Employment, Interest, and Money*. In the concluding chapter of the book, Keynes highlights three major tasks to be undertaken in order to save capitalism from its own demise: "parting with liquidity," "euthanizing the rentiers," and "socialization" of investment". The three are inevitably interrelated in Keynes's theory, as he argued that effective demand is the engine of the capitalist economy and that spending by consumers, firms, and the government is what keeps the economy going.

In the context of Thua Thien Hue, in recent years, the local government has made many big attempts to mobilize the active participation from the side of private sectors such as the enterprises and individual business households in the process of socio-economic development and investment projects. This new policy is called by the term of “socialization”. The model of socialization is applied in various aspects, for example, socialization in education, socialization in health care, socialization in basic investment, socialization in housing construction, socialization in infrastructure, socialization in tourism investment, socialization in the tasks of conservation, preservation and promotion of cultural heritages, and so on. The real purpose of socialization is to encourage and mobilize the active participation from the private sectors in accompanying with the public sectors to share the burdens in the society. In the reality, due to the policy of socialization from the government, many investment projects have been carried out effectively during the last time in Thua Thien Hue province and this success is mainly achieved through the close coordination between the public and private sectors.

However, the process of socialization in Thua Thien Hue has not yet been really carried out effectively during the last time, especially in the domain of the Cultural Heritage Tourism development. The main reason for this issue is that the governmental agencies, such as the provincial and municipal People’s Committees, the provincial Department of Culture, Sports and Tourism, Hue Monument Conservation Centre, and so on have not yet given out proper mechanism of policies to encourage the active participation from the side of the local people and the enterprises in conserving and preserving cultural heritages as well as in making essential investments into roads, means of transports, hotels, restaurants, shopping centres, recreational parks, infrastructure, supply of water and electricity, telecommunication, banks, insurances, and so on. In addition, the issues of tax, policies of loans and borrowing, high interest rates, limitation of state budget, laws, legal frame, and so on are also main reasons which created the barrier of collaboration between the public and private sectors. Therefore, according to the interviewees, in order to enhance the closer cooperation between public and private sectors in making further necessary investments into the Cultural Heritage Tourism development, there should an urgent necessity to deal with the barriers of tax, policies mechanism, interest rates and so on and at the same time to facilitate the local people in accessing the most convenient investment environment.

### **6.3.7. Impacts of Rapid Urbanization Process**

In this section, the researcher will make an analysis about the process of urbanization in Thua Thien Hue province. The researcher’s conducted survey has shown that rapid urbanization is one of the main problems which have hindered the development of Cultural Heritage Tourism in Thua Thien Hue province. Urbanization as pointed out by Paddison: Urbanization has been seen variously as the increasing concentration of national populations into towns, as the increasing concentration of a country’s urban population into the largest cities, and as the increasing concentration of an urban region’s population into its core at the expense of its surrounding ring (*Paddison, 2001, p.143*).

In the context of Thua Thien Hue province, the province's complex of relics is located mainly in the urban areas and this has brought a conflict between the conservation and urban development. According to the key respondents ( $n=129$ ), right in the area I in the heritages zone, in 2010 there were about 3147 people living in the heritage area and this has created a huge pressure onto the relics and has also increased a big risk of damaging the heritages. Urbanization is an increase in the proportion of people living in towns and cities. Looking at the context of Vietnam, since the beginning of 'đổi mới' (innovation) in the 1980s, the process of urbanization has been strongly developed in the country. Similarly, many big cities and provinces in Vietnam that have been greatly influenced by the impacts of urbanization process, Thua Thien Hue is not an exceptional case. Besides its benefits, for example, the improvement of economy, growth of commercial activities, social and cultural integration, better supply of efficient services, resources of utilization, and the process of rapid urbanization has brought about many negative impacts in social, cultural, economic, environmental aspects.

In terms of urbanization's impacts in socio-cultural aspects, similar to many cities and provinces, Thua Thien Hue has been affected much in social and cultural aspects, especially in its urban areas, for example, the mass media depicts city life as superior to rural life, the 'standard' languages is deemed that of the national capital, and better services are received in the city due to its wealth. Moreover, the fertility rate in cities often lower than in rural areas due to the absence of agriculture, the cost of children, food and living space in cities, and family planning. Urbanization will also make costs of housing and infrastructure higher and this will lead to the reduction of water, land and building material resources. Furthermore, urbanization will also make bigger traffic congestion in the province. As a province decays in this way, the provincial government has not yet met the service needs of residents. Also, urbanization has caused some problems such as unemployment, drug abuse, crime and homelessness and so forth in Thua Thien Hue province.

According to the preliminary statistics in 2003 done by the Hue Monuments Conservation Centre, there were more than 3500 households living in the 17 clusters of relics belonging to the complex of Hue Ancient City which was recognized by the UNESCO as World Cultural Heritage. The encroachment upon the heritage zone from the homeless people is an indispensable result from urbanization in Thua Thien Hue. The Photo 6.7 below shows the encroachment upon one part of Citadel area in Hue city. The encroachment from the local people not only leads to a not beautiful looking of a Hue urban city but also brings about a bad damage for the Citadel in Hue – a World Heritage Site. The Photo 6.7 below shows an encroachment upon Hue Citadel.

Photo 6.7: Encroachment upon the Citadel in TTHue



*Source: Hue Monuments Conservation Centre*

According to the Hue Monument Conservation Centre, the province has spent several billions Vietnamese dong in order to move and clear away 540 households outside the area of relics. However, this number of households has been continuously increased due to some main reasons such as household separation, extension and encroachment for enlarging living spaces. Furthermore, there have had some thousands of households living on forty lakes and ponds in the area of Hue Imperial city, which is considered as a very important component of landscape – waterway of these relics. This situation of living in the relics zone has been directly damaged heavily the architectural structure of not only monuments but also Hue old city. The researcher's conducted survey has shown that up to present there is no comprehensive solution in order to solve this problem from the local authority and the people.

### **6.3.8. Human Resources for Developing Cultural Heritage Tourism**

The researcher's conducted survey has shown that human resources are also one of the main problems which have hindered the development of Cultural Heritage Tourism in Thua Thien Hue province. In this section, the researcher will analyze the factor of human resources for developing Cultural Heritage Tourism in Thua Thien Hue. Given the literature review, the researcher has learnt that the structure of population is young, the sources of labours are big, and labours at working age occupy a high rate (54%). However, the rate of skilled labours obtains only 25%, of which 72% labours working in the branches of agriculture-forestry-aquaculture. The quality of labours has not been balanced at the regions in the provinces, in areas and economic industries. Every year, Thua Thien Hue has had nearly 15000 vocationally skilled labours. This is considered as a good opportunity in the conversion of economic structure, quality improvement and possibility of urban development. In a forecast up to 2025, the whole province will have 790000 people at working age and this is a plentiful labour force supplementing for the industry of national economy, but the issue is that how to deal with the employment for this labour force. The Table 6.15 below presents the situation of labour needs in 2009 and the forecast of labour needs of the whole province in 2020 and 2030. As we know, the demands of labours will be calculated on the basis of the situation of labours



and the orientation and objectives of the province's socio-economic development and this calculation must be suitable with the approaches of population projection.

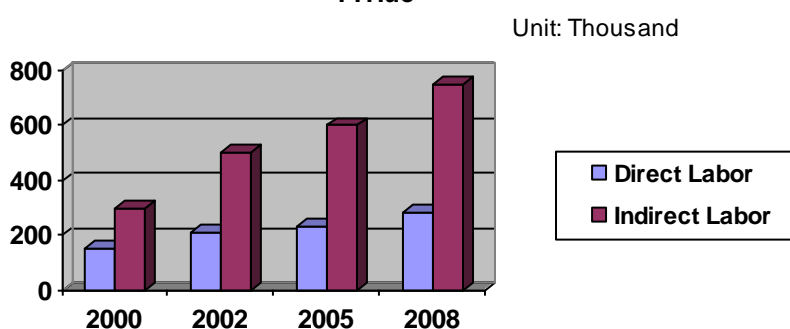
Table 6.15: Situation and Forecast of Labour Needs

No.	Items	Situation in 2009	Forecast	
			2020	2030
I.	Population at working age (1000 people)	650	770	860
	Rate % comparing the total population	60	62	63
II.	Total number of labours working in industries (1000 people)	543	650	730
	Rate % comparing labour at working age	83.5	84.0	85.0
	Divided by industry:			
2.1.	Labours at agriculture, forestry (1000 people)	211	170	100
	Rate % comparing working labor	38.8	26.2	13.7
2.2.	Labours at industry, small-scaled industries, construction (1000 people)	136	221	302
	Rate % comparing working labors	25.0	34.0	41.4
2.3.	Labours at services, trades, administration (1000 people)	196	259	328
	Rate % comparing working labors	36.2	39.8	44.9
III.	Housewife, labours losing health, students in working age	107	120	130
	Rate % at working age	16.5	15.6	15.1

Source: TTHue People's Committee

The Chart 6.10 below indicates the number of employments in tourism in Vietnam. This survey result was done by the Vietnam's National Administration of Tourism (VNNAT). Through the chart, we can see that the direct labour in 2000 were approximately at 150000 people and increased up to 285000 people in 2008, meanwhile the indirect labour in 2000 were about 300000 people and increased up to 750000 people in 2008.

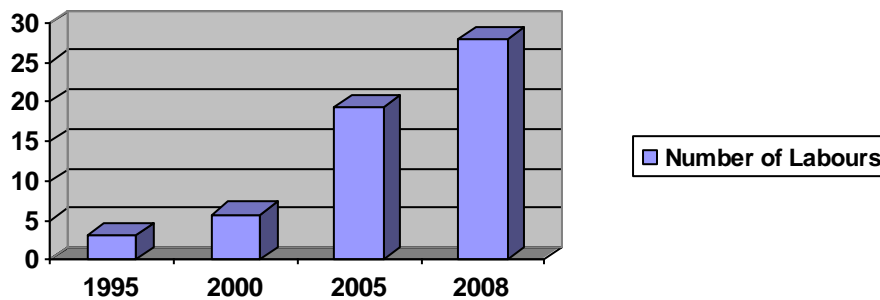
Chart 6.10: Number of Employments in Tourism in TTHue



Source: VNAT

In the context of Thua Thien Hue, the industry of tourism has contributed significantly to create job and reduce the poverty for the local people. The Chart 6.11 shows the labourers working in the domains of hotels, restaurants through years from 1995 to 2008. In 1995, the number of labours was approximately 3138 people but later increased up to about 27.837 people in 2008. This has shown an impressive increase of labours in tourism industry in the province of Thua Thien Hue during the last time.

**Chart 6.11: Labours in Hotels and Restaurants in TTHue**  
unit: thousand



*Source: TTHue Province's DoCST*

However, the researcher's conducted survey has shown that along with a quick increase of labours in the province in quantity, the quality of labour force in the tourism industry has not yet been qualified. By talking with the public officers who are working at the relevant agencies in the province such as the Department of Culture, Sports and Tourism, Hue Monuments Conservation Centres, and so on as well as the tourist operators, the researcher has learnt the fact that only people working in the standardized hotels and restaurants are officially trained and qualified but the number of these people has still been small. Meanwhile, the other number of labours who have been working in the small and medium tourism enterprises are often not officially trained and not qualified. The tourist operators such as the non-standard or non-ranked hotels and restaurants sometimes employ the workers who are their family members, their relatives, students, or even unskilled people with lower payments in comparison with the skilled workers. With these people, they normally have many difficulties in communicating with the visitors due to a lack of competence at speaking in foreign languages, and lack of professional knowledge and skills in tourism, e.g. reception, travelling, cooking, rooms clearance, and so on. In addition, most of these people did not attend in any training courses about tourism provided by the local agencies, only few of them answered that they did attend only in a few courses.

Furthermore, according to the respondents, the guide tour staffs play an important role in tourist activities, especially for travelling activities. A good tourist guide will help the visitors to understand better about the people and its culture of the land they set foot on it and in contrast, if the tourist guides do not communicate well in foreign languages with the visitors, then the visitors do understand nothing. Therefore, a qualified tourist guide must have two abilities: (1) communicating in foreign languages and (2) attaining a good knowledge of history and culture. In Vietnam during the recent years, the guide tour staffs have been continuously increased both in quantity and quality. As of 2008, there were around 6000 guides in different languages.

Accordingly, guides speaking English accounted for 43 percent, French for 10 percent, Chinese for 23 percent, and Japanese for 8 percent. In the context of Thua Thien Hue, it has still inadequated, in comparison with Hanoi and Hochiminh cities, a number of qualified tourist guides

who are able to speak some foreign languages, e.g. Spanish, German. According to the interviewees' answers, the tourist operators have not yet equipped for themselves some necessary requirements such as market research, advertisement promotion, planning of tourism administration, setting up of the strategies, human resources management, and so on. For the public officers, they have still been lacked the competences of setting up the programs, projects and strategies for managing tourism in general and the Cultural Heritage Tourism in particular; setting up the strategies for cultural heritage conservation and preservation; making Cultural Heritage Tourism planning and management; planning for market research, planning for advertisement promotion.

### **6.3.9. Marketing and Promotion of Cultural Heritage Tourism**

Tourism marketing and promotion are very important activities in tourism development and as pointed out by Kemp: American cities and towns spend millions of dollars on tourism marketing to entice visitors. This, in turn, helps create demand or expand a market. This is critical in a competitive marketplace. Yet, tourism involves much more than marketing. It also involves making destinations more appealing. This means conserving and enhancing a destination's natural tourism assets; in short, protecting the environment. The unique heritage, culture, wildlife, or natural beauty of a community or region is really what attracts visitors in the first place (*Kemp, 2007, p.147*). In the context of Thua Thien Hue, in recent years many great efforts have been made by the governmental agencies, the enterprises, and the local people in order to introduce the local tourist products to the visitors and to call for the investors making essential investments into the province. Many websites were established to introduce the local tourist products as well as their potentials and strengths for developing tourism in the province. Many international and domestic fairs were also organized for exhibiting the traditional handicraft products and investment projects and additionally, many interesting tourist services were also established strongly to attract the visitors internationally and domestically and so on. In general, the governmental agencies, the enterprises and the local people had considered marketing as a useful tool for introducing their local tourist products for the visitors.

However, the results from the implementation of Cultural Heritage Tourism marketing and promotion activities and programs of the governmental agencies, the enterprises and the local people in Thua Thien Hue have been not yet achieved considerably. The main reasons are because the governmental agencies, the enterprises, and the local people have not yet established the marketing strategies with detailed action plans for tourism development in general and Cultural Heritage Tourism development in particular. As mentioned above, the strategies and detailed action plans for marketing Cultural Heritage Tourism should function as a structure of organizational processes, including activities such as defining local tourist products, its potentials and strengths, its values and so on; giving out the concrete actions, budget plan and time schedule for marketing those tourist products to the customers. This will help avoid the waste of time, money for the governmental agencies, enterprises and local people.

Moreover, according to the interviewees ( $n=129$ ), there should have a closer cooperation among the governmental agencies, the enterprises and the local people to establish a synchronous system of Cultural Heritage Tourism marketing programs, and projects. This will encourage the collective collaboration among the multi-stakeholders or economic components in the society and develop strongly the benefits for all of them but not for any individual. This is also an effective way for mobilizing the active contribution of financial capacities from the organizations and individuals in the society. A survey conducted by the researcher has shown that there are more than eighty five percent of interviewees (85%,  $n=129$ ) answered that they agreed with the idea about the necessity of doing the Cultural Heritage Tourism marketing in Thua Thien Hue province through concrete program and projects with a hope of attracting more visitors to the province. They explained further that the Cultural Heritage Tourism marketing and promotion will play an important role in bring in the success for the Cultural Heritage Tourism development and it will also contribute to promote the values of culture of not only Thua Thien Hue but also of Vietnam to the international community.

#### **6.4. Summary**

To sum up, the chapter VI has mentioned an analysis about the present situation of Cultural Heritage Tourism and its significant roles in the process of socio-economic development and the rehabilitation of traditional cultural values in Thua Thien Hue province. It has also focused on the identification of potentials and problems for developing Cultural Heritage Tourism in the province. And, in order to obtain an adequate analysis about the discussed issues, right at the beginning of the Chapter VI, the researcher has mentioned some research methods such as observation, documents and interviews, which he has applied into this study. The utmost objective is to find out the most proper solutions to settle the research questions as mentioned in the Chapter V. As a result, some important issues are summarized as follows:

It is necessary, *first of all*, to affirm that Thua Thien Hue has many actual potentials for developing Cultural Heritage Tourism due to its variety of valuable cultural heritages, including tangible heritages (a complex of citadel, monuments, royal palaces; a system of traditionally old architectural buildings, ancient towns, old urban centres, religious buildings, museums, revolutionary vestiges, historical relics, traditional trade villages, ethnic minority groups, specialities and the like) and intangible heritages (Royal Court Music, folklore, traditional musics, languages) as well as natural landscapes (beaches, rivers, mountains, lagoons, hills and so forth). Thua Thien Hue was recognized by the UNESCO as a World Heritage Site. Together with a set of valuable cultural heritages resources, as analyzed above, Thua Thien Hue has also many other convenient conditions for developing Cultural Heritage Tourism, namely a system of infrastructure such as seaports, airport, roads, bridges, supply of water, electricity, health care services, telecommunication, and available transportation systems. Another advantage for developing Cultural Heritage Tourism in Thua Thien Hue is a potential force of young and rather skilled labours. Moreover, it has a rather sufficient system of Cultural Heritage Tourism facilities and services such as hotels, restaurants, bars, souvenirs, tours,

entertainment centres and this has met basically the increasing demands of the visitors. However, in order to satisfy the increasing requirements of developing Cultural Heritage Tourism in particular and tourism industry in general, the critical factors of infrastructure, facilities and services and especially the qualified human resources should be continuously developed.

*Secondly*, it is essential to confirm that the development of Cultural Heritage Tourism has contributed significantly to the social development and economic growth of Thua Thien Hue province. It functions as a useful tool for conserving and preserving the province's traditional cultural values such as monuments and historic old centre. Generally, Cultural Heritage Tourism has generated the employments and incomes for the local people through its activities. More important that through Cultural Heritage Tourism, many traditional cultural values such as old customs, traditional trade villages, folklore, and music and so on will be restored and developed. The effective development of Cultural Heritage Tourism will certainly help the local authorities and the residents to rehabilitate and revitalize the old architectural buildings, ancient city centres, which are considered as the unique characteristics of Thua Thien Hue in particular and Vietnam in general. And through that, the local people will feel much to be proud of their cultural assets and of course, they will try to protect and preserve their identity and branding of these cultural heritages from generation to generation.

*And*, however, most of actual potentials for developing Cultural Heritage Tourism in Thua Thien Hue province have been not yet exploited and developed effectively. This has led to the hindrance for the development of Cultural Heritage Tourism in Thua Thien Hue during the last years. A set of some main problems for developing Cultural Heritage Tourism, including a lack of a master plan for developing Cultural Heritage Tourism development, lack of a full understanding of Cultural Heritage Tourism and its important roles, negative effects of natural disasters, uncompleted state of infrastructure and Cultural Heritage Tourism facilities and services, lack of close coordination among the public and private sectors, negative impacts of quick urbanization process, lack of qualified labour forces, and a lack of detailed plan and strategies for Cultural Heritage Tourism marketing and promotion have been identified through the researcher's conducted survey. In order to effectively develop Cultural Heritage Tourism in Thua Thien Hue province, those identified main problems should be tackled as soon as possible by the local government, its agencies and the residents.

**CHAPTER VII:**  
**ANALYZING THE PRESENT SITUATION OF CULTURAL HERITAGE TOURISM AND**  
**IDENTIFYING ITS POTENTIALS AND PROBLEMS FOR DEVELOPMENT CULTURAL**  
**HERITAGE TOURISM IN QUANG NAM PROVINCE**

The Chapter VII presents an analysis about the present situation of Cultural Heritage Tourism (CHT) in Quang Nam province, of which an overview of Quang Nam's tourism development will firstly be introduced. It also describes an analysis of the actual potentials for developing Cultural Heritage Tourism in Quang Nam. Next, an identification of main problems for developing Cultural Heritage Tourism will be realized. At the end of this chapter, a summary will be done to sum up the key issues that are discussed in the whole chapter. This helps the researcher to conclude the important issues and at the same time to keep a close linkage between the major contents in the previous chapters and the next chapter. Based on the research strategy and the research methods as cited in the previous chapter V, the researcher would like to demonstrate the findings which were obtained from the field works. This main purpose for making necessary analysis is to find out the appropriate solutions for responding the research questions mentioned in the chapter IV.

**7.1. Analyzing the Present Situation of Cultural Heritage Tourism and Its Important Roles in Quang Nam Province**

Given the literature review, Quang Nam has 125 km of coastline from Lang Co beach to Nui Thanh district endowed with clean water, white sandy beaches and shallow water. The number of hours of sunshine occupies up to three third ( $\frac{3}{4}$ ) of the whole year. Beach here was rated as one of the most wonderful beaches in the planet by Forbes Magazines (US). About 25 kilometres from the coastline is Cu Lao Cham Island, comprised by eight big and small islands with rich variety of fauna and flora in both the islands and the sea bed that has been recently recognized as the World Biosphere Reserve by UNESCO. About 40-50 km to the West from the coastal plains is a low mountain range with a transition to the grandiose Truong Son Range where Song Thanh Natural Reserve, one of the biggest bio-diversity reserve in Vietnam (more than 200,000 hectares), and Ngoc Link peak in the Truong Son mountain range (2,598 meters) is located. The Thu Bon Gia river, which originally originates from the Truong Son mountain range and runs through the plains of the province is one of the biggest rivers in central Vietnam where have many romantic riverside villages. In history, it was a stopover for the Kings of the Nguyen dynasty and also a gateway for their southward expansion of the country to form Vietnam as today. The prefecture of Thanh Chiem was situated in this place, where the Vietnamese scrip was first invented and Hoi An Ancient Town, the most bustling commercial port town in Dang Trong (Southern Region) and in Southeast Asia during the 17th and 18th centuries, has been located and its original settings are still seen today.

About 40 km to the West is My Son Sanctuary with its splendid and mysterious Champa architecture and sculpture. Together with the Imperial Capital of Hue which is 140km to the north of Quang Nam, Hoi An ancient town and My Son Sanctuary were recognized as the World Culture

Heritages Sites by UNESCO. Additionally, it is home to many traditional festivals with more than 30 traditional handicraft villages in operation and most of which concentrate in Dien Dan district where the traditional fondness for learning of “the land of fire rising phoenixes” has been recognized for centuries. Once the tourists come here, they shall find themselves relaxed in a clean atmosphere, pure climate in a beautiful landscape with friendly people and the unique culture (source: Quang Nam’s DoCST).

Quang Nam’s tourism plays an important role in the tourism development at the Key Economic Zone (KEZ) in the central part of Vietnam as well as the whole country. Over the last time, the tourism of Quang Nam has obtained a satisfactory increase of number of visitors. The Table 7.1 shows the growth rate of visitors to Quang Nam, which are rather high comparing to the average increase of visitors coming to the provinces and cities in the Key Economic Zone in the period 1997-2000: the average increase reached at 25.1%/year comparing to the Key Economic Zone (17.15%/year). Till 2005, the number of visitors to the province has increased up to 49.85% (1362126) comparing to the total of visitors to the region of key economic zone.

Table 7.1: Situation of Visitors to Quang Nam and to the KEZ in the Central of Vietnam in the period of 1997-2005

Name of Place	1997	2000	2003	2004	2005	Average Increase/year (1997-2005)
Quang Nam	227016	402973	826000	1024412	1362126	25.1%
Key Economic Zone in the Central region	1450866	1702775	1649394	2144290	2732274	17.15%
Rate at regions	15.64%	23.66%	50.01%	47.76%	49.85%	

Source: Quang Nam Province’s DoCST & Tourism Development Research Institute

**7.1.1. Markets of Tourists**

In order to assess adequately the potential impacts of Cultural Heritage Tourism for the socio-economic development of Quang Nam’s province, in this part, the researcher tries to analyze the expenditure of tourists during their stay in Quang Nam. The researcher’s conducted survey has shown that there are many different types of tourists in Quang Nam. The tourists are entrepreneurs, engineer, retired officials, physician, pharmacist, teacher, housewife, writers, students, gardener, yoga teacher, paramedic, midwife, worker, medical doctors, retired lecturer, urban designer, lawyer, retired teacher, secretary, bankers, architect, mechanical engineer, civil servant, and businessman. Due to the tourists’ varying occupations, their expenditures are also therefore quite different and normally, the tourists such as the entrepreneurs, medical doctors, civil servants, engineers, teachers, physician, and pharmacist spent much money than the remaining tourists such as students, and the others. For the former, they can spend more than 100USD per day or even several hundreds dollars for additional activities such as shopping, entertainment activities, and better qualified types of accommodation such as deluxe rooms, and other costly services. For the latter, they normally have incurred a lower expenditure level. The expenditures which the tourists spent much will include lodging, foods and drinks, local transportation, visit ticket, entertainment, shopping. According to the

report on the socio-economic development situation of 2012 and the development plan for 2013 done by the Quang Nam Province's People's Committee, it said that the total number of tourists were 2.8 million people, surpassing 2 percent, increasing nearly 13 percent comparing the same period last year, of which the international tourists were 1.47 millions people, increasing 14 percent and the domestic tourists were 1.33 million people.

**International Visitors:** the researcher's conducted survey has shown that Quang Nam is always one of the most attractive tourism destinations in Vietnam which the international visitors like. The number of international visitors to Quang Nam is always higher than the number of domestic visitors: the average growth speed of international visitors in the phase of 1997–2007 attained at 25.74%/year; higher much than the growth speed of the remaining cities and provinces in the regions like Danang at 8.77%, Quang Ngai 15.53%, Thua Thien Hue 12.24%, Binh Dinh 12%. Given the study survey, the researcher has discovered that most of visitors (more than 80%,  $n=65$ ) visited Quang Nam for the first time but they loved much this land because according to them, the journey helped them to understand better the history and people in this region. The visitors said that they know this province and its famous historical relics through many different channels such as internet, their relatives and friends, newspapers, television, travelling companies. Meanwhile, the remaining number of visitors (20%,  $n=65$ ) answered that they have visited Quang Nam several times. The visitors explained that the main reason they want to return to this region is because they are satisfied with the lovely and peaceful beauty and its culture.

Furthermore, based on the study survey, the researcher has identified that the stay duration of visitors is from 2 to 7 days at average in Quang Nam and most of the time, the visitors stayed over in Hoi An Ancient Town or/and they stayed over in the hotels which are located along the beaches. The Table 7.2 shows the market of visitors by nationalities to Quang Nam. Over the past years, the visitors coming to Quang Nam has gradually increased, of which the international visitors have increased quickly over years, especially French visitors have increased by the highest rate through years, next are visitors from England, Germany, and USA (2005). The market of visitors from Australia and USA trends to increase but the number of visitors from Japan and some other markets has trended to decrease. The number of visitors coming from the countries in the region has reached a low rate in the structure, but this number in 2005 is higher than 2004.

Table 7.2: Structure of International Visitors in Quang Nam (2007)

No.	Nationality	Number of Visitors	Rate (%)
1.	France	63873	13.9
2.	Australia	15260	14.07
3.	England	34168	7.43
4.	Germany	36533	7.95
5.	USA	36406	7.92
6.	Japan	15005	3.26
7.	Spain	21252	4.62
8.	Other countries	29934	6.51
	<b>Total of International Visitors</b>	<b>459639</b>	<b>100</b>

Source: Quang Nam Province's DoCST



The Table 7.3 presents the number of international visitors to Quang Nam from 2003 to 2007. Through this table, we can see that the number of international visitors were 164518 tourists in 2003, increasing 42518 tourists, higher than the estimated number of international visitors that the local authority has projected before. For the following years, the number of international visitors to the province was 214171 in 2004, 286342 in 2005, 323293 in 2006 and 459639 in 2007. This has shown that the number of international visitors to the province was continuously increased through years.

Table 7.3: Number of International Visitors to Quang Nam in 2003-2007

Items	2003	2004	2005	2006	2007
International visitors	164518	214171	286342	323293	459639
Forecast	122000	134000	145000	NA:	NA:
Distance to forecast	+ 42518	+ 80171	+141312	-	-

Source: Quang Nam Province's DoCST

Note: NA = no forecasted data

**Domestic Visitors:** According the researcher's observation, along with the foreign visitors, there are also many domestic tourists in Quang Nam province. The visitors come from many different regions such as Hanoi, Ho Chi Minh, Danang, Haiphong and from the other provinces and cities in the northern and southern parts of the country. Tourists from the neighbouring cities and provinces which are close to Quang Nam are also rather big. The tourists' main purposes are to visit heritage tourist destination such as Hoi An Ancient Town, My Son Sanctuary, Champa relics, among others as well as natural landscapes such as white sand beaches, rivers, traditional trade villages, World Biosphere Reserve, and the like. Otherwise, they liked to enjoy the specialities in the localities. It is rather different from the international visitors, the domestic visitors' stay duration is short, only from 2 to 3 days. The main purposes of domestic visitors are to visit the historical relics and the beauty spots in Quang Nam as well as to visit their friends combining the visiting and pleasure purposes and so on.

According to the domestic visitors, they really like Quang Nam province, because of its valuable cultural heritages such as Hoi An Ancient Town and My Son Sanctuary (UNESCO World Heritage Sites) and they do feel to be much happy and proud of these assets in Vietnam which belong to not only this country but also the humankind. One hundred percent of interviewees (100%,  $n=129$ ) agreed that cultural heritages should be preserved and promoted to enhance the identity and the unique characteristics of culture for the local people from generation to generation. They added that they know Quang Nam and its historical relics mainly through books, newspapers, internet, television, friends and relatives. The Table 7.4 indicates a comparison of domestic visitor in Quang Nam in comparison with the other provinces and cities in the Key Economic Zone from 2000 to 2005. Comparing to the Key Economic Zone's provinces and cities, the number of domestic tourists to Quang Nam and Thua Thien Hue are rather high, of which an average increase of domestic visitors in Quang Nam was 29.5% in the period of 2001-2005, higher than Thua Thien Hue (20.04%) and the other provinces in the Key Economic Zone of the central Vietnam.

Table 7.4: Domestic Visitors to the Key Economic Zone from 2000 to 2005

Cities/ Provinces	2000	2001	2002	2003	2004	2005	Average increase/ year (2001- 2005)
Quang Nam	176135	229260	259137	423771	531195	649597	29.5%
Da Nang	208485	291462	351059	339381	412647	486383	13.66%
Quang Ngai	79406	86600	93400	83200	130000	152000	15.10%
TTHue	278363	328000	391000	400000	500000	681000	20.04%
Binh Dinh	102302	126060	139167	165166	250000	348000	28.90%

Source: ITDR and Quang Nam's DoCST

Given the annual average growth speed in the period of 2000-2005, the number of domestic visitors to Quang Nam has reached 12%/year. In reality, this growth speed has attained by 29.5%/year, higher than the average growth speed of the whole region at 19.98% and exceeding much the growth speed of the other provinces in the region. The Table 7.5 indicates further the number of domestic visitors to this province from 2000 to 2007.

Table 7.5: Domestic Visitors to Quang Nam in 2000-2007

Items	2000	2001	2002	2003	2004	2005	2006	2007
Domestic visitors	176.135	229.260	259.137	423.711	531.195	649.597	881.158	1098.665
Forecast	30000	36000	43000	50000	57000	65000	NA	NA
Distance to the forecast	146.135	193.260	216.137	371.711	474.159	584.597	-	-

Source: Quang Nam Province's DoCST

Note: NA= no forecasted data

### 7.1.2. Tourism Incomes and Tourism Turnover

Tourism is a very important service industry and as pointed out by Girard and Nijkamp: Tourism is on the rise and will likely become one of the largest economic sectors in our modern open global economy (*Girard and Nijkamp, 2009, p.1*). In this section, the researcher is going to analyze the two core factors of tourism incomes and tourism turnover in order to assess adequately its positive impacts to the socio-economic development in Quang Nam province. First of all, it is necessary to affirm that tourism is a broad term, of which it comprises many different elements such as ecotourism, masstourism, adventure tourism, Cultural Heritage Tourism and the like. In the context of Quang Nam, Cultural Heritage Tourism plays an important role in comprehensive tourism industry development strategy and till now, most of tourism revenues come mainly from Cultural Heritage Tourism.

For this reason, the researcher will assess the potential impacts of Cultural Heritage Tourism in tourism industry as a whole. According to the Quang Nam Province's Department of Culture, Sports and Tourism, there are presently two definitions which are used in the system of tourism, i.e. tourism turnover and tourism incomes. Tourism turnover means the receipts from the tourists of the tourist enterprises and tourism incomes means all of receipts from the tourists. Tourism income includes all receipts spent by the tourists, that is the turnovers from stay and foods, from transportation of tourists and from other services. In reality, all these receipts are collected by not only

the tourism branches but also the other branches operating in the tourism operations. Moreover, there are some other services industries served for not only the local people but also visitors, for examples: health services, banks, post offices, cinema, public transportation, insurances and so on.

The researcher's conducted survey has shown that tourism has become the main source of income, an increasingly significant share of local government tax revenues in Quang Nam province. Moreover, the tourism sector is an increasing important source of employment including in tourism-related sectors, such as construction and agriculture. In general, tourism comprises an extensive range of economic activities and which can be considered the largest industry in the province. For Quang Nam, tourism revenues come mainly from Hoi An Old City and My Son Sanctuary, which are the two UNESCO World Heritage Sites. According to the public officials, in the past, the people in Quang Nam in general and people in Hoi An City and Duy Xuyen district (My Son Holy Land) in particular were really very poor and their lives did depend much on agricultural production activities. However, since the time tourism appeared, it has brought much employment and income for the local people through tourism business activities. Many restaurants, hotels and additional services were established to satisfy the demands of tourists.

According to the Hoi An Monuments Management and Preservation Office, tourism has contributed approximately from 60 percent to 65 percent in the total GDP of the whole province of Quang Nam and the remaining fractions coming from the agricultural activities and small scale industries. This has shown that tourism is a key industry in Quang Nam and tourism is the main sources of income for this province. The public officers has also emphasized that tourism has helped this province to eradicate hunger and to reduce poverty for the local people. As explained above, in the past, people in Hoi An in particular and Quang Nam in general were very poor and were in constant poverty situation. For that reason, it caused a movement of people from this province to the other bigger provinces and cities, in which much more opportunities for jobs and incomes are always available. However, due to the appearance of tourists and the development of tourism, tourism has changed much the living condition for the local people in the province.

The Table 7.6 shows the provincial turnover of tourism in the period of from 2000 to 2005. Through the table, we can identify that the province's tourism turnover has continuously increased at an absolute value, while the following year is higher than the last year and sustaining the growth speed at a high level. In 2000, Quang Nam obtained a turnover at 43515 billion VND, occupying 7.62% total revenue of the central region's KEZ and up to 2005, a big increase with a turnover at 290 billion VND and up to 2006, 414 billion was obtained. The annual average growth speed in the period of 2000-2006 is 39.70%/year.

Table 7.6: Tourism Turnover of Quang Nam in 2000-2005

Unit: billion VND

Provinces/ cities	2000	2001	2002	2003	2004	2005	Average increase/year (2001-2005)
Quang Nam	43515	78782	121108	123209	180000	290000	39.6%
Key economic zone of central region	570799	694167	866933	851599	996674	1097,8	12.14%
Rate Q.Nam/region	7.62%	11.35%	13.97%	14.47%	18.06%	25.50%	-

Source: Quang Nam province's DoCST & Institute for Development Research

The Table 7.7 describes the Quang Nam province's tourism turnover structure in the period of 2003-2007, of which the turnover of stay occupies 61.27% of total turnover; then turnover from foods and transportation is 29.42%; turnover from travelling is 1.57%; turnover from other services is 7.74%. This has shown that the additional services have been still weak and lacked and most of them could not yet meet the needs of visitors. Therefore, in order to make an increase of average number of stay days and visitors's expenditures the system of tourism services facilities such as shopping and entertainments should be developed further.

Table 7.7: Tourism Turnover Structure of Quang Nam in 2003-2007 Unit: billion VND

No.	Criteria	2003	2004	2005	2006	2007
1.	Travelling	2160	3061	4576	6172	7979
2.	Stay	80619	114360	178068	255227	363036
3.	Foods	22973	33281	59216	90982	133944
4.	Selling	0782	2947	5811	3265	4786
5.	Transportation	1469	3060	4867	8481	11836
6.	Entertainments	17055	2600	8574	7796	11455
7.	Visiting	10314	12531	22485	28254	35482
8.	Other turnover	3151	5625	7044	13398	28560

Source: Quang Nam Province's DoCST

In reality, visitors have spent in many things at their visiting destinations, namely accommodation, foods and drinks, transportation, visiting tickets, entertainments, health care services, bank services, telecommunication, post, banks, shopping and the like. The visitors explained that they are willing to spend their money for facilities and services with high prices but the quality of services and facilities should certainly be good and ensured in quality. Given the survey results, the researcher has identified that most of visitors have selected hotels and resorts for their accommodation during their stay in Quang Nam and the standards of accommodation are usually comfort and deluxe, and of course costly. According to the tourism operators, the expenditures of the visitors have brought their revenues for them and therefore, they want to exploit as much as possible the visitors' expenditures. Furthermore, they said that the development of Cultural Heritage Tourism will also brings many jobs for themselves, their family members, relatives as well as the local people. A hotel enterprise gave out an example through telling a short story that a guest (visitor) has some demands as follow: he needs a nice accommodation to sleep and stay over and foods for eating and drinking. He also needs someone to help him to wash and iron his clothes. He needs to travel to the

visiting places he wants and so forth. Therefore, what he needs, requires someone to serve him based on his requirements. That means, a visitor requires sometimes some people or even tens of people to serve him. As a result, most important, he will bring many jobs for many people.

The Table 7.8 presents a total number of tourists from 2008 to 2011 and the revenue by percent or social income from the tourism industry. Through this table, we can identify that the number of tourists in 2008 were 2270500 millions and social income from tourism attained by 769 billion Vietnamese dong (occupying 34 percent of revenue). The total number of tourists in 2009 was 2320000 millions and social income from tourism was 1900 billion Vietnamese dong. The number of tourists in 2010 was 2400000 millions and social income from tourism was 2162 billion Vietnamese dong. And, in the initial four months of 2011, the total of visitors (for a purpose of visiting and reside temporarily) in the locality attains 1034 million visitors, occupying 42% comparing to the plan. The revenues of hotels and restaurants obtain at 1243 billion VND, increasing 28.44%.

Table 7.8: Number of Tourists to Quang Nam through Years

Years	Number of tourists (million)	Revenue by percent (%) / Social Income from Tourism
2011 (in first 4 months)	1034000	42%
2010	2400000	2162 billion VND (Social income from Tourism)
- International Visitors	1168000	
- Domestic Visitors	1132000	
2009	2320000	1900 billion VND (Social Income from Tourism)
- International Visitors	1140000	
- Domestic Visitors	1180000	
2008	2270500	769 billion VND 34%
- International Visitors	1119480	
- Domestic Visitors	1151020	

Source: Quang Nam Province's People's Committee

### 7.1.3. Cultural Heritage Tourism Material Facilities and Services

Tourism facilities and services play an important role in developing tourism as cited out by Kemp: Ensure that tourism-support facilities – hotels, motels, restaurants, and shops – are architecturally and environmentally compatible with their surrounding (Kemp, 2007, p.149). The tourism material facilities and services are considered as one of key elements of the tourist products and a criteria for visitors' choice. The material facilities of tourism is a factor making the uniqueness, difference of tourist products, making unique image for a tourist spot. In recent years, along with the increase of tourists, the system of stay and services establishments in Quang Nam has developed quickly and the scope and quality have been also improved. The number of establishments with minimum business conditions has been gradually increased, meeting the visitors' basic needs. According to the researcher's observation, the majority of hotels are located mainly in the two cities of Hoi An and Tam Ky, but very few in the other districts of the province. Not only the quantity of tourist stay establishments but also the quality of stay establishments has been considerably increased. The Table 7.9 presents the structure of stay establishments in Quang Nam province up to 2006, of which there are 87 hotels with 3159 rooms and 4716 beds in 2006.

Table 7.9: Structure of Stay Establishments in Quang Nam in 2006

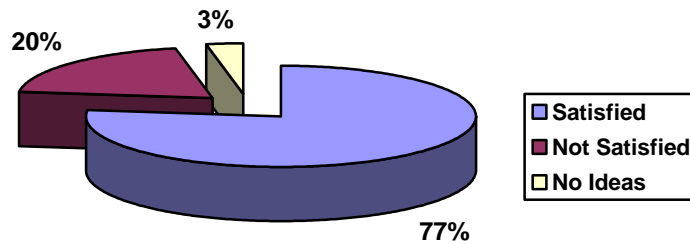
Structure of Stay Establishments	No. of Hotels	No. of rooms	No. of Beds
1. Total	<b>87</b>	<b>3159</b>	<b>4716</b>
2. Ranking of hotels			
1 star	14	366	611
2 star	12	423	1236
3 star	5	336	407
4 star	7	671	1030
5 star	1	163	204
Standardized	20	299	508
Not yet standardized	28	901	711
3. Types of enterprises			
- State-enterprise	8	506	957
- Ltd. Company	26	645	1349
- Private enterprise	40	497	1282
- Individual business household	16	165	203
- Others	7	258	377

Source: ITDR & Quang Nam's DoCST

However, according to the public officials from the Department of Culture, Sports and Tourism in Quang Nam, they said that in recent years, a lot of highly standardized hotels have been strongly invested into the province and this has somewhat satisfied the increasing requirements for stay establishments of the visitors. The researcher's conducted survey has shown that the number of hotels in Quang Nam at present is about 103 hotels, of which there are three five-star hotels (03), thirteen four-star hotels (13), eleven three-star hotels (11), and twenty two two-star hotels (20). Moreover, there are a number of approximately standardized twenty eight (28) hotels without star-ranking and nine hotels which are not yet ranked. Both tourism operators and officials agreed that the quantity of hotels has somewhat assured the needs for visitors' stays in the province, but in the tourism season period, the number of hotels is inadequate. Furthermore, the quality of tourism facilities and services should be also continuously improved to meet the increasing demands of tourists.

The Chart 7.1 presents the level of visitors' satisfaction in terms of Cultural Heritage Tourism facilities and services in Quang Nam, of which 77% of visitors ( $n=65$ ) said they are satisfied with the accommodation and 20% of visitors are not satisfied with the accommodation. The remaining 3% of visitors had no idea. However, according to the respondents, they explained that they are only satisfied with the accommodation condition of the hotels in Hoi An city but not those in the other districts because the tourism facilities and services in these districts are not really in good condition. Furthermore, the respondents added that the tourism facilities and services should be invested further in the districts of the province, because the visitors sometimes want to travel to the remote places and desire to stay over there; therefore they need accommodations and of course additional services.

**Chart 7.1: Satisfaction Level of Visitors in terms of CHT Facilities & Services**



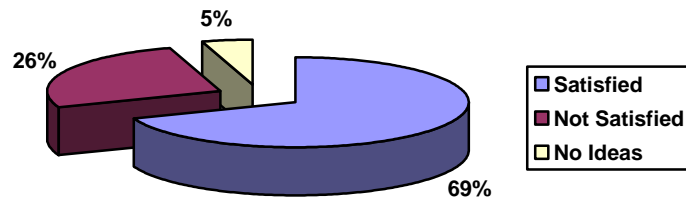
Source: Researcher

Note: n= 65

According to the researcher’s observation, the establishments of foods and drinks are plentiful with various types such as restaurants, coffee-shops, bars, fast food shops, cafeteria and facilities serving for eating. These facilities may belong to the establishments of accommodation which serves for the needs of eating, drinking, relaxation, meetings, and exchanges of visitors staying at the hotels. Moreover, there are a lot of small private restaurants mainly specialized for popular Vietnamese dishes which are located in the two cities of Hoi An and Tam Ky, but only a few in other districts of the province. This has somewhat made tourists feel not comfortable when they want to make visits to the remote districts in Quang Nam and tourists sometimes try to look for restaurants for eating and drinking. However, in the context of Quang Nam province, in which the tourism industry has been strongly developed over the last years, the establishments of eating and drinking for developing tourism has therefore been paid much attention by the local enterprises and the local people.

The Chart 7.2 indicates the visitors’ satisfaction level in terms of foods and recreational activities in Quang Nam, of which sixty nine percent (69%) of visitors (n=65) said that they are satisfied with the food and entertainment in the province and twenty six (26%) percent of visitors responded that they are not really satisfied. Five percent (5%) of people said they had no idea. The visitors said that they are really satisfied with the food at the restaurants in Hoi An ancient city; where there are many different restaurants served for both European and Asian dishes styles, especially the Vietnamese food. This helps them to understand better about the culture of food particularly in Quang Nam province and the culture of food of Vietnam in general. They further added that the culture of food in Quang Nam is very varied and the specialities are very delicious with nice decoration and the like. Moreover, the respondents emphasized that they are satisfied with the food at the restaurants in the city of Hoi An.

**Chart 7.2: Visitors' Satisfaction Levels in Foods & Entertainments**



*Source: Researcher*

*Note: n=65*

However, twenty six percent (26%) of visitors explained that they are not satisfied because, according to them, most of the restaurants in the districts are not sufficiently invested, although the food in these regions are very delicious. With the similar idea, the officials explained that most of the restaurants are mainly located in the cities of Hoi An and Tam Ky but are very scattered in the other districts of the province and most of those restaurants in the districts are not really completely invested. In addition to that, the situation of food security in these places, which are not assured, has made the visitors feel a bit afraid to enjoy them. Regarding the entertainment centres, although over the last years, many efforts have been made by the local authorities and the enterprises in order to make essential investments into entertainment facilities and services in Quang Nam. Most of these facilities have not yet met the visitors' demands for recreational activities such as swimming pool, discotheques, bars, casinos, sauna, massages, tennis court, sauna, swimming pool, parks, entertainment areas, and the like. As explained by the respondents, the main purpose for investing these facilities is to create many recreational places for the visitors and therefore, that will lead to the longer stay of visitors in the province. Due to this incident, the incomes for tourism industry as well as the employments for the local people will be developed. In general, the best way to effectively develop Cultural Heritage Tourism in Quang Nam is to require the local authorities and the enterprises and even the residents to invest further in improving both quality and quantity of facilities and services.

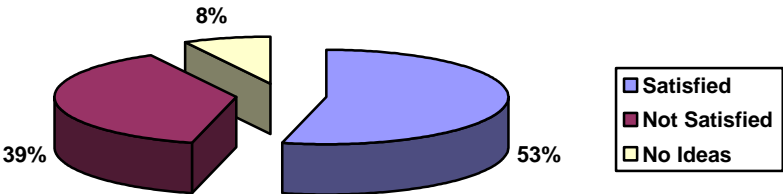
As explained in the Chapter III, Quang Nam has a rather convenient system of infrastructure. It comprises a network of land road, sea and river ways, airway, and railways. The system of transportation has actively contributed to the socio-economic development at large and the development of tourism industry in particular. According to the observation of the researcher, the national road 1A, Hochiminh Road, national road 14D to Lao PDR have contributed to the easier travelling for visitors to the province through the land roads. In terms of seaway, though the provincial seaport is still small and its capacity is not large enough, but due to its geographic location which is close to the international seaport of Danang, a neighbouring city, the travelling for visitors to Quang Nam through seaway is not complicated. Moreover, Quang Nam has also a favourable network of rivers and this brings in a big advantage for transporting visitors in waterway to and within the province, especially bringing visitors easily by boats to the tourist destinations. The visitors,



themselves, liked much these kinds of transportation because they can easily observe natural landscapes along the rivers as well as they can enjoy fresh airs blown from the rivers. According to the researcher’s observation, Quang Nam has also an available network of railway, which runs through the province. This system of railway is used for carrying the passengers and cargos. The trans-Vietnam railway which runs in parallel with the National Road 1 A ends at the terminal in Tam Ky city. Together with the railway, Quang Nam also has an airway with Chu Lai airport. Furthermore, strategically located nearby the city of Danang, in which an international airport is located in, the transportation of visitors is relatively convenient. Based on the visitors’ answers, they like to travel by train in Quang Nam because they can easily enjoy a view with beautiful landscapes while on the journey and also because the price of train journeys seems to be reasonable for them in comparison with that of airplanes and vessels.

Given the literature review, the researcher has discovered that the whole province of Quang Nam has seventeen tourist agencies operating in travelling and transportation, included: 03 international travel agencies, 02 domestic travel agencies, and 12 units operating in transportation, of which there are 03 units outside the province but have branches in Quang Nam province. Even though there have had not yet many units operating in this service, as a rule of supply and demand, tourist transportation services have been developed, meeting the highly increasing number of tourists to Quang Nam. According to the not yet sufficient statistics, up to 2005, the whole province has more than 800 cars for tourist transportation, and the quality of services has gradually satisfied better the visitors’ needs. The Chart 7.3 below shows the level of satisfaction of visitors ( $n=65$ ) in terms of transportation in the province, of which fifty three percent (53%) of visitors responded that they are rather satisfied with the system of transportation and thirty nine percent (39%) of visitors felt not satisfied with the system of transportation in the province. The remaining eight percent (8%) of visitors said that they had no idea. The visitors normally complained about the quality of land roads and means of transport. According to them, the system of roads in Quang Nam is still in poor condition and they should be upgraded better because the bad condition of roads will affect much the time of their travel as well as their safety.

**Chart 7.3: Visitors' Satisfaction Levels in Transportation**



Source: Researcher

Note:  $n=65$

According to the tourism operators and public officials, they said that the quality of land roads, railways, seaports, airport in Quang Nam province has still been in low condition. According to them,

this will create many threats for tourists' manner of travel and safety. However, it was explained that the main reason of this problem is due to the state budget's limited investments capitals for upgrading infrastructure system and improving means of transports. Moreover, the participation of private sectors in making infrastructure investments has also been limited and not yet much encouraged. As explained by the respondents, the local authorities should therefore create more favourable conditions for the private sectors to encourage them in making more essential investments into infrastructure systems. In general, the availability of infrastructure system are still poor and not enough, the scope and quality of such a system of infrastructure is much more important and the system of infrastructure should further be invested by both local authorities and the enterprises in order to deal with the increasing needs of tourists' travelling demands.

**7.1.4. Labours in Tourism Industry**

According to the Quang Nam Province's Department of Culture, Sports and Tourism, labours in tourism will include both direct and indirect workers. Direct labours are the people working at the travelling companies, hotels, restaurants and other service establishments. Indirect labours are people joining indirectly into tourist activities. The Table 7.10 indicates the human resources for developing tourism in Quang Nam province in the period of 2001-2007, of which the total labours in 2001 were 2385 people and direct labours are 885 and indirect labours are 1500. The total number of labours then increased up to 15800 peoples in 2007, of which the direct labours were 5000 and indirect labours were 7800. This has shown that the development of tourism industry has contributed significantly to the creation of employments and incomes for the people in Quang Nam province.

Table 7.10: Human Resources for Tourism Development in Quang Nam in 2001-2007

Years	2001	2002	2003	2004	2005	2006	2007
Direct labors	885	1232	1600	2072	3280	4321	5000
Indirect labors	1500	2800	5100	6200	6600	7323	7800
Total labors	2385	4032	6700	8272	9880	11644	15800

Source: Quang Nam Province's DoCST

However, the researcher's conducted survey has shown that the quality of labours in tourism management and business has not yet satisfied the requirements. Levels of colleges, junior colleges at different specialities occupied a low rate comparing to the total labours (21.8 percent). The force of unskilled workers in tourism is largely utilized, occupying a rather high density (60 percent). The ability of communication in foreign languages has still been low. This, therefore, has much affected the quality of services and the development of Quang Nam's tourism. Moreover, according to the interviewees' answers, there are many traditional trade villages that have been facing with a risk of disappearance because of the lack of young workers. They further explained that the main reason for this issue is because the traditional handicrafts normally bring in low income and they are often hard handmade works. Meanwhile, the artisans are getting older and eventually passed away. Most of interviewees (more than 98 percent, *n*=129) responded that the development of Cultural Heritage Tourism has created employment for the local people in Quang Nam. The appearance of hotels, restaurants, recreational facilities creates many good chances for the local people to have more jobs

and make better their income. In addition, many traditional trade village, which have been gradually rehabilitated, will also create opportunities for the local people to have better careers.

And, other tourism support services, for example, banks, insurances, health cares, hospitals, casinos, and the like, which have been also developed strongly during the last time have brought in many good jobs for the local people in Quang Nam province. However, the researcher's conducted survey has shown that in general the labours in Quang Nam has not yet been suitably developed comparing to the potentials of tourism in Quang Nam. The number of workers having specialty in tourism has been still low; the majority of labours have intermediate, primary level and short-term training; the number of unskilled workers occupies a high rate. For example, in terms of tour guides which is one of most popular careers in Cultural Heritage Tourism activities, most of them are still young, not really experienced, limited in speaking foreign languages. The number of tour guides has been quickly increased but it has not yet met the present demand requirements. At present, a number of tourist guides who are good in foreign languages like Japanese, Korean, and German has still been lacked.

Another example is the accommodation establishments and restaurants, where the employees have often many limitations in communicating and serving the guests because their specialty and knowledge are mainly based on the practical experience and most of them did not take part in any training course with special skills. Therefore, they could not serve guests well, especially for international visitors and the visitors who have higher demands. Shortly, the factor of labour force plays an important role in the process of developing Cultural Heritage Tourism in Quang Nam province, however Quang Nam has still lacked a cadre of skilled labour force to meet the higher requirements of tourism standards, although its labour force are young and rich. The best solution to enhance the effective development of Cultural Heritage Tourism in Quang Nam, the quality of labour forces should be better improved. Moreover, there should have more training programs and projects on tourism to train the labour force with necessary skills in tourism management and development.

#### **7.1.5. Cultural Heritage Tourism and Its Significance to the Development of Infrastructure and the Rehabilitation of Traditional Cultural Values**

Apart from its potential impacts in the socio-economic development process such as employment creation and income generation for the local people in Quang Nam, Cultural Heritage Tourism has also contributed significantly to the rehabilitation of traditional cultural values such as monuments, temples, old urban centres, old houses and buildings, ancient town, and on the like. Making necessary investments into Cultural Heritage Tourism are therefore considered as one of important activities of both local authorities and enterprises. Investment is a factor bringing a premise and motivation for the development. Making investments into Quang Nam's tourism will be a boost in accelerating the development of Quang Nam's tourism in particular and the nation's tourism industry at large. Over the past years, it is the local authorities' policies which made for attracting investments through the creation of favourable conditions for both internal and external investor and providing

support for tourism infrastructure investment; the situation of tourism investment in Quang Nam has remarkably changed. Given the literature review, the researcher has identified that the situation of infrastructure investments into tourism development in Quang Nam has obtained by 5.1% in the total level of Vietnam’s tourism industry investments for the tourism infrastructure. Besides investment capital sources from the national government in the period of 2001-2005, tourism infrastructure was also paid attention by the provincial government of Quang Nam, which has attained by 477813 million VND. The Table 7.11 below presents the situation of investment projects on tourism infrastructure in Quang Nam from 2001 to 2006, of which a number of investment projects and its total capital are indicated. Through the table, we can see that the total investment capital for tourism infrastructure development from 2001 to 2006 were 589711 million Vietnamese dong.

Table 7.11: Tourism Infrastructure Investment in Quang Nam in 2001-2006

No.	Investment Projects	Total Capital (million VND)
1.	Nam Phuoc-Tra Kieu-My Son Road	169883
2.	Cam An-Dien Duong-Dien Ngoc Tourist Road	275000
3.	Tourist routes of Duy Xuyen District	34000
4.	Coastal Youth Road	71583
5.	Dong Vong-Phu Ninh Tourist Road	3474
6.	Infrastructure of Bai Chong, Cu Lao Cham Tourist Area	1271
7.	Infrastructure of My Son-Thach Ban Tourist Centre	34500
	<b>Total Investment Capital into Tourism Infrastructure</b>	<b>589711</b>

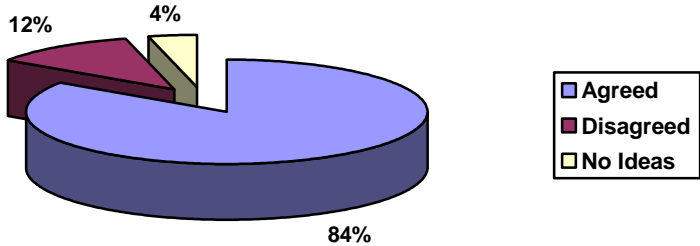
Source: Quang Nam Province’s DoCST

According to the researcher’s observation, a lot of main roads connecting Quang Nam with its neighbouring provinces and cities such as Thua Thien Hue, Da Nang, and Quang Ngai have been repaired and better improved. The travel of the researcher from Thua Thien Hue to Quang Nam took nearly four hours by cars. Moreover, as observed by the researcher, the network of roads linking the cities and districts within Quang Nam as well as the tourism destinations in the province are rather sufficient, although the quality of roads have not yet been really good. According to the public officials, besides the repaired roads, many boat stations are also upgraded for the visitors’ travelling purposes in river way. The public officials added that due to the development of Cultural Heritage Tourism, in the recent years, many other additional infrastructures such as supply of water, electricity, health care, telecommunication and the like have been repaired and more sufficiently improved. This has somewhat contributed to accelerate the development of tourism industry as well as the process of socio-economic development in the province.

The Chart 7.4 presents the ideas of interviewees in terms of the important roles of Cultural Heritage Tourism in improving infrastructure, of which eighty four percent (84%) of respondents ( $n=129$ ) responded that Cultural Heritage Tourism will improve the present situation of infrastructure in Quang Nam, meanwhile twelve percent (12%) of them disagreed about the above idea and four remaining percent (4%) had no idea about this argument. The bias of agreed idea explained that the Cultural Heritage Tourism will certainly create more investments from both from national and local authorities as well as the enterprises into networks of roads, supply of water and electricity, health

care, and the like. The utmost objective is to satisfy the demands of visitors. Moreover, the improvement of infrastructure will give benefit for many different groups of beneficiaries such as government, visitors, enterprises and the local people. This is considered as macroeconomic effects because it will boost the development of the province’s economy. However, the number of disagreed respondents said that Cultural Heritage Tourism will lead to the degradation of infrastructure due to some of the main reasons higher density of transport means on the roads, pollution caused by the transport means, and unexpected behaviours of visitors, and so forth. According to them, those reasons will, of course, degrade infrastructure works. In its turn, the development of infrastructure will also badly affect the works of cultural heritage as it also brings about some problems, namely, the degradation of cultural relics, old house and buildings, monuments; environmental pollution, and so on. Therefore, the best solution is to keep a balance between the improvement of infrastructure and the effective development of Cultural Heritage Tourism.

Chart 7.4: CHT Contributes to Infrastructure Improvement



Source: Researcher

Note: n=129

Together with its positive impacts in improving infrastructure, Cultural Heritage Tourism will also improve the tourism facilities and services. Given the literature review, up to 2007, the total number of domestic projects invested into the domain of tourism in Quang Nam were 181 projects with a total investment capital of 10791 billion VND and 21 projects with a total investment capital of 1520.9 million USD for foreign investment and joint-venture, of which most of projects are concentrated in Hoi An city, Dien Ban district and Chu Lai Economic Zone. The number of projects that has been operated was nine; projects that were in the phase of operation were fourteen, projects that were being established were 47. Moreover, there have had fourteen projects that are still in phase of registration for investment (source: Quang Nam’s DoCST).

According to the researcher’s observation, there are many different kinds of accommodation in Quang Nam, namely hotels, hostel, guest houses, and inns. Aside from that, many restaurants serve with Western, Asian and Vietnamese food, especially the specialties of this region. Quang Nam also has some other recreational establishments for tourists such as bars, discotheques, shops, markets, souvenir shops, and others. Of which, most of the hotels, restaurants, shops are located in Hoi An old city where is regarded as a centre for tourist activities in the whole province. Furthermore, the hotels, restaurants, shops and the like are newly constructed and some of them are repaired and

built up with a combination of traditional and modern architectural form, and the others are constructed completely in traditional ways. This has created a comprehensive cityscape of varied buildings in Quang Nam. Another interesting thing is that along with the roads leading to the beaches, there are many tourist establishments, in which tourists can stay over in hotel, enjoying sea food and fresh air from the beach.

According to the local people, the number of hotels, restaurants, bars, shops, and so on has been strongly increased in recent years due to the quick development of Cultural Heritage Tourism. Meanwhile, the public officials responded that the development of Cultural Heritage Tourism has improved its facilities and services in both quantity and quality. They further explained that the number of hotels, restaurants have been quickly increased over the last few years. An increasing number of 5-star and 4-star hotels and restaurants with good accommodation conditions and additional services have satisfied the higher requirements of tourists. Besides the investments from the hotel and restaurants enterprises, the travelling companies has invested in means of transportation such as bus, boats, ships in order to improve their capacity for receiving tourists. According the tourist operators, they have invested in making better the Cultural Heritage Tourism facilities and services. The tourist operators added that they have also paid attention to improve their personnel's capacity to undertake missions which require good qualification such as reception, tourist guides, business administration, and the like.

Apart from its positive impacts as mentioned above, Cultural Heritage Tourism will also preserve and rehabilitate the traditional cultural heritages in Quang Nam province. The development of Cultural Heritage Tourism has restored its traditional cultural values in historical, cultural, architectural, archaeological, artistic aspects. It also plays an important role in restoring the other cultural characteristics of this region, namely ethnic minority groups, traditional trade villages, folklore, manners and customs, musics, specialties, and the like. In the context of Quang Nam, due to the problems of time, wars, history development process, harsh weather conditions, many valuable cultural heritages have been lost and/or partly destroyed and even completely. Therefore, a stronger intervention from the sides of the local government, the enterprises, the local people and international community should be timely carried out with a hope of restoring cultural values as they existed in the past.

The researcher's conducted survey has shown that Quang Nam has two UNESCO World Cultural Heritages, namely Hoi An Ancient Town and My Son Sanctuary. It has also a lot of different nationally and provincially ranked historical-cultural vestiges. According to the public officials, that in order to conserve and promote these valuable traditional cultural assets as well as to develop Cultural Heritage Tourism, Quang Nam has to establish a Monuments Conservation Centre. Its duties and responsibilities are to realize the missions of cultural heritages conservation and promotion. Under the special attention of the state, many valuable historical-cultural relics of Quang Nam have been repaired and better developed with an aim at avoiding the degradation of those buildings. According

to the Monuments Conservation Centre, it is said that it has completed an investment project for preserving comprehensively the Hoi An Ancient Town, carrying out the project on borrowing the capital in order to repair individual and collective vestiges with around 1100 vestiges that have been repaired and mended with several billions Vietnamese dongs of investment costs. As a result, Hoi An has become a live museum which comprises most of typical traditional cultural features such as old houses, old architectural styles, temples, old commercial ports, traditional trade villages, old centre city, and the like.

Given the researcher's observation, there is a big impressive number of works which are being restored in Quang Nam, especially in Hoi An Old City and My Son Holy Land. For Hoi An Old City, many traditional houses and buildings (temples, bridges, and ancestral houses) have been restored to retain its original architectural style of Vietnamese houses as well as the architecture style of foreign countries like Japan and China. As explained before, Hoi An Old City was formerly a trade harbour of Quang Nam, in which there were many foreign entrepreneurs from Japan, Spain, China who came to Hoi An for doing their commercial businesses. For My Son Holy Land, the researcher has also observed on the field site that few construction works in the complex of My Son Holy Land are being done in the restoration, for example, the Group H which is located on the north-west of Group B-C-D and to the west of Group E, was constructed on a small hill near Group G. The main sanctuary H1 was opened to the East. Group H consisted of four constructions: the main sanctuary kalan H1, hall mandapa H2, tower-gate gopura H3, and treasury tower/tower of fire kosagrha H4. Most of group H temples were destroyed by wars. The only remaining part is the Western wall of the main temple H1. As pointed out by the Quang Nam province's Department of Culture, Sports and Tourism: According to the archaeological description in the early 20th century, the hall H2, located between the tower-gate and the main sanctuary, was surrounded with an enclosure similar to that of Tower Group Po Kloong Garai in the southern part of the kingdom. Tower H1 had a big sandstone tympan, which depicted the God Shiva dancing with eight arms. Notably his smile expressed the impacts of Khmer art of the Bayon period of Cambodia (in 13th century). A thick layer of sandstone at the tower base and body characterized an architectural feature of the late 13th century.

The Photos 7.1 below show the restoration of towers in the complex of My Son Holy Land. Presently, it has approximately 70 towers, of which most of them were destroyed heavily by wars and by severe weather conditions (*source: Quang Nam's DoCST*). According to the public officials, under the assistance of the Italian Government, the local authority restored the towers in My Son with the Italian technology of construction and they do hope that with this new construction technology, they can repair most of the towers in My Son Sanctuary. An effective technology transfer in construction has shown a good cooperation between the Italian and Vietnamese governments in restoring cultural heritages in Quang Nam province.

Photo 7.1. Restored Towers in My Son Holy Land



*Source: Researcher*

All interviewees (n=129) responded that the good behaviours and actions from the local people of Hoi An Old City are very deserved to be acknowledged in the missions of conserving and preserving the World Cultural Heritages. The public officials further explained that in the policies for Cultural Heritage Tourism development, the local government has always given out a proper budget source for rehabilitating the collapsed buildings from the individual families and collectivities. Therefore, about 45 individual and collective vestiges were repaired or supported to be repaired and to be mended with the city's investment capital which summed around 18 billion VND. Besides the restoration activities in Hoi An Old City, the local government has carried out some projects on making conservation planning and promotion for My Son sanctuary's heritage values with an area of 11580000 m<sup>2</sup>. The content of planning, conservation included bomb and mine clearance, exploded materials, chemical poison settlement in the large scope for the whole planning area; scientific research and vestiges rehabilitation. The total expenses for project implementation from the state's budget capital source and other mobilized capital sources are 282 billion VND.

In addition, according to the Quang Nam Province's Department of Culture, Sports and Tourism, the province has been implementing the project sponsored by the Italian Government through the UNESCO with a total expense of more than 435000 USD, of which Vietnam's contribution was 19000 USD. The objectives of the project are to complete the rehabilitation of tower area G1, the most important tower in the complex of My Son vestiges tower group; and to train and equip knowledge about the conservation based on the international standard for archaeologist, architect, conservation experts and management officers; to build data base served for the tasks of conservation and statement. However, the capital for conservation and rehabilitation investment from this budget has not yet corresponded to the practical demands. It is necessary to have a mechanism for mobilizing the other capital sources such as the governmental bond, international sponsoring capital and socializing the tasks of vestiges conservation and rehabilitation. In general, investments into the domain of tourism in Quang Nam over last years have been big. This is an important



motivation in enhancing the development of Quang Nam's tourism industry. At present, it has a total of 328 relics, of which there are 276 historical relics, 40 architectural relics, 14 archaeological relics, and 8 landscape relics. Therefore, in order to conserve and preserve all these relics, it will require a big volume of financial resources mobilized by many different financial sources of state agencies, non-state institutions, international organizations, enterprises, and so on.

#### **7.1.6. Cultural Heritage Tourism Broadcasting and Promotion**

The researcher's conducted survey has shown that under many big interests from the Quang Nam Province's People's Committee, many broadcasting and promotion programmes and projects for tourism development have been carried out domestically and internationally. According to the public officials, the number of programs has been strongly increased both in quantity and scope in recent years. Such programs with varied activities such as trade fairs, exhibitions, television broadcasting, websites, and so forth have helped the visitors to have good chances to better understand the culture, social life, and people of Quang Nam as well as its beautiful landscapes. They added that with these activities, many projects on broadcasting and promoting the development of Cultural Heritage Tourism in Quang Nam have been invested effectively and the number of domestic and international visitors has been therefore increased more and more through the years.

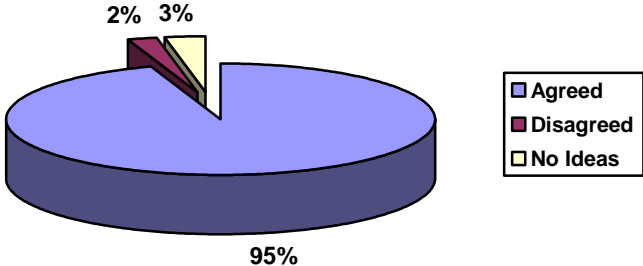
Based on the survey, the researcher has also discovered that presently there are two main offices in Quang Nam namely the Tourism Promotion Centre and the Office of Trade and Tourism of Hoi An which are carrying out the tourism broadcasting and promotion. These two offices have duties to give out necessary tourism information for not only visitors who want to visit Hoi An city, but also the domestic and international investors and enterprises who want to make investments into tourism development in Quang Nam. Their duties are to create the most favourable conditions for the investors and enterprises in supplying information and in handling the necessary and sufficient investment procedures within the fastest time. According to the officials and tourist operators, they said that they have broadcasted and promoted the Cultural Heritage Tourism under many different ways such as documents, publications on Cultural Heritage Tourism, hundreds of panels, advertisement posters, which have been printed and issued with a big volume. The website of Quang Nam's tourism has been established and sustained, usually provided with three languages such as English, Vietnamese, and Japanese. However, according to the interviewees, the expenses for marketing and promoting of Cultural Heritage Tourism have been still limited and at present, the governmental agencies and the enterprises have not yet established the detailed plans and strategies for Cultural Heritage Tourism promotion.

The Chart 7.5 below presents the respondents' ideas about the necessity of broadcasting and promotion programs for developing Cultural Heritage Tourism in Quang Nam province, of which ninety five percent (95%) of respondents agreed with the importance of broadcasting and promotion programs and its necessity to develop Cultural Heritage Tourism and two percent (2%) of respondents disagreed and three remaining percent (3%) of respondents said they had no ideas

about this argument. This has shown that most of the key respondents agreed with the important roles of broadcasting and promotion programs in accelerating the Cultural Heritage Tourism development. Both public officials and tourist operators responded that they have paid much attention to the tasks of the Cultural Heritage Tourism broadcasting and promotion over the last years. And according to them, some of the main purposes for doing such activities are to introduce the potentials of tourism development as well as the province’s tourist product to the customers (visitors) to attract more visitors’ arrivals. Other purposes are to call for the domestic and foreign investors to make essential tourism development investments into the province and above all, to better develop the economy of the province.

They added that the local authorities and tourist operators have built up many programs to broadcast the Quang Nam’s tourist products through radio, television, website, newspapers and on the like. Furthermore, the local authorities and the tourist operators have cooperated to organize domestic and international trade fairs and exhibition for introducing the customers about their tourist products of Quang Nam. The cooperation between the public and private sectors has contributed to enhance the better development of Cultural Heritage Tourism in Quang Nam province. The visitors said that they have known Quang Nam as an interesting tourist destination in Vietnam mainly through the travel agencies and on the internet. The other reason that they knew Quang Nam is through referral of their friends and relatives.

**Chart 7.5: Necessity for Broadcasting and Promoting CHT**



Source: Researcher

Note: n=129

With the mentioned activities for the Cultural Heritage Tourism broadcasting and promotion during the last time, Quang Nam has obtained a good achievement of tourism industry development regarding the attraction of increased numbers of visitors to the province from 1997 to 2007. The Table 7.12 below describes the number of visitors’ arrivals in Quang Nam in the period of 1997-2007.

Table 7.12: Number of Visitors' Arrivals in 1997-2007

Years	Total of tourists	I.V	D.V	Total of stayed visitors	I.V	Total of visitors	I.V	Tourist turnover	Social income
	Visitor	Visitor	Visitor	Visitor	Visitor	Visitor	Visitor	Billion VND	Billion VND
1997	227016	144820	82196	69607	54520	157409	90300	20.3	
1998	296020	155662	140358	79590	60232	216430	95430	26.9	
1999	312719	167400	145319	92781	68790	219938	98610	28.1	
2000	402973	226838	176135	122694	95362	280279	131476	43.5	
2001	543479	314219	229260	164838	134399	378641	179820	79.0	240
2002	659578	400441	259137	230857	190979	428721	209462	121	300
2003	826000	402229	423771	252220	164851	573780	237711	123	350
2004	102412	493217	531195	320184	214171	704228	279046	178	450
2005	1362126	712529	649597	394751	286342	967375	426187	290.0	900.0
2006	1679057	797899	881158	473116	323293	120591	474606	414.0	1100
2007	2104181	100556	109865	637125	459639	146447	546831	597.8	1600
Average growth Speed %	26.34	25.74	26.89	26.07	29.29	26.4	21.4	48.37	46.22

Source: Quang Nam Province's DoCST

### 7.1.7. SWOT Analysis

In this section, the researcher is going to use the SWOT matrix to analyze the current situation of Cultural Heritage Tourism in Quang Nam province. The matrix is done based on the summary of key respondents' ideas and the literature review as well as the researcher's observation. The Table 7.13 describes an analysis of the SWOT matrix in Quang Nam province, of which a set of strengths, weaknesses, opportunities and threats is discussed about. In terms of strengths, Quang Nam has an available network of roads, railways, seaports and a supply of electricity, water, and telecommunication. Furthermore, Quang Nam is located strategically in the Key Economic Area of the Central part of Vietnam. Also, Quang Nam is the UNESCO World Heritage Site thanks to its possession of an abundance of national-and provincial-level cultural heritages.

However, apart from the strengths for developing Cultural Heritage Tourism, Quang Nam has encountered with a lot of weaknesses, for example, the province's poor economy, inconvenient system of infrastructure, lack of people's awareness in the conservation and preservation of Cultural Heritage Tourism, lack of close coordination and cooperation between public and private sectors, insufficiency of Cultural Heritage Tourism facilities and services, lack of skilled human resources. Besides the strengths and weaknesses, the Table 7.13 indicates also some opportunities for developing Cultural Heritage Tourism in Quang Nam such as a centre of tourism, culture, festivals of the country; having great supports from the leadership of local authority and its agencies; great interests from the central government; big supports from international organizations and institutions. Finally, several threats for developing Cultural Heritage Tourism, namely effects of international financial crisis and high inflation rate, problems in solving remaining consequences of wars in the

past, negative impacts of harsh natural disaster, climate change phenomenon are also pointed out in the Table 7.13.

Table 7.13: SWOT Analysis Matrix in Quang Nam Province

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> <li>- Having a system of infrastructure such as seaport, domestic airports, land roads and railways; a supply of water, electricity and communication facilities;</li> <li>- Being a key economic area of central Vietnam;</li> <li>- Being a centre for tourism, festivals;</li> <li>- Possessing a complex of Champa culture, old city, historic relics, old architectural works;</li> <li>- Recognized by UNESCO as a World Heritage Site (in 1999);</li> <li>- Having many abundant natural resources (sea, beaches, rivers, mountains, etc).</li> </ul>	<ul style="list-style-type: none"> <li>- Provincial economy and local people's income are still poor;</li> <li>- A system of infrastructure (roads, railways, bridges, public buildings, air ports, sea ports, etc) is generally still in weak situation;</li> <li>- Local people's awareness in conserving and promoting cultural heritages is still limited;</li> <li>- The partnership between public-private sectors (or socialization) for making investments in the development of CHT has not been really good;</li> <li>- Facilities &amp; Services for developing CHT are not sufficient;</li> <li>- Skilled human resources for developing CHT are still lacked;</li> </ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> <li>- Being a centre for tourism, culture, festivals;</li> <li>- Having great supports from the leadership of local authority (People's Committee and its agencies in making investments into the domain of tourism);</li> <li>- Having high interests from the central government by issuing the proper policies for tourism development;</li> <li>- Located by many international organizations and operating tourist enterprises;</li> </ul>	<ul style="list-style-type: none"> <li>- Effected by the international financial-economic crisis and high inflation rate;</li> <li>- Dealing with the remaining consequences of wars in the past;</li> <li>- Harsh weather conditions (storms, floods, drought, etc);</li> <li>- Heavy effects from climate change phenomenon;</li> <li>- Etc.</li> </ul>

Source: Researcher

**7.2. Assessing the Potentials for Developing Cultural Heritage Tourism in Quang Nam Province**

A full assessment about the potentials for developing Cultural Heritage Tourism in Quang Nam province is really necessary because this will help the researcher to understand about the existing situation of Cultural Heritage Tourism and to know if how many cultural heritages have still been remained in the province, how many of them have been already disappeared, why cultural heritages were destroyed or/and disappeared and how much the Cultural Heritage Tourism development will contribute to the socio-economic development of Quang Nam.

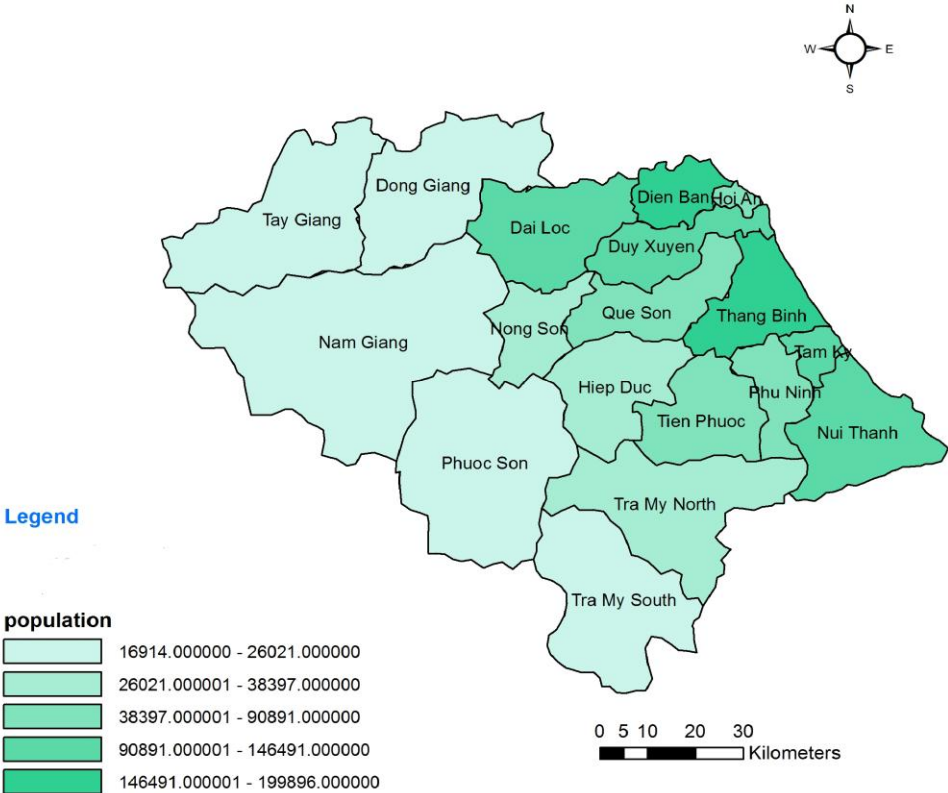
**7.2.1. Quang Nam – A World Heritage Site**

As pointed out by the Quang Nam Province's Department of Culture, Sports and Tourism: Quang Nam, home to the Hoi An and My Son World Heritage Sites, the Cham Island Biosphere Reserve and a wealth of cultural treasures, has developed into one of Vietnam's most popular tourist destinations (source: Quang Nam's DoCST). As we know, in order to be recognized as a World Heritage Site, a site must obtain one of the selection criteria of the United Nations Educational, Scientific and Cultural Organization (UNESCO): a masterpiece of human creative genius,

architecture or technology, monument arts, town-planning or landscape design; cultural tradition, a type of building, architectural or technological ensemble or landscape. Since 1992 significant interactions between people and the natural environment have been recognized as cultural landscapes (source: UNESCO).

The Figure 7.1 presents the map of Quang Nam province, of which it has a total of eighteen administrative units, namely the two cities of Hoi An and Tam Ky and the sixteen districts of Dien Ban, Thang Binh, Tra My North, Tra My South, Nui Thanh, Phuoc Son, Tien Phuoc, Hiep Duc, Nong Son, Dong Giang, Nam Giang, Dai Loc, Phu Ninh, Tay Giang, Duy Xuyen and Que Son. The Hoi An Old City and My Son Holy Land (Duy Xuyen district) are the two UNESCO World Heritage Sites in Quang Nam. The researcher’s conducted survey has shown that Hoi An old city is very famous in Vietnam for inheriting an ancient city with many old houses and buildings and Duy Xuyen is also very popular in Vietnam due to its possession of My Son Holy Land with a complex of Champa culture’s towers. Both Hoi An and My Son Sanctuary are the valuable World Heritage Sites which are belonged to not only Quang Nam province and Vietnam in particular but also the human kind in general.

Figure 7.1: Map of Quang Nam Province



Source: Researcher

**Hoi An Old City:** Given the literature review, the researcher has identified that in history, Quang Nam was a stopover for the Kings of the Nguyen Dynasty and also a gateway for their southward expansion of the country to form Vietnam as today. The prefecture of Chiem Thanh was situated in this place, where the Vietnamese script was first invented and Hoi An ancient town, the

most bustling commercial port town in Dang Trong (Southern Region) and in Southeast Asia during the 17th and 18th centuries, has been located and its original settings are still being seen today. About 40km to the West is My Son Sanctuary with its splendid and mysterious Champa architecture and sculpture. Together with the Imperial Capital of Hue which is 140 km to the North of Quang Nam, Hoi An ancient town and My Son Sanctuary are the world culture heritage sites. Its buildings and its street plan reflect the influences, both indigenous and foreign, that have combined to produce this unique heritage site. The town is a special example of a traditional trading port in South-East Asia which has been completely and assiduously preserved: it is the only town in Vietnam that has survived intact in this way. Most of the buildings are in the traditional architectural style of the 19th and 20th centuries. They are aligned along narrow lanes of traditional type. They include many religious buildings, such as pagodas, temples, meeting houses and the like, which relate to the development of a port community. The traditional lifestyle, religion, customs and cooking has been preserved and many festivals still take place annually (*source: Quang Nam's DoCST*). The Photo 7.2 below indicates one of the corners in the Ancient City of Hoi An in Quang Nam which was recognized as a World Heritage Site on December 04, 1999 by the UNESCO.

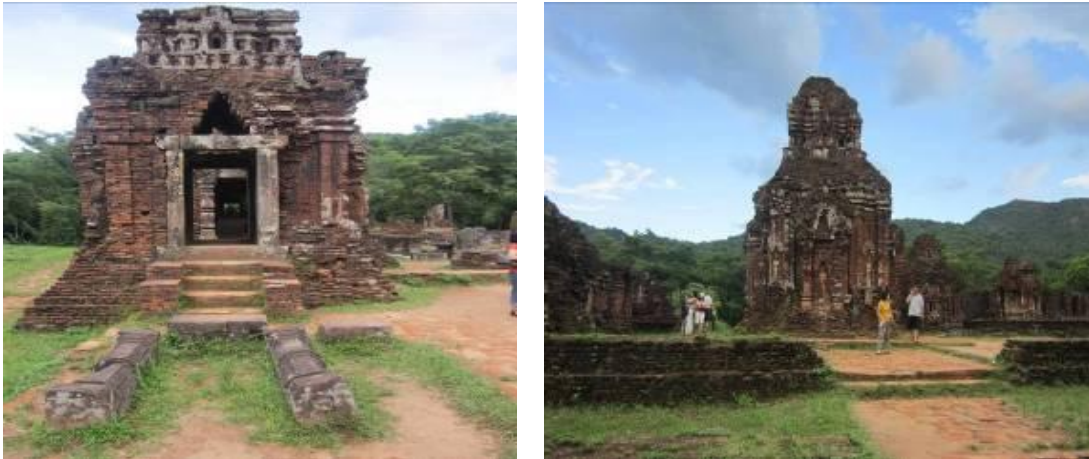
Photo 7.2: A Corner of Hoi An Old City



*Source: Researcher*

**For My Son Sanctuary/Holy Land:** Based on the literature review, My Son, a valley surrounded by mountains, was chosen as the site for a religious centre for the capital of the Champa Kingdom. The sanctuary area is one of the most famous Champa architectural and sculptural monuments in Vietnam. (*source: UNESCO/CLT/WHC*). The Photo 7.3 shows one of the towers in the sanctuary of My Son which was recognized by UNESCO as a World Heritage Site (December 04, 1999). According to the researcher's observation, only a few of towers in My Son Holy Land have been still existed from the heavy wars in the past and severe weather conditions.

Photo 7.3: My Son Sanctuary



Source: Researcher

### 7.2.2. Other Cultural Heritages Resources

Besides its possession of World Culture Heritages such as Hoi An Ancient Town and My Son Sanctuary, Quang Nam is also inherited by many other cultural heritages which are scattered in the remote districts of the province. However, in the framework of this study, the researcher will assess major typical resources of cultural heritages in Quang Nam province, namely monuments, old houses and buildings with traditional architectural style, historical relics, revolutionary relics, old houses and buildings, traditional trade villages, natural beautiful landscapes, cultural arts. The researcher has no intention to cover all the other kinds of cultural heritages such as spiritual festivals, books, languages, literature, ethnic minorities, musics, songs, and so forth.

**Historical Relics:** Together with Hoi An Ancient Town and My Son Sanctuary, Quang Nam has other historical relics such as Tra Kieu imperial city, Indochina Buddhist Institute, Khuong My Tower, Chien Dan Tower, Bang An Tower. Presently, it has a total of two hundreds and forty (240) historical vestiges, seventeen (17) architectural vestiges, thirteen (13) archaeological vestiges, six (06) landscape vestiges. These vestiges are totally two hundred and seventy six (276). The popular revolutionary relics in Quang Nam are Thanh mountain victory, Ky Anh tunnel, Nha Nhi well, Nuoc Oa base area. In the American and French wars in Vietnam, these places in the whole province were become the shelters and food reserves for the soldiers and now they are turned into the lively museums about the revolutionary wars (*source: Quang Nam's DoCST*).

**Relics of Cham:** Given the literature review, Quang Nam was once a political and near the geographic centre of Champa. For some time, both the most powerful city-state and the busiest Cham port (at Hoi An) were located in what in now Quang Nam. Trade with luxury goods from the highlands was the basis of this wealth and power. As a result of warfare with Vietnam, the centre of political power of the Cham shifted south to Vijaya (*source: Quang Nam's DoCST*). As observed by the researcher in the whole area of Cham, there are many existing remains of towers and buildings

which have been partly or even fully collapsed due to some reasons such as wars, harsh weather conditions and so on.

**Traditional Trade Villages (TTVs):** As pointed out by the Quang Nam Province's Department of Culture, Sports and Tourism: traditional trade villages play a key role in forming the variety of cultural heritages and have become an essential factor of cultural heritages in Quang Nam province. In Quang Nam, many traditional trade villages have been established and developed through many generations. Over hundreds and thousands of years, trades and trade villages have been existing and developing and have been becoming a solid component which could not be separated from the history of every village, hamlet in the province. With more than 30 traditional handicraft villages in operation and most of them are located in Dien Ban district where the traditional fondness for learning of "the land of five rising phoenixes" has been recognized for centuries (*source: Quang Nam's DoCST*).

The researcher's conducted survey has shown that most of the traditional trade villages are situated mainly in Dien Ban, Duy Xuyen, Dai Loc districts and Hoi An city. The occupations of such TTVs are pottery, carpentry, bronze casting, weaving, mulberry, sedge mat knitting, vegetables planting, and drum making. According to the interviewees, in recent years, traditional trade villages have been invested strongly in order to restore the traditional occupations at the province's districts and cities. This has contributed significantly to create employments and generate incomes for the local people and simultaneously, to preserve and to rehabilitate the traditional occupations in which have been considered as an important part of cultural life in Quang Nam province in particular and in Vietnam in general. They further explained that due to the development of traditional trade villages, the family's income in the villages have been considerably increased, the young people have stable jobs and the families' living conditions in the villages have also been improved. Additionally, the local people feel to be proud of their long traditional careers and villages and they are always be aware of better protecting their branding of traditional careers.

Meanwhile, according to the visitors' answers, besides the set of historical and revolutionary relics, they also like to visit the traditional trade villages in Quang Nam to better understand the living conditions of the local people, and to discover the manners, traditions and customs as well as the cultural characteristics and ways of life of the natives. Through that, they can better understand about the country of Vietnam and its people and culture. Therefore, as explained by the respondents, the effective development of traditional trade villages will certainly bring in the essential revitalization of traditional trade villages as well as in the creation of employment and the generation of incomes, the improvement of better awareness for the people in protecting and preserving traditional cultural heritages.

**Beautiful Natural Landscapes:** As mentioned in the previous Chapter II, natural landscapes are viewed as an important part of cultural heritages besides tangible and intangible heritages and it encompasses the factor of natural environment. It is also essential to affirm that natural features have



cultural attributes. The researcher's conducted survey has shown that Quang Nam has 125 kilometres of coast line from Dien Ngoc (Non Nuoc beach) to Dung Quat Bay (Quang Ngai province) with some beautiful and clean beaches such as Ha My, Cua Dai, Binh Minh, Tam Thanh, Ky Ha, Bai Rang. As cited out by the Quang Nam's Department of Culture, Sports and Tourism: Most of the beaches in Quang Nam have white sandbanks, blue shallow water and average salt content. The number of hours of sunshine occupies up to  $\frac{3}{4}$  of the whole year. Beach here was rated as one of the most wonderful beaches in the planet by Forbes Magazines (US). About 25 kilometres from the coastline is Cu Lao Cham Island, comprised by eight big and small islands with rich variety of fauna and flora both in the islands and the sea bed that has been recently recognized as the World Biosphere Reserve by UNESCO. About 40-50km to the West from the Coastal plains is a low mountain range with a transition to the grandiose Truong Son Range where Song Thanh Natural Reserve, one of the biggest bio-diversity reserve in Vietnam (more than 200,000 hectares), and Ngoc Linh peak in the Truong Son mountain range (2,598 meters) is located. The Thu Bon-Vu Gia river, which originates from the Truong Son mountain range and runs through the plain of the province is one of the biggest rivers in Central Vietnam, in which many romantic riverside villages are located in (source: Quang Nam's DoCST).

Also, Quang Nam is given by various natural landscapes of white sand beaches, hill, peak, reservoirs, ecotourism site, fairy spring, mineral water resources, and national park. Natural landscapes are located mainly in the remote districts of Quang Nam and are viewed as an actual potential for developing Cultural Heritage Tourism. The researcher's conducted survey has shown that, in recent years, a lot of natural landscapes have been considerably invested by the local authorities and the private enterprises in order to turn them into good tourist destinations for attracting more visitors' arrivals. The visitors responded that they really liked to enjoy natural landscapes in Quang Nam and to discover the specific characteristics of ethnic minorities groups' cultures and people. Meanwhile, the tourist operators said that they want to make investments into resorts, restaurants, hotels and other additional services to attract more tourists. Generally, according to the interviewees, natural landscapes in Quang Nam are beautiful and they should be protected and be further invested to attract more tourists' interests.

Moreover, developing natural landscapes will also help visitors to improve their awareness in protecting natural environment, including a system of flora and fauna and biodiversity. However, as explained by the interviewees, Vietnam is facing with a phenomenon of global warming and climate change and presently, Vietnam is considered as one of five countries in the world which is most vulnerable to the affects of climate change phenomenon. The national and local government of Vietnam should deliver proper solutions to diminish negative affects of this natural phenomena. Finally, some negative impacts caused by Cultural Heritage Tourism development to the localities such as environmental pollution, degradation of fauna and flora system and biodiversity and so on are also discussed by the respondents.

### **7.2.3. Strategic Geographical Location**

Along with an adequate analysis of cultural heritage resources in Quang Nam; in this section, the researcher will assess adequately the Quang Nam province's geographical features and their important roles in developing Cultural Heritage Tourism. The researcher's conducted survey has shown that Quang Nam is located in the South Central Coastal of Vietnam and it is situated at the centre of the East Asia and South East Asia in a radius of 3200 km. This has brought in a big advantage for the local authorities and tourist companies in Quang Nam to cooperate with international tourist partners in the countries in the region to bring tourists to Quang Nam in particular and in Vietnam in general. The channels of travelling may be established through different kinds of transportation such as airway, waterways, railways and land roads. As approved by the Prime Minister at the Decision No 148/2004/QĐ-TTg dated August 13, 2004: Quang Nam is situated in the Key Economic Zone of central Vietnam. Furthermore, Quang Nam is located to the North is Danang City, the biggest city in the central Vietnam with a dynamic development, where seaport, international airport are located with full a range of completed infrastructure; to the south is the Economic Zone of Dung Quat, Quang Ngai province – the biggest oil refinery and heavy industrial complex in Vietnam, which is under operation; to the west is Sekong province, one of the southern provinces of Lao PDR, located in the Boloven Highland that has great potentials on raw material supplies in term of forestry products, industrial tree plantation and organic vegetables, via Nam Giang border gate and on the Trans-Asia shortcut linking Myanmar – Thailand – Lao with Danang port; to the southwest is Kontum province, where the Economic zone of Bo Y-Ngoc Hoi is located and in the triangle development of Vietnam, Lao, and Cambodia; to the East is the East Sea with more than 125 km of coastline, ideal for the development of the large-scale eco-resorts (*source: Quang Nam Province's People's Committee*).

### **7.2.4. Infrastructure System**

Together with an adequate analysis of cultural heritage resources and strategic geographical position of Quang Nam, the researcher will analyze the existing situation of infrastructure system in the province. As we know, the system of infrastructure plays a very important role in developing not only tourism industry, but also the whole economy of a province, a region or even a nation. A good system of infrastructure will accelerate the development of a society and facilitate the travelling of the people. For example, a faster transportation of cargos and passengers, an easier and safer travelling for passengers and the like. It will save the time, costs and ensure the safety for the travellers. On the contrary, a bad system of infrastructure will waste the time, costs and affect the safety of the travellers. As pointed out by Ennis: infrastructure is said to include not only roads and sewers, but national transportation grids, communication systems, media, housing, education, computer networks and fibre-optic "information super-highways (*Ennis, 2003, p.5*). From this definition, we can see that infrastructure is a broad sense of physical, economic, housing, educational, health, community and environmental aspects.

In the context of Quang Nam, it has a convenient system of infrastructure, which includes an available network of land roads, sea route, river way, airway, railway. It also has an availability of post and telecommunication, water and electricity, health care, banking and insurance services. Although the quality of infrastructure system in Quang Nam has not been really good, it has somehow satisfied the basic requirements for developing Cultural Heritage Tourism and the province's economic development. With such a system of infrastructure, it meets also necessary conditions for the tourists' needs. First of all, in terms of land road transport, the National Road 1A, in which Tam Ky and Chu Lai Economic Zone are located along, runs through the east of the province. In addition to that, the city of Hoi An is around located 10km east of it. Along with the National Road 1A, National Road 14 runs from Thua Thien Hue through the west of Quang Nam to Dac Glei district in Kontum province in the central highlands. It is connected to the National Road 1A by 14B in north and 14E in central Quang Nam and the border to Laos through 14D. With the network of National Routes, it is possible to say that an access from the outside to Quang Nam is convenient. The visitors could take the cars and buses to enter the province easily.

According to the interviewees' answers, they had no problem when they come to the province by land transportation. They added that the means of transport are mainly cars, buses and trains. Most of the visitors take the buses, trains, and cars as a means of transport to go to Quang Nam because they want to observe natural landscape of white sand beaches, mountains, tunnels, passes, and the like along the roads. Normally, the visitors take the airplane from the international airports in Hanoi and Hochiminh cities and fly to the international airports of Danang and Thua Thien Hue, and then they move to Quang Nam by train or cars. At present, Quang Nam has Chu Lai airport but its capacity is still limited and it is still now in the phase of upgrade to welcome the aircrafts such as A380-800, B777-300 and with a total of approximately four millions passengers per year.

The researcher's conducted survey has shown that the network of national roads running through the province includes national route 1A (85km), Hochiminh road (190km), national road 14B (42km), national road 14D (74.4km) and national road 14E (78.4km), which connect it with the neighbouring provinces and cities as well as the other cities and provinces in the whole country; especially the national route 14D connects Quang Nam in Vietnam to the province of Xekong in Laos. The total length of national roads is 469.8km. This has created many favourable conditions for developing the economy of the province in terms of cargos and passengers transportation. Regarding the development of tourism industry, the network of roads will help to transport easily the visitors to and within the province. Meanwhile, the network of provincial roads in Quang Nam is in total of 420.9km long with eighteen (18) lines of roads. The network of provincial roads plays a very important role in transporting the cargos and passengers in the area of the province. It connects the roads among the districts and cities in the province and creates a strong driving force for enhancing the socio-economic development of the whole province. It also helps to shorten the travel time of passengers as well as the transport time of cargos and therefore, brings in the positive impacts for

the socio-economic development process for Quang Nam. The Table 7.14 shows the network of provincial roads in Quang Nam.

Table 7.14: Provincial Roads in Quang Nam

No.	Types of provincial roads	Length (km)	Notes
1.	DT 603	5.9 km	Da Nang – Quang Nam
2.	DT 604	41 km	Da nang – quang Nam
3.	DT 605	7.0 km	Da Nang – Quang Nam
4.	DT 607 A	13.4 km	Dien Ban district-Hoi An city
5.	DT 607 B	5.9 km	Hoi An city-Dien Ban district
6.	DT 608	14.5 km	Dien Ban district
7.	DT 609	16.2km	Dien Ban district
8.	DT 609 B	7.1 km	Dai Loc district
9.	DT 610	42.4 km	Que Son district
10.	DT 610 B	14.9 km	Dien Ban district
11.	DT 611	36.7 km	Que Son district
12.	DT 611 B	7.9 km	Hiep Duc district
13.	DT 613	21.2 km	Thang Binh district
14.	DT 614	25.1 km	Hiep Duc district
15.	DT 615	29.5 km	Tien Phuoc district
16.	DT 616	103 km	Nam Tra My district
17.	DT 617	22.3 km	Nui Thanh district
18.	DT 618	7.1 km	Nui Thanh district
	<b>Total</b>	<b>420,9km</b>	<b>18 lines of roads</b>

Source: Quang Nam Province's Department of Transport

In terms of rail transport, the interviewees responded that the system of trans-Vietnam railway which runs cross the country facilitates the travelling for visitors to the province. This railway runs in parallel with the national route 1A and stops at the cargo and passenger terminal in Tam Ky city. The respondents added that the visitors sometimes like to travel by train because they can enjoy a beautiful view of natural landscapes and the costs of travelling by train are also cheaper.

### 7.2.5. Cultural Heritage Tourism Facilities and Services

In this section, the researcher will analyze the existing situation of Cultural Heritage Tourism facilities and services in Quang Nam province. As we know, Cultural Heritage Tourism facilities and services play an important role in providing basic facilities and services such as accommodation, restaurants, pubs, cafes, cinemas, theatres, museums and art galleries, sports facilities (including swimming pool, golf), means of transport, shopping, and the like for visitors within an area. Cultural Heritage Tourism facilities and services are always considered as one of the most important elements of the tourist products and as a criteria for visitors' choice. Cultural Heritage Tourism facilities and services bring in the uniqueness, difference of tourist products, making a unique image for a tourist spot (as cited out in Chapter 2).

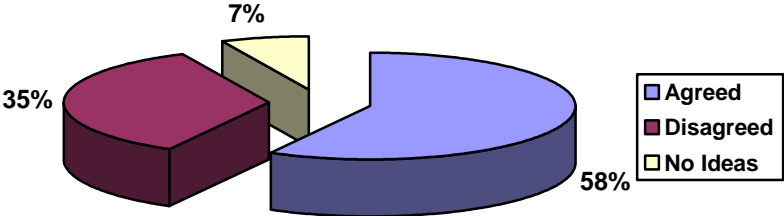
In the context of Quang Nam, as mentioned in the previous section 7.1.3 of this chapter, the system of Cultural Heritage Tourism facilities and service in Quang Nam has been strongly developed both in quantity and quality in recent years. In 2006, the total number of hotels was 87 hotels with 3159 rooms and 4716 beds. At present, there are now more than 103 hotels, of which there are three 5-star hotels, thirteen 4-star hotels, eleven 3-star hotel, twenty 2-star hotels and other

28 standardized hotels. Meanwhile, the total number of restaurants in Quang Nam are sixty two (62), of which there are fifty four (54) in Hoi An city and eight (08) in Tam Ky city. These restaurants are served by both traditional and western dishes. Moreover, there are approximately forty three (43) shops in Hoi An city, in which the visitors can go for shopping and buying traditional crafts. The visitors can also go for shopping in the shops along the streets of Tam Ky city.

The Chart 7.6 indicates the satisfaction level of visitors about Cultural Heritage Tourism facilities and services in Quang Nam province, of which fifty eight percent (58%) of respondents ( $n=129$ ) responded that they were satisfied with Cultural Heritage Tourism facilities and services in the province, and thirty five percent (35%) of respondents said they were not really satisfied with CHT facilities and services. The remaining seven percent (7%) of respondents said that they had no idea. The main reason which the interviewees agreed is that they feel be satisfied with the resorts and hotels located along the beach. According to them, the quality of accommodations and restaurants are very good. Here, they could enjoy the local delicious foods and receive friendly attitudes from hotel and restaurant servers. They added that the system of post, telecommunication, and health care services and so on are also good and they had no problems about that.

However, the interviewees who disagreed said that they felt not really satisfied with Cultural Heritage Tourism facilities and its services in Quang Nam province because most of good hotels and restaurants are concentrated in Hoi An and Tam Ky cities and only few in the other remote districts. This has made them feeling unfavourable when having needs to stay over in the remote and mountainous areas. Moreover, according to them, the facilities for entertainment and relaxation activities have still been limited. The visitors sometimes complained about the qualification of tour guides, especially their ability in communicating foreign languages. The remaining seven percent of interviewees explained that they had no idea because they have just come to this locality for the first time and so that they were not really familiar with this area.

**Chart 7.6: Visitors' Satisfaction in CHT Facilities & Services in Quang Nam**



Source: Researcher

Note:  $n= 129$

**7.2.6. Human Resources**

As we know, human resources play an extremely important role in accelerating the socio-economic development of a nation, a region and a province. A society wants to be well developed depending much on the qualification of their human resources. Human resources are sets of

individuals who make up the workforce of an organization, business sector or an economy. Similar to other industries, in the domain of the Cultural Heritage Tourism development, it always require a cadre of qualified human resources. Given the survey results, the researcher has identified that Quang Nam has a rich labour force and its labour force is young. The labour forces in Quang Nam are at the age of fifteen and above, accounting for 72.94%. The number of people at the working age accounts for 60.54%. At present, Quang Nam has also a number of educational institutions such as colleges, vocational training centres. So far, it has two colleges, ten junior colleges, five vocational training secondary schools and forty two vocational training centres. Vocational training centres are located in most of the districts providing many vocational training programs that shall cover the needs for trained labours in the province.

Moreover, Quang Nam is situated nearby Da Dang city, which is a high-quality human resources training and development centre. This centre focuses on training most of branches such as science, technique, information technology (IT), economics, business management, tourism administration and foreign languages. In reality, the young labour force of Quang Nam has been trained at many different educational institutions in Da Nang city. According to the public officials, with such a system of educational institutions in the province, they believe that annually, a big number of trained students and trainees with good working capacities will graduate and this will meet the increasing demands of labour force in the province. The public officials further added that Quang Nam currently has an intermediate school of Culture, Arts and Tourism, in which a big number of trainees in the field of tourism are trained. According to the tourist operators, they said that tourism is a labour-intensive industry which requires the qualified skills from the workers.

### **7.3. Identifying the Main Problems for Developing Cultural Heritage Tourism in Quang Nam**

Through the adequate analysis of Cultural Heritage Tourism and its potential impacts, some main problems for developing Cultural Heritage Tourism in Quang Nam province during the last years are identified by the researcher as follows:

#### **7.3.1. Lack of a Master Plan for Developing Cultural Heritage Tourism**

The researcher's conducted survey has shown that lacking a master plan for Cultural Heritage Tourism (CHT) is the first main cause for the development of Cultural Heritage Tourism in Quang Nam province in the last years. In the context of Quang Nam, its Comprehensive Tourism Development Plan (CTDP) for the period of 1999-2010 was established in 1999 and was approved by the Quang Nam Province's People' Committee on November 28, 1999. This is regarded as an important legal basis to build up the concrete plans for developing tourism in the province. However, this development plan later became not suitable any more due to various affects caused by the changes of international contexts and the development situation inside the country. More important, without a Master Plan for developing Cultural Heritage Tourism has long been existed and until now, it has not yet been formulated and developed. This is considered as a main obstacle that has led the ineffective development of Cultural Heritage Tourism in Quang Nam. A master plan as pointed out by

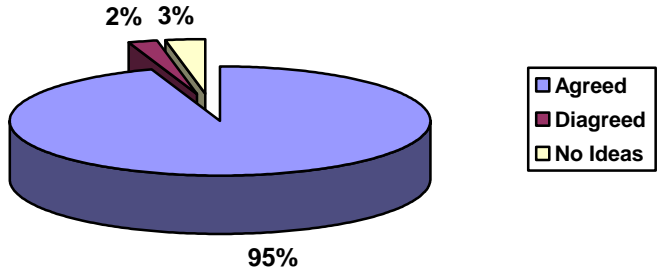
Bullivant: A Master Plan is now in many people's eyes interchangeable with the word "vision", its framework plan based on a deeply researched envisioning exercise drawing on the views, wishes and even votes of the public, because urban design is now a collective affair. These days, a master plan is also an activity that occurs very easily in any process of urban change, well before major costs for change are incurred in the delivery process. So there is huge scope and an advantage in timeliness to hitting the mark at this speculative stage (*Bullivant, 2012, p.3*).

According to the public officials from the Quang Nam Province's Department of Culture, Sports and Tourism and its People's Committees, the local government of Quang Nam built up in 1999 a Comprehensive Tourism Development Plan for the period of 1999-2010, but at the time, the two most outstanding destinations of tourism, i.e. Hoi An Ancient Town and My Son Sanctuary were not yet recognized as the UNESCO World Heritage Sites; therefore, the trade name of "Quang Nam's Tourism" was not popularly broadcasted for attracting the domestic and international tourist markets. Moreover, at this stage, most of ASEAN countries and Asian northern east nations have been heavily affected by the financial crisis, economic decrease, and political situation in the world. This has reduced the arrivals of international tourists to Vietnam and made the Vietnam's tourism industry strongly decreased in the period of 1997-1999. The Comprehensive Tourism Development Plan in 1999 has been recently changed by the local authorities with more suitable strategies for developing the province's tourism industry. However, as recognized by the officials, although the development of tourism industry in Quang Nam mainly depends on the exploitation of cultural heritage resources and until now, a detailed plan for developing Cultural Heritage Tourism has not yet been established. This is actually a big obstacle for holding back the development of Cultural Heritage Tourism in Quang Nam.

The Chart 7.7 below presents the ideas of interviewees in terms of the necessity of establishing a master plan for Cultural Heritage Tourism development, of which ninety five percent (95%,  $n=129$ ) of interviewees responded that a master plan for developing Cultural Heritage Tourism should be established as soon as possible. According to them, the development of Cultural Heritage Tourism could only be developed well, if a mixture of concrete objectives, goals, strategies, criteria and solutions must be set up properly and systematically. A master plan with clear objectives, goals, strategies will bring in an effective development of Cultural Heritage Tourism for Quang Nam province. As admitted by the public officials, a lack of a master plan for Cultural Heritage Tourism in the last few years is viewed as a core problem for hindering the development of Cultural Heritage Tourism. Meanwhile, the tourist operators agreed also that a master plan for Cultural Heritage Tourism is very necessary, because it will play an important role as a good premise for the local authorities in delivering the proper mechanisms and policies for tourism enterprises. As explained by visitors, the development of Cultural Heritage Tourism should have clear objectives and strategies in preserving and promoting cultural heritage resources and at the same time, boosting the socio-economic development of the province by giving more opportunities for the local people to increase

their incomes. The researcher's conducted survey has shown that a good master plan for Cultural Heritage Tourism will not only diminish the negative impacts of Cultural Heritage Tourism in air and water pollution; solid waste; environmental degradation of fauna and flora system; social evils; disappearance of traditional values; alien culture and but also will maximize its positive impacts.

**Chart 7.7: Necessity of a Master Plan for Developing CHT**



Source: Researcher

Note: n=129

In addition, as explained by the interviewees, apart from the tasks of planning management, construction investment management in tourism areas and spots, there are many limitations in the coordination and cooperation among the agencies to realize tourism development planning, industry development planning and regional development planning. Furthermore, not all the agencies are fully aware of the importance of the tourism industry in the province's comprehensively socio-economic development process; therefore, the tourism industry in some places has not yet been paid attention and given by favourable conditions for its development and as a result, the coordination between the agencies has been not developed synchronously and effectively. As explained by tourist operating enterprises, a long-term development strategy has not yet been established to help them clearly define the high-quality tourist products and to give out the proper solutions and action plans for improving Cultural Heritage Tourism.

**7.3.2. Understanding of Cultural Heritage Tourism and Its Significance**

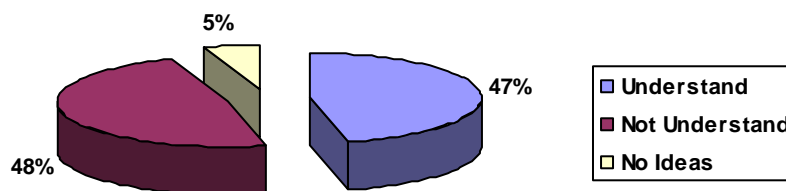
Together with a lack of a detailed plan for developing Cultural Heritage Tourism, the researcher's conducted survey has shown that an uncompleted understanding of Cultural Heritage Tourism and its impacts from the people is also one of the main problems for the development of Cultural Heritage Tourism in Quang Nam province during last few years. The Chart 7.8 below presents the people's understanding in Cultural Heritage Tourism, of which forty seven percent (47%, n=129) of them could understand about Cultural Heritage Tourism and its roles, meanwhile forty eight percent (48%) of respondents could not understand Cultural Heritage Tourism. Only five percent (5%) percent of remaining respondents said they had no ideas about this argument. The researcher's conducted survey has also shown that the public officials, including those who are working in the field of tourism management, could not understand partly or even fully the definitions of Cultural Heritage Tourism and its importance. They could also not differentiate the differences between Cultural Heritage Tourism and the other types of tourism. This is one of difficulties for developing Cultural Heritage Tourism, because if they do not understand fully about Cultural Heritage Tourism, they can



not measure its potential impacts in the socio-economic development of the province and this will perhaps affect indirectly some unexpected problems such as disappearance of traditional valuable cultural heritages, degradation of the environment, poverty, and the like.

However, as explained by the respondents who could understand Cultural Heritage Tourism and its significance that Cultural Heritage Tourism will help the people to preserve and promote the values of traditional culture such as historical relics, old architectural buildings, ethnic minority groups, religions, natural landscapes, and so on in Quang Nam province. They added further that Cultural Heritage Tourism will make the local people to be proud of their inherent cultural assets and therefore, they will respect and do their best efforts in actively interacting with the conservation and preservation of their valuable assets. However, the development of Cultural Heritage Tourism will also lead to the demolition of old buildings, historic centres, historical relics, and the degradation of natural environment and ecosystem as explained by the respondents too.

**Chart 7.8: Understanding Level of CHT**



*Source: Researcher*

*Note: n=129*

The Table 7.15 summarizes the respondents' ideas in terms of typical differences between Cultural Heritage Tourism and the other types of tourism such as mass tourism, adventure tourism, eco-tourism, and the like in economic, social, political and environmental aspects. Through the table, we can see that Cultural Heritage Tourism which comprises of both tangible and intangible heritages and cultural landscapes will promote the preservation and conservation of cultural heritage resources. Moreover, the development of Cultural Heritage Tourism will bring in both positive and negative impacts in the socio-economic development, economic growth, environmental issues and spatial planning management. In the context of Quang Nam, a full understanding of Cultural Heritage Tourism and its important roles from the local people will facilitate those works towards the better conservation of cultural heritages. The local people will also become better aware of the risks of disappearance of traditional cultural values, degradation of old buildings, historic centres, uncontrolled of waste and sewage discharge, demolition of environment which will affect their life.

Table 7.15: Cultural Heritage Tourism and Its Effects to Quang Nam

ECONOMIC	SOCIAL
<u>Advantages:</u> - Income creation, job generation, poverty reduction; - Raise revenue for the local government and local people; - Economy will become more active;	<u>Advantages:</u> - Promotion of local history, lifestyles, beliefs; - Cultural heritages will be preserved, revival and revitalization of indigenous cultures, historic centres; - Provide amenities and leisure, as well as greater social integration; <u>Advantages:</u> - Lost traditions, inequitable benefits distributions, crime and disruption;
ENVIRONMENTAL	POLITICAL
- Preservation and conservation of existing status of environment; - Enhancement of wildlife protection and biodiversity, protection of natural resources; - Awareness of local community on environment use; <u>Disadvantages:</u> - Environmental degradation, destruction of ecology and the environment;	- Better coordination and cooperation among sectors; - Policies & strategies will be improved and implemented; <u>Disadvantages:</u> - Corruption;

Source: Researcher

A comparison on the understanding of Cultural Heritage Tourism among the key respondents: similar to the survey about the situation of the people’s understanding in Cultural Heritage Tourism done in Thua Thien Hue, the ways of understanding about Cultural Heritage Tourism from the people in Quang Nam province are also different from each other. Comparing to the tourism operators and visitors, the public officials seem to understand better about the significance of Cultural Heritage Tourism and its important roles. However, only the public officials who work directly in the domain of tourism could understand the roles of tourism than their colleagues who come from the other departments and agencies. One more important thing is not all public officials can understand thoroughly the importance of cultural heritage and its impacts, especially the negative impacts of Cultural Heritage Tourism. For tourism operators and visitors, most of them have not yet understood fully the concept of Cultural Heritage Tourism and its affects. Most of them could only partly understand some aspects of Cultural Heritage Tourism, particularly in heritage conservation and in some positive impacts of Cultural Heritage Tourism for the society.

**7.3.3. Natural Disasters and Its Negative Impacts**

The researcher’s conducted survey has shown that natural disasters and their negative impacts are also identified as one of the main causes for the development of Cultural Heritage Tourism in Quang Nam province. As analyzed in the previous chapter, due to its geographic location, Quang Nam is one of the provinces in the central part of Vietnam which are very vulnerable to harsh weather conditions. Given the literature review, Quang Nam is prone to natural disasters including storms, tropical depressions, floods, flash floods, landslides of riverside, seashore and mountain, north-eastern monsoon (cold air), thunderstorms, cyclones, drought, earthquakes, and saline

intrusion. Those natural disasters have demolished a lot of historical relics in the provinces and have degraded the natural environment. These harsh natural phenomena are viewed as one of the main problems, which have much affected the province's socio-economic development, the safety of human lives and they has also led to the heavy demolishment of traditional cultural buildings in the province. However, according to the interviewees, there is presently a shortage of synchronized investments into the early disaster warning systems in Quang Nam, leading to the insufficiency of warning systems in the province's cities and districts. Additionally, not only local officials but also local people are not yet fully aware of the system application and its usage. As explained by the respondents, not all of officials, enterprise and local people have been instructed or trained in disaster preparedness and prevention.

Based on the survey results, the researcher has observed that together with hundreds of old houses and buildings with traditional architectural styles, and a lot of historical relics in Hoi An Ancient City which have been coping with the high risks of being partly and/or full collapsed; ten of architectural buildings at the Cham culture's old towers in the sanctuary of My Son (Holy Land) have been in similar situation. All of these buildings could be collapsed in any time. As explained by the public officials from the My Son Relics Conservation Committee, in a total of twenty towers that were put into operation for tourism purposes, eighteen of them are facing with a high risk of unexpected collapse. According to the officials, the main reason for a risk of collapse is due to the effects of wars, time and nature. Furthermore, because of the lack of timely restorations, the high risk of collapse of the towers seems possibly to happen. The Photo 7.4 below indicates the ruins of towers in the area of My Son Holy Land. According to the researcher's observation, some towers were completely collapsed and some of them remain only their foundation, while the body of tower is already ruined. In general, as explained above, a severe condition of weather and bad consequences of wars are the main problems for devastating the valuable cultural heritages in Quang Nam province.

Photo 7.4: Ruins of My Son Holy Land's Towers

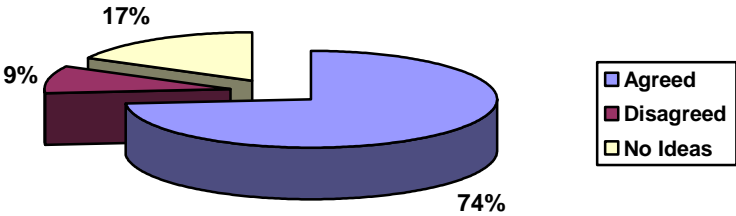


*Source: Researcher*

The Chart 7.9 presents the interviewees' ideas in terms of natural disasters and its effects to the development of Cultural Heritage Tourism in Quang Nam province, of which seventy four percent

(74%,  $n=129$ ) of interviewees responded that natural disasters will affect negatively much the development of Cultural Heritage Tourism. As explained by the interviewees, natural disasters will demolish the system of roads, bridges, seaport, airports, systems of electricity and water and will make the historic relics, cultural buildings, and so on collapse. They further added that natural disasters will also affect the safety of local people's lives and degrade the natural environment. According to the interviewees' answers, during in rainy seasons, floods and storms are often happened in August and last to next January of the year. Within a duration of six months of heavy rains, this have often inundated the majority of historic relics and cultural buildings in Quang Nam and heavily damaged these. Meanwhile, seventeen percent (17%) of interviewees disagreed and the remaining number of nine percent (9%) of respondents said they had no idea about this issue.

**Chart 7.9: High Risks of Natural Disasters in Quang Nam Province**



Source: Researcher

Note:  $n=129$

The Photo 7.5 below shows one of the towers in My Son Sanctuary which was heavily destroyed because of the flood that happened last 13th and 14th October 2011. As explained above, flood is one of the main problems that caused the collapse of many cultural heritage vestiges in Quang Nam province. Over the past years, more than 30 towers in My Son Sanctuary have been coping up the risks of a complete collapse because of yearly floods.

Photo 7.5: A Broken My Son Tower after Big Flood in October 2011



Source: Quang Nam Province's DoCST

As pointed out by the public officials from the Department of Culture, Sports and Tourism: in the towers of A1 and A3, the situation of leaning and sinking were appeared, and walls at towers B2, B3 and B4 are cracked. For the areas of D, G, E, C, the gate arch are also cracked, the foundations

were sunk, the decoration walls are deformed. They explained that the collapse of towers was caused by the big floods in last years. Especially, in October 2011, a flash flood heavily inundated the whole area of My Son sanctuary. Most of the towers were flooded by the flash floods running from the mountain top. According to the officials and tourist operators, except for towers of B5 and C1, most of the remaining towers are heavily downgraded and are facing with a high risk of collapse at any time. However, the budget for making the restorations of the relics have been so limited although the province has spent an amount of fifty percent (50%) annually from the financial sources of monuments visiting tickets with around three billion Vietnamese dongs for restoring the towers. However, only the expense for restoring the tower of E7 costed from seven to nine billions VNDs.

#### **7.3.4. System of Infrastructure**

Along with the three major causes as analyzed in the previous sections, the researcher will analyze the system of infrastructure in Quang Nam province. The researcher's conducted survey has shown that the uncompleted state of infrastructure system is identified as one of the main problems for the development of Cultural Heritage Tourism in Quang Nam in last few years. The Table 7.15 indicates the situation of infrastructure system in Quang Nam province, of which it includes the system of land transport, railway transport, water/sea transport and air transport, the supply of electricity, fresh water, water drainage, solid waste settlement, and communication in both urban and rural areas.

The Table 7.16 summarizes the findings done by the researcher through the field works with the application of methodological methods, of which the quality of infrastructure system is assessed at different level of good, medium and weak. Through the table, we can see that the systems of land and railway transport and communication are good only in the urban area but still not really good in the rural area. In terms of the water/sea transport and the air transport, both of these two kinds of transport are still in medium level situation. Regarding the electricity supply, the electricity supply at the factories and line network in urban and rural area are also put in medium level. Meanwhile, the supply of fresh water at the factories/pipe lines and the water quality/prices are put at medium level in urban area but at weak level in rural area. Similarly, the system of solid waste settlement is rather good in the urban area but is very weak in the rural area. The system of water drainage is considered as the worst problem because the systems of water drainage and stations/settlement factory are still weak in both urban and rural areas. Therefore, it is essential to confirm that Quang Nam has still many difficulties and challenges for its system of infrastructure.

Table 7.16: Infrastructure Situation in Quang Nam Province

No.	Infrastructure Types	Explanations	Urban	Rural
1.	Transport Infrastructure	Land Transport	▪	□
		Railway Transport	▪	
		Water/Sea Transport	□	□
		Air Transport	□	
2.	Electricity Supply	Factories	□	□
		Line network	□	□
3.	Fresh water	Factories/pipe lines	□	X
		Water quality/prices	□	X
4.	Water drainage	Water drainage system	X	X
		Stations/settlement factory	X	X
5.	Solid waste settlement	Collection	□	X
		Settlement	□	X
6.	Communication		▪	□

Source: Quang Nam Province People's Committee (PPC) ▪ Good □ Medium x Weak

The researcher's conducted survey has also shown that although Quang Nam has the availability of infrastructure system such as land road, sea and river ways, airway, railways, post and telecommunication, power supply, water supply, health care, banking and insurance services, the quality of infrastructure system has not been yet really ensured because of the insufficiency of investment capitals as well as the continuously heavy damages of natural disaster and the like. The Table 7.17 presents the situation of road transport in Quang Nam. Through the table, we can see that Quang Nam has a total length of 8835.6 km, of which the national route is 465.8 km, occupying 5.27 percent; the provincial route is 465.1 km, occupying 5.26 percent; the urban road is 191.0 km, occupying 2.16 percent, the village road is 4388.6 km, occupying 49.66 percent and the remaining roads are 3325 km. In the total length of roads in Quang Nam, there are 2299.6 km (equivalent to 36.2 percent) constructed with cement and asphalt concrete, and the roads with soil surface are 3707.8 km (equivalent to 58.33 percent).

In general, considering technical aspects and quality, the network of land roads in Quang Nam has still been very weak. As explained by the interviewees, the low quality of infrastructure is due to the lack of investment capital. The poor infrastructure situation has brought about a lot of difficulties and challenges for Quang Nam province's socio-economic development, especially for its close connection of transportation within and outside the province. Moreover, as complained by both tourist operators and visitors, a poor infrastructure will pose many difficulties for their travel and transportation of cargos as well as affect their travelling time, costs, and their safety.

Table 7.17: Situation of Road Transport in Quang Nam Province

No.	Types of road transport	Length (km)	Percentage (%)
1.	National route	465.8	5.27
2.	Provincial route	465.1	5.26
3.	Urban road	191.0	2.16
4.	Village road	4388.6	49.66
5.	Others	3325.7	37.65
	<b>Total</b>	<b>8835.6</b>	<b>100</b>

Source: Quang Nam Province People's Committee

Based on the literature review, the researcher has learnt that Quang Nam has a total of 179 lines of district and intra-city roads with a total length of 1150.5 km. Of which district roads are 1001 km and the intra-city roads are 149.5 km. There are 282.1 km (occupying 24.5 percent) of roads with cement concrete, asphalt concrete and asphalt structure; and 136.6km (occupying 11.9 percent) with macadam structure and remaining 731.8km (occupying 63.3 percent) with soil roads (*source: Quang Nam's PPC*). As explained by the tourist operators, most of district roads are still in very bad condition and tourist operators are often worried about the difficulties in bringing visitors to the remote districts for visiting the cultural heritages destinations with historic relics, revolutionary and wars remains, ethnic minority groups, museums, natural landscapes, and so on.

Meanwhile, the visitors want to save their travel time to have more time to stay over and to discover the tourism destinations where they have arrived. The public officials added further that in Quang Nam, there have had twenty nine (29) communes, in which the network of car roads has a total length of 306 km connecting it with the commune centres that has not yet developed. In reality, the researcher has observed that the network of roads has been bad. As mentioned above, Quang Nam has a total of 16 cities and districts, of which there are eight (8) mountainous districts. The accessibility by land roads from the city centre of the province (Tam Ky city) to the remote districts is really difficult for the local people and the visitor, who want to travel to the mountainous areas for visiting purposes. The tourist operators have also complained about the present situation of land transport system in the province that affects the visitors' travelling time to the tourist destinations in the districts. As discussed by the public officials, the poor situation of land road system is considered as the main reason that has impeded the process of socio-economic development in Quang Nam, although over the past years, the local authorities has made many essential investments in repairing the old roads and in constructing new roads. According to the interviewees, because of its complicated geographic location given with big slope, the network of transportation has been therefore considerably affected, particularly the network of road transport. Additionally, the expenses for road construction investment have not yet met the practical requirements.

Also, given the result of study survey, the researcher has learnt that the network of other transportation such as water ways (river way and sea way) and airway has not yet been sufficiently invested as well. The capacity of river way transportation in Quang Nam has been actually low (*occupying approximately 25-30 percent of transported goods volume of the province*). Among the main reasons are: due to the current is being narrow, water is being dry due to deposit, infrastructure of boat stations is poor, and investments into river way are still limited. Regarding the seaway, as explained by the public officials, the seaport of Ky Ha plays an important role in the Chu Lai Economic Zone. The seaport functions as a post for transporting cargos but not for tourists. Despite the port has been repaired and expanded, it has reached a revenue from 258 million Vietnam dongs in 2002 up to 31.6 billion VND in 2010. The cargos transported at the sea port have increased by 669.98 thousand tons in 2009. In general, the seaport of Ky Ha in Quang Nam has not yet developed properly both in

cargos transport but also in tourist transport. In terms of airway, Quang Nam has an airport of Chu Lai, but at present, this airport has not yet been reinvested adequately.

Besides an analysis of infrastructure system (road transport, water transport, and air transport), the problems from other kinds of infrastructure system, e.g. network of water, electricity supply, water waste drainage, solid waste settlement in Quang Nam are also analyzed by the researcher. Given the literature review, the researcher has identified that the good supply of water has been invested in the urban areas but not in the rural areas. At present, some problems are still available: for example, the capacity of waterworks have not yet been developed because of the small network; the situation of salt-intruded underground water in dry season has been lasted; the situation of pollution is mainly made by the close position of hydroelectric plant; and the uncontrolled exploitation of mineral resources.

### **7.3.5. Cultural Heritage Tourism Facilities and Services**

As we know, the technical material facilities of Cultural Heritage Tourism are considered as one of the most important components of tourist products, and a selection criteria from the visitors. As explained in the Chapter two, the technical tourist material facilities are factors which creates uniqueness, difference of the tourist products, forming a unique image for a tourist destination. Given the literature review, in recent years, along with a quick increase of visitors, the system of tourism facilities and services in Quang Nam province has been quickly developed. Based on the socio-economic situation report of the province in 2010: the system of tourism industry facilities has been invested in and remarkably improved, of which the whole province has so far one hundred and five (105) accommodation establishments with over four thousands (4000) rooms and eighty eight (88) hotels with three thousands four hundred and sixty three (3463) rooms which are ranked by one to five star level.

Furthermore, additional services such as restaurants, coffee-shops, bars, fast-food shops served for the requirements in eating and drinking, relaxation, conferences, exchanges of visitors living in hotels have been increased during the last time to satisfy the visitors' needs. Furthermore, the sites of entertainment such as tennis courses, sauna, swimming pools, parks, and entertainment centres have been gradually invested with a hope of expanding the tourists' stay time, increasing revenues for the tourism industry as well as creating jobs for the local people. Comparing to year 2009, the visitors in the locality increased by 14.6%, the total number of tourists was 2.4 million people, of which international visitors were one million people. Given the statistics, in a total of tourists' expenditure, there were 32% for transportation means occupying a highest level, 22% for accommodation establishments, and less than 17% for eating and drinking, shopping, souvenirs. According to the public officials from the Quang Nam Province's Department of Culture, Sports and Tourism, there are presently seventeen (17) travelling business enterprises in the whole province, of which it includes three international travelling business agencies, two domestic travelling business



agencies, twelve transport business agencies. In 2005, there were more than 800 cars served for the passenger transportation in the province (*source: Quang Nam's DoCST*).

However, aside from an increase of Cultural Heritage Tourism facilities and services in quantity, the quality of facilities and services are not yet ensured. According to the interviewees, apart from a small number of standardized accommodation establishments of 4 to 5-star hotels, the remaining stay establishments (hotels and guesthouses, inn) have not yet met the requirements of tourists regarding the conditions of rooms, foods and drinks, and additional tourist services. They further explained that besides the visits of historic and cultural buildings, the visitors needed to enjoy recreational activities; however such recreational sites in Quang Nam have still been inadequate.

In terms of accommodation and restaurants, the researcher has identified that most of hotels and hostels are mainly located in the two cities of Hoi An and Tam Ky and only a few in the other districts. This has obstructed visitors who want to go to the remote districts and has the desire to stay over for discovering the places. In addition, along with a small number of standardized hotels, the quality of rooms, hygiene of foods and drinks, reception, tour guide in the remaining hotels and hostels are not good. As complained by the tourist operators the investment capital for their facilities and services are still inadequate and their employees are not well trained. They expressed their desires to access the borrowing loans from the local authorities through banks to improve their establishments and to obtain the policies of support given by the local government for developing their business works. They also hope to participate into training courses in developing Cultural Heritage Tourism to improve their capacity building in tourism business management for their personnel and themselves.

Furthermore, the entertainment sites for tourists are not given with appropriate investments. The researcher's conducted survey has shown that tourists often complained about the insufficiency of recreational centres such as bars, casinos, discotheques, entertainment centres, parks, shopping centre, and so forth in Quang Nam province. As a result, this has considerably affected to the tourists' stay time and their expenditures in Quang Nam. Therefore, incomes for the local people and revenues for the local government from the tourists will be reduced. Given the results of study survey, the researcher has also found out that the market of souvenirs in Quang Nam is not really diversified. According to the tourist operators, the tourist products like souvenirs should have more variety and are created with a depth of culture. This will attract the tourists' interests in spending their money in souvenirs. Moreover, they explained that the tourist products should also demonstrate strongly the cultural characteristics of the locality, and should be sustainable and therefore tourists will buy souvenirs to give their friends as a nice gift or even they can exhibit these products in their house as an interesting trip souvenir. Generally, tourists have not yet seen the values of spiritual culture inside the souvenirs and this is the reason why the tourists' expenses in souvenirs in Quang Nam are not really high, occupying only a rate of seventeen percent (17%) in their total expenditure.

Different from Hoi An and Tam Ky cities, Duy Xuyen district is quiet for tourism business activities. As we know, Duy Xuyen is a district in Quang Nam, in which the My Son Sanctuary is located. According to the researcher's observation, it seems that only a few tourist business operations such as hotels, restaurants and additional tourist services are operated in Duy Xuyen in general and in the My Son Holy Land in particular. Located about 45 km away from the Hoi An Old City that is always crowded with many tourist activities, My Son in contrast is very peaceful. Moreover, it is difficult for a visitor to find a restaurant and/or a hotel and even with other tourist activities in My Son once he feel hungry and thirsty and want to enjoy activities. Right at the gate of My Son Sanctuary, there is a small restaurant and shops served for the tourists, but they operate only until 4 o'clock in the afternoon or even work off at earlier time. According to the tourists, this is considered as an inconvenience to them in visiting the My Son Holy Land.

### **7.3.6. Public and Private Partnerships (PPP) – “Socialization”**

As we know, nowadays, a lot of special attentions on the important roles of private sectors in the socio-economic development have been paid by the government. Along with the public sectors, the private sectors are always motivated to actively participate in making essential development investments in the society. It implies the combination of multi-stakeholders in the implementation of a project, plan or programs. It requires different kinds of actors to coordinate and closely cooperate in order to achieve their common objectives or goals in the most effective way. Based on the survey results, the researcher has identified that over last few years, with the efforts of the local government through its policies, the investments of tourism in Quang Nam have been considerably increased. The new policies have created many favourable conditions for the investors to make necessary investments into tourism infrastructure development.

However, the cooperation between the public and private sectors in Quang Nam province has not yet been effectively developed and this has impeded the development of Cultural Heritage Tourism. From 2001 to 2006, the investment of infrastructure for developing tourism in Quang Nam occupied 5.1 percent (%) of the total investment of Vietnam's tourism industry for developing tourism infrastructure of the whole country. However, according to the officials, there is a reality that most of investment capital sources for developing the tourism infrastructure has been mainly funded by the national government and by the local authorities through the central and provincial budget sources. Within the period of 2001-2005, the capital sources for developing the tourism infrastructure were 477813 million Vietnamese dongs (VND) and this number were 589711 million VND within the phase of 2001-2006.

As explained by the public officials, the investments in Cultural Heritage Tourism are mainly from the financial sources of the central and provincial governments. However the budget sources from both national and local governments have been usually limited. Therefore, an active participation from the private sector for making investments into Cultural Heritage Tourism should be motivated. The term of “socialization” is a concept that means a mobilization for the active

participation both from public and private sectors in making investments into Cultural Heritage Tourism infrastructure development. According to the public officials, in order to effectively build up the necessary infrastructure for developing Cultural Heritage Tourism, the responsibilities of the whole society should be promoted. People should bear the government's burdens by sharing the investments for tourism development, because they will directly or indirectly benefit such constructions, but not the government. The respondents further added that although the partnership between the public and private sectors has been improved during the last time in Quang Nam; only the small-scaled investment projects, and not the large-scaled projects have been realized. Most of the big projects are focused on the domain of infrastructure such as roads, airports, seaport and so on, and those projects usually require a big volume of investment capital sources. And of course, those projects have been financed by the central and local government and not by the private sectors.

Along with the state enterprises, the private enterprises have mainly invested in the field of hotels, resorts, restaurants and so forth. Based on the survey results, the researcher has learnt that up to 2007, there were a total of 181 projects operating in the domain of tourism in Quang Nam province with a total investment capital of 10791 billion VND and 1520.9 million USD. The number of projects which was operated are 98, 14 projects are still in the phase of construction, and 47 projects are still in the phase of procedure establishment. Furthermore, there are 14 projects still in the phase of investment registration. Based on the distribution of investment capital sources, the total of investment projects in the country within the domain of tourism in Quang Nam was 160 projects with a total investment capital of up to 10791 billion VND, the foreign investment projects and joint-venture projects (21 projects) with a total of nearly 1520.9 million USD, most of which projects are located in Hoi An, Dien Ban and Chu Lai Open Economic Zone.

In addition to that, for a long time, the tendency towards making investments into the restoration of old houses, historic relics, temples, old town centres, museums, and the like through the financial supports are given by the private sector because the state budget sources are always very limited. According to the officials, the provincial government has supported the local authorities at different district levels as well as the local people and enterprises by giving them proper policies and mechanisms in approaching proper investment capital sources. In return, the local people, enterprises, and districts' agencies should mobilize many different funding sources to invest into the restoration and rehabilitation of traditional cultural heritages at their places. The officials and tourist operators further added that in reality, the collaboration between the public and private sectors have been remarkably improved in recent years in Quang Nam. For example, Quang Nam established the Centre for Heritage Conservation and its duties are to preserve and promote traditional cultural heritages of the province. By establishing the proper projects, this centre has mobilized a lot of financial aids from state budget, non-governmental organisations (NGOs), international governments, international organizations, and the like to promote the conservation of the province's valuable cultural properties such as Hoi An ancient town, My Son sanctuary. Up until the present time, due to

the implementation of these projects, many individual and collective buildings in Hoi An ancient town with more than one thousand old buildings have been repaired with an investment cost of about tens thousands of Vietnamese billion dong. Another project was also done to preserve the towers in My Son sanctuary with a total of 282 billion VNDs. However, most of these funds come from the government and international organizations, and not from the private enterprises.

### **7.3.7. Impacts of Rapid Urbanization Process**

In this section, the researcher will analyze the process of rapid urbanization in Quang Nam province. The researcher's conducted survey has shown that urbanization is one of the main problems for the development of Cultural Heritage Tourism in Quang Nam during the last years. As pointed out by Drakakis-Smith: Urbanization in its most formal sense merely constitutes the increase of the urban population as compared with the rural ones, but it includes and results from far-reaching economic transformations on the national and international plane (*Drakakis-Smith, 1986, p.7*).

Urbanization has created a new look in urban aspect for Quang Nam but it has also caused several negative affects for this province. For example, loss of traditional cultural values, damage of old houses and buildings, neglect of human being to its traditional characteristics among others. In general, as a coin with two sides, urbanization has both advantages (positive) and disadvantages (negative). The most important thing is how to diminish the disadvantages of urbanization and at the same time to maximize its advantages. Also, the researcher has discovered that a rapid urbanization in Quang Nam province has caused many serious problems such as the demolition of old houses buildings to replace with new houses and buildings; the losses of traditional cultural features; the pollution of air, water, sound; the degradation of environment and ecosystem; the disappearance of traditional trade villages; the distortion of traditional customs and manners, and the like. In the context of Quang Nam, the researcher has observed that there are many houses which are newly built up in the area of Hoi An Old City. The researcher has talked with the families of old houses and known that because of the factors of long time and bad weather conditions, many old houses were heavily downgraded, the families must repair and even newly rebuild them for the purposes of living and doing business.

Moreover, the families usually desire to preserve their old houses because many generations in their family have stayed there for a long time and they do not want to damage and construct them newly. Furthermore, the local authorities have not yet supported them by giving out the suitable policies and mechanism such tax reduction, low interest rate of loans, credit fund to help them preserve their old houses. In terms of traditional trade villages, according to the interviewees' answers the process of rapid urbanization has led to a migration of people from rural to urban areas. In urban areas, people have more opportunities to find out better jobs and gain better incomes. They can also have a better housing conditions and greater access to amenities such as electricity, clean water sources, and chances to study and obtain professional jobs. For this reason, in many rural villages in Quang Nam, many young people have moved to the urban areas where they can look for a job

easier than in the rural place and then they will stay there to work and do not want to come back again to their places. Their migration has caused the lack of young labour forces in the traditional trade villages to replace old generation or the artisans.

### **7.3.8. Human Resources for Cultural Heritages Tourism Development**

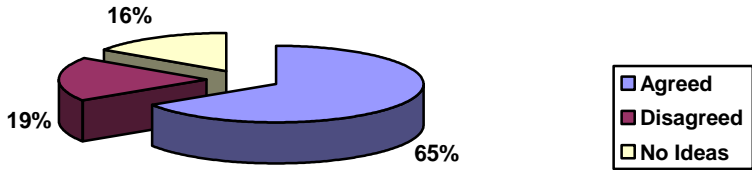
Besides the main causes as mentioned above, human resources is also identified by the researcher through his conducted survey as the main problem which has hindered the development of Cultural Heritage Tourism in Quang Nam province during the last few years. As we know, the factor of human resource plays an important role in developing Cultural Heritage Tourism. It not only refers to the qualification of labour force in the following aspects such as administration and management of resorts, hotel and restaurant, tourist business management, reception, room arrangement, food and drinking, tour guides, gardening, personnel organization, tour organization, sauna and massage, guardianship, driving, communication, and the like. All of those professions will require a good team of qualified personnel in order to assure the quality of works and to satisfy the increasing demands of visitors. In general, in order to meet the needs of the visitors, the labor forces in Cultural Heritage Tourism should have not only the good skills of tourism but also the good knowledge of cultural heritages.

For Quang Nam, a skilled labor force in the domain of Cultural Heritage Tourism in particular and tourism industry in general has been still lacked, except for a small number of labourers who are officially trained from the colleges, the schools of tourism training and vocational training centres in Quang Nam province. According to the interviewees' answers, besides the skilled employees trained from the colleges and the schools of tourism training and vocational training centres, part of remaining employees are students who are still studying in the colleges and junior colleges. These students desire to earn money by working outside their study time in schools. Most of these students are paid with low salary for the untrained works. Another group of employees come from the rural areas, who want to go to the urban area to look for better jobs and incomes. Many enterprises employ also their family members to work for their business. This is viewed as a model of family business management and most of the employees are family members, or family relatives or friends. Generally, most of these kinds of employees are not well trained in the field of tourism; therefore, they have lacked the basic knowledge of tourism, and other necessary skills of foreign languages and knowledge concerning tourism.

The Chart 7.10 below presents the ideas of interviewees in terms of the situation of human resources in Quang Nam province, of which sixty five percent (65%) of interviewees responded that human resources in Quang Nam have still not yet been qualified; meanwhile, nineteen percent (19%) of them disagreed with this argument and the remaining of sixteen percent (16%) had no idea. As explained by the interviewees, the number of unskilled labors has obtained a big rate; meanwhile the number of employees with specialization as well as the graduate and post-graduate employees has occupied a small proportion. This has caused the limitation for growth and low quality of Cultural

Heritage Tourism development in particular and the tourism industry in general in Quang Nam. Furthermore, based on the survey results, the researcher has learnt that the qualification of tourism management and business from the personnel has not satisfied the practical requirements. As explained above, the level of college and junior college at different specialities has obtained by a low rate in the total of labours (21.8 percent). The number of unskilled labours in the tourism industry has been large, occupying a relatively high density (60 percent). The ability of speaking foreign languages of the workers has been still limited. Such factors have affected the quality of services in developing Cultural Heritage Tourism in Quang Nam province.

**Chart 7.10: Human Resource for Developing CHT in Quang Nam Province**



Source: Researcher

Note: n=129

As further explained by the public officials that the communication ability in foreign languages from the tourist guides is also a problem because if their language ability is weak they could not introduce the history and culture of the localities to the visitors and help them to understand better about the province, its people and culture. According to the officials, the number of tourist guides is delivered with tour guide cards are one hundred and seventy nine (179) people, of which eighty one (81) are in English, eleven (11) in French, two (02) in Chinese, two (2) in German, one (01) in Japanese. There has still had a lack of some tourist guides knowing foreign languages such as Thai, Korean, Japanese and Spanish and so on.

The Table 7.18 below indicates the total number of tour guides in Quang Nam from 2003 to 2007, of which the number of qualified tourist guides is too small comparing to the big number of visitors to Quang Nam. With this small number of tourist guides, it can not certainly meet the increasing demands of tourists' arrivals of the province. This can be regarded as a big challenge for Quang Nam in terms of human resources. However, in recent years according to the interviewees, the number of tourist guides has increased but the quantity and quality of professional tourist guides have not yet ensured. Meanwhile, according to the tourist operators in hotels and restaurants, they said that they have still been coping with many difficulties in tourist services activities and they have also been lacking both a professional knowledge of tourism and a good connaissance of cultural heritages. What they have known so far, mainly depends on the practical experiences that they have learned through years. Moreover, they have not attended in any training course on the development

of Cultural Heritage Tourism. This has affected the quality of services which they have offered to the tourists, especially the international tourists to the province.

Table 7.18: Total of Trained Tourist Guides in Quang Nam from 2003 to 2007

Criteria	2003	2004	2005	2006	2007
Formal	21	21	43	12	23
Temporary	-	1	5	-	-
<b>Total</b>	<b>21</b>	<b>22</b>	<b>48</b>	<b>12</b>	<b>23</b>

Source: Quang Nam Province's DoCST

The Table 7.19 shows the situation of labour force in tourism in Quang Nam province from 2001 to 2007, of which it include direct and indirect labours. As explained above, the direct labours are the people who are working in the travelling agencies, hotels, restaurants and other service establishments. The indirect labours are people who are joining into operations concerning the tourism activities. Through this table, we can see that Quang Nam has a total of labours in 2001 were 2385 with 885 direct labours and 1500 indirect labours and up to 2007, it has a total labours increasing up to 15800 workers with 5000 direct labours and 7800 indirect labours.

Table 7.19: Labor Force in Tourism in Quang Nam in 2001-2007 Account unit: People

Years	2001	2002	2003	2004	2005	2006	2007
Direct Labors	885	1232	1600	2072	3280	4321	5000
Indirect Labors	1500	2800	5100	6200	6600	7323	7800
Total of Labors	2385	4032	6700	8272	9880	11644	15800

Source: Quang Nam Province's DoCST

### 7.3.9. Cultural Heritage Tourism Marketing and Promotion

Apart from the mentioned causes, Cultural Heritage Tourism marketing and promotion is also a problematic issue in Quang Nam province as gleaned through the researcher's conducted survey. In reality, Cultural Heritage Tourism marketing and promotion will play an important role in introducing the potentials and the advantages of developing Cultural Heritage Tourism in the province of Quang Nam to its customers. Marketing is also a useful tool to diffuse the province's local tourist products, prices, interesting tourist destinations to the visitors. In addition, marketing is a good way to supply necessary and sufficient tourist information not only for the visitors but also for the tourist investors. In the context of Quang Nam province, the programs and strategies for marketing and promoting Cultural Heritage Tourism have not yet been effectively carried out. Although a website introducing about the tourism and its potentials was established by the local authorities of the province, this website has been still poor both on its content and design. Furthermore, information and news about tourism development of Quang Nam have not yet been timely updated to meet the requirements for references from the tourists and investors.

The researcher's conducted survey has shown that the data given by the provincial Department of Culture, Sports and Tourism and its relevant agencies did not correspond with the practical background in Quang Nam's tourism. For example, the number of hotels, restaurants,

resorts, and the establishment of some new tourist enterprises. A few enterprises who were listed in the data base of the Department of Culture, Sports and Tourism have not been operating anymore. Moreover, the researcher has also observed that although the Quang Nam Tourism Promotion Center and Hoi An Trade-Tourism Bureau have established two Tourist Information Offices located in Hoi An Old City to give out necessary tourist informations for the tourists, those informations have not yet been completed. In reality, the introduced information is focused mainly about some main attractions such as the two UNESCO World Heritage Sites (Hoi An Ancient Town, and My Son Sanctuary), and not much information about other cultural heritages (folklore, manners and customs, ethnic minority groups, traditional trade villages, musics, arts, lifestyles of people and their living conditions). In short, in order to effectively develop Cultural Heritage Tourism, the local authorities and the enterprises of Quang Nam province should further invest in Cultural Heritage Tourism marketing and promotion.

#### **7.4. Summary**

To sum up, the Chapter VI has mentioned an adequate analysis about the present situation of Cultural Heritage Tourism and its important roles in the process of socio-economic development and the rehabilitation of traditional cultural values in Quang Nam province. It has also focused on the identification of actual potentials and key problems for developing Cultural Heritage Tourism in Quang Nam. In order to facilitate the data collection and analysis, the researcher has applied some necessary research methods of documents, observation and interviews on his study. The utmost objective is to find out most proper solutions to settle the research questions as mentioned in the Chapter V. As a result, some important issues are summarized as follows:

First of all, it is necessary to assert that Quang Nam has many actual potentials for developing Cultural Heritage Tourism due to the complex of valuable cultural heritages (tangible and intangible cultural heritages) and a variety of beautiful natural landscapes, an availability of infrastructure system (seaports, airport, roads, bridges, supply of water, electricity, health care services, post and telecommunication), richness of young labour force, sufficient system of the Cultural Heritage Tourism facilities and services (hotels, restaurants, bars, entertainment centres, shopping centres). However, the potentials for developing Cultural Heritage Tourism have still not yet been exploited and developed into the local tourist products of the province. Therefore, in order to effectively develop Cultural Heritage Tourism, those real potentials should be exploited and properly developed and they should also be turned into a local tourist product.

Secondly, through an adequate analysis of Cultural Heritage Tourism, it is also essential to say that Cultural Heritage Tourism has significantly contributed to the process of socio-economic development and the restoration of historic city centres for Quang Nam province. Cultural Heritage Tourism create incomes and employments for the local people. It also increase the sources of revenues and turnover for the national and local governments' budget as well as the income for the local enterprises. Moreover, Cultural Heritage Tourism will actively contribute to the conservation and



rehabilitation of traditional cultural values (old architectural buildings, ancient city centre, historic relics and so forth). More important, the successful development of Cultural Heritage Tourism will enhance the identity and branding of the province of Quang Nam. However, the development of Cultural Heritage Tourism in Quang Nam during the last years has been hindered by some identified problematic issues such as lack of a proper detailed plan for Cultural Heritage Tourism development, a full understanding of Cultural Heritage Tourism and its roles, negative impacts of natural disasters, uncompleted state of infrastructure system and Cultural Heritage Tourism facilities and services, a not yet closely sectorial coordination and cooperation, rapid urbanization, insufficiency of skilled labour forces, and a lack of Cultural Heritage Tourism marketing and promotion. In order to achieve an effective development of Cultural Heritage Tourism, such those problems should be immediately solved by the concerned agencies and actors.

**CHAPTER VIII:**  
**A COMPARATIVE ANALYSIS OF CULTURAL HERITAGE TOURISM DEVELOPMENT**  
**BETWEEN THUA THIEN HUE AND QUANG NAM**

This Chapter VIII presents a comparative analysis about the development of Cultural Heritage Tourism between Thua Thien Hue and Quang Nam provinces, which it highlights the similarities and differences of the potentials and problems in developing Cultural Heritage Tourism in the two provinces. In this chapter, an emphasis on the significant impacts of Cultural Heritage Tourism in the process of the two provinces' socio-economic development will also be discussed. An identification of the main problems will help the researcher understand the reasons why the actual potentials of Cultural Heritage Tourism in these two provinces have not been effectively exploited during the last years. In the following sections, the major issues of Cultural Heritage Tourism will be explained in detail. The findings are gleaned from the researcher's conducted survey based on the research methods of document, observation and interviews. However, first of all, a SWOT Matrix analysis will be realized by the researcher to adequately assess the practical context of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam in various aspects of strengths, weaknesses, opportunities and threats. This assessment is done based on the summary of findings obtained by the researcher through his study survey. The data on findings that are collected give the main ideas of the key respondents with the intervention of the researcher's personal ideas. The Table 8.1 below presents a SWOT Matrix analysis about the present context of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam.

Table 8.1: An Analysis of SWOT Matrix in Two Study Cases

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
<ul style="list-style-type: none"> <li>- Having an available network of land, water and air transportation systems;</li> <li>- Having a strategically geographic location;</li> <li>- Recognized officially by the UNESCO as World Heritage Sites;</li> <li>- Having a national-level plenty of cultural heritages (historical relics, ethnic minority groups, religions, music, etc);</li> <li>- Having an abundance of beautiful natural landscapes;</li> <li>- Labour forces are young and rich and rate of people at working age is rather high;</li> </ul>	<ul style="list-style-type: none"> <li>- The economies of the two provinces are still poor;</li> <li>- Systems of infrastructure (roads, bridges, airports, seaport, etc), facilities &amp; services are still weak;</li> <li>- People's awareness in conserving and preserving cultural heritages is still limited;</li> <li>- Partnership between public and private sectors in making investments for developing Cultural Heritage Tourism has not been effectively realized;</li> <li>- Skilled human resources for developing Cultural Heritage Tourism is still lacked;</li> </ul>
<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"> <li>- Political and economic context in Vietnam is stable;</li> <li>- Social security and safety in the country is good;</li> <li>- Having many high supports from both central and local governments;</li> <li>- Investments in tourism development promoted by provincial People's Committees;</li> </ul>	<ul style="list-style-type: none"> <li>- Affected much by international financial-economic crisis and high inflation rate;</li> <li>- Solving a big volume of remaining consequences from the wars in the past;</li> <li>- Annual natural disasters due to severe weather conditions (typhoons, droughts, floods, storms,)</li> <li>- Impacts of climate change phenomenon, global warming;</li> </ul>

Source: Researcher

Through the Table 8.1, we can easily see that the strong points for developing Cultural Heritage Tourism both in Thua Thien Hue and Quang Nam will include an available network of land, water, and air transportation systems. Both of them are also of a rather favourable geographic location. Furthermore, they are inheriting a variety of diversified cultural heritages which are the UNESCO World Heritage Sites. Finally, a young and rich labour force is also viewed as a big advantage for developing Cultural Heritage Tourism in the two provinces. However, along with the strengths, both of them are of many weaknesses, namely poor economies, weak infrastructure system, not strong enough partnerships between the public and private sectors, insufficiency of skilled labour forces and the like. The matrix also points out some essential opportunities for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces. For example, the political and economic context in Vietnam is stable, the social security and safety in the country is good. Both central and provincial government of Thua Thien Hue and Quang Nam provinces have made strong support in enhancing the development of the tourism industry. Yet, the development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces have been confronting with many threats such as international financial and economic crisis, heavy consequences from the wars in the past, higher density of natural disasters, negative impacts of climate change and global warming.

### **8.1. Analyzing Comparatively the Potentials for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam**

In this section, the results obtained by the survey will be discussed and are also ranked by the researcher. The criteria for ranking are given out by the researcher based on the full assessment of data sources from the field visits. The assessment is done by a combination of research methods of document, observation and interviews. By doing this, the researcher will catch an insight into the present context of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces. Then, a set of five important indicators for comparing the development of Cultural Heritage Tourism in the two provinces are identified by the researcher, namely tangible and intangible cultural heritages, natural resources, infrastructure, facilities and services, and human resources. The Table 8.2 below describes a comparison of indicators for developing Cultural Heritage Tourism between Thua Thien Hue and Quang Nam. The comparison level is ranked by worst (1) to best (5).

Table 8.2: Comparison of Indicators for Developing the CHT between TTHue and QNam

Description	Quang Nam					T.Thien Hue				
	1	2	3	4	5	1	2	3	4	5
<b>Visible &amp; Invisible Cultural Heritage Resources</b>										
UNESCO World Heritage Site					•					•
Historical Relics					•					•
Revolutionary Vestiges				•					•	
Traditional Trade Villages				•					•	
Old Architecture Buildings, Archaeology and Museums					•					•
Festivals				•						•
Traditional Music, Dances			•							•
Ethnic Minority Groups			•					•		
<b>Natural Resources</b>										
Coast					•					•
Lagoon										•
Forest				•					•	
Beaches					•					•
<b>Infrastructure</b>										
Roads		•						•		
Railway			•					•		
Seaport		•						•		
Airport	•							•		
Electricity (power) supply		•							•	
Water supply			•						•	
Waste Disposal		•						•		
Post & Communication			•						•	
Universities, Schools			•						•	
Hospitals, Health Care Centres		•							•	
Banking & Insurances Services			•						•	
<b>Facilities and Services</b>										
Accommodation (hotels, hostels, guesthouses, resorts)			•					•		
Restaurants			•						•	
Recreational Centres (casinos, bars, discotheques, etc)		•				•				
Tour Services, Visitor Information Centres			•					•		
Shopping Centres			•						•	
<b>Human Resources</b>										
Young labour forces				•					•	
Working age				•					•	
Skilled labour force		•						•		

Source: Researcher

Note: 1 = worst and 5 = best

Through the table, we can easily identify that there are some differences and similarities in terms of the necessary conditions for developing Cultural Heritage Tourism between the two provinces. The most common feature between Thua Thien Hue and Quang Nam is the possession of valuable cultural heritage resources. Moreover, their cultural heritages are really diversified. Both of them are the popular World Heritage Sites in Vietnam. Furthermore, Thua Thien Hue and Quang Nam have a plenty of beautiful natural landscapes. With regard to the factors of infrastructure, facilities and services, human resources, they are considered as potential advantages of developing Cultural Heritage Tourism, of which the system of infrastructure is available, its geographical locations are also very convenient and the labour forces are rather young and rich. However, along with the

similarities, some important differences of developing Cultural Heritage Tourism between Thua Thien Hue and Quang Nam are also identified. For example, Thua Thien Hue is dominant in the complex of monuments, palaces, and natural landscape meanwhile Quang Nam is rather famous for its old city of Hoi An and the towers of Champa culture, and the like. Moreover, Thua Thien Hue is viewed as a city of tourism, festival, education, and health care services of Vietnam; therefore it has much more opportunities to develop tourism than Quang Nam. Furthermore, the system of infrastructure in Thua Thien Hue is also better than Quang Nam. Finally, Thua Thien Hue has a Royal Court Music which is recognized as the intangible World Culture Heritage in Vietnam.

#### **8.1.1. Thua Thien Hue and Quang Nam Are Known As Two Popular UNESCO World Heritage Sites in Vietnam**

According to the UNESCO, it said that “to be included on the World Heritage List, sites must be of outstanding universal value and meet at least one out of ten selection criteria. These criteria are explained in the Operational Guidelines for the Implementation of the World Heritage Conservation which, besides the text of the Convention, is the main working tool on World Heritage. The criteria are regularly revised by the Committee to reflect the evolution of the World Heritage concept itself”. Thua Thien Hue and Quang Nam are the two World Heritage Sites which are well-known in Vietnam. For Thua Thien Hue, it possesses both tangible and intangible cultural heritages, namely the complex of historically royal monuments, citadel, and palaces (tangible) and the Vietnam Royal Court Music (intangible). Meanwhile, Quang Nam has two tangible cultural heritages, namely Hoi An Ancient Town (1999) and My Son Sanctuary (1999). That has proved that the cultural heritages of these two provinces met the very strict requirements in criteria selection (ten criteria) of the UNESCO. Under the official recognition of UNESCO, the valuable cultural heritages of both provinces are belonged not only to the country of Vietnam but also to the human beings of the world. The Table 8.3 below presents the UNESCO’s selection criteria for a World Heritage Site in the world. Until the end of 2004, World Heritage Sites were selected on the basis of six cultural and four natural criteria. With the adoption of the revised Operational Guidelines for the Implementation of the World Heritage Convention, only one set of ten criteria exists.

Table 8.3: Criteriaviii of World Heritage Site from the UNESCO

		Cultural criteria						Natural criteria			
Operational 2002	Guidelines	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(i)	(ii)	(iii)	(iv)
Operational 2005	Guidelines	(i)	(ii)	(iii)	(iv)	(v)	(vi)	(viii)	(ix)	(vii)	(x)

*Note: Since 1992 significant interactions between people and the natural environment have been recognized as cultural landscapes*

*Source: UNESCO*

Going back to the Table 8.2 regarding the ranking level of cultural heritage resources in Thua Thien Hue and Quang Nam provinces, the variety of cultural heritages resources in these two provinces are ranked at the best level. As explained above, Thua Thien Hue has both tangible and intangible heritages, of which tangible heritage is the complex of monuments which symbolizes an eastern feudal capital and the planning and construction of a complete defended capital city. Thua Thien Hue's historical works were recognized as a tangible UNESCO World Heritage Site in 1993. Till 2003, Hue Royal Court Music was recognized as an intangible UNESCO World Culture Heritage. Meanwhile, Quang Nam has two visible World Heritage Sites, namely Hoi An ancient city and My Son Sanctuary, which were recognized by UNESCO in 1999. The ancient city of Hoi An has a total of 1,360 relics and landscapes with 1,068 old houses, 19 pagodas, 43 temples, 23 communal houses, 38 family temples, 5 assembly halls, 11 old wells, one bridge, 44 ancient tombs and in old quarter and more than 1000 relic sites. Along with the World Heritage Sites, both Thua Thien Hue and Quang Nam are also of a variety of other cultural values such as architectural culture, historic culture, revolutionary history and traditional customs and manners, belief activities, folklore arts, cultural festivals, poetic natural landscapes, traditional trade villages, specialities.

The Figure 8.1 shows the locations of Citadel in Thua Thien Hue and the Hoi An ancient city in Quang Nam, respectively. These two UNESCO World Heritage Sites are located nearby the rivers. The Citadel of Hue is closely situated to the river of Perfume and the Hoi An ancient city is located near to the river of Thu Bon. As we know, the rivers play an important role in forming the characteristic of an urban city and bring in a sweet feeling of natural landscape. The Perfume River divides Hue city into two separate parts, namely the South and the North. Due to such geographic feature, the two popular heritage destinations of Hue Citadel and Hoi An Old City have been annually inundated heavily by big floods during the rainy season. The high flood water level has brought about

viii 1. to present a masterpiece of human creative genius; 2. to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town planning or landscape design; 3. to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; 4. to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates significant stages in human history; 5. to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture, or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change; 6. to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance; 7. to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance; 8. to be outstanding examples representing major stage of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features; 9. to be outstanding examples representing significant on-going and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals; 10. to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

the heavy inundation in the constructions of monuments in Hue city and the old city of Hoi An. The floods have damaged heavily the constructions of monuments and old houses and buildings in the old city of Hoi An. The old city of Hoi An is located nearby not only the river of Thu Bon, but also at the sea gate.

Figure 8.1: Locations of Heritages Destinations close to the Rivers and Seas



Source: Google Earth

In general, as analyzed above, it is possible to say that the two provinces of Thua Thien Hue and Quang Nam provinces have much actual potential for developing Cultural Heritage Tourism. These valuable properties of cultural heritages are belonged not only to these two provinces and to the country of Vietnam, but also to the whole mankind. Under official recognition from the UNESCO, both Thua Thien Hue and Quang Nam in particular and Vietnam as a country in general will be better known by the international community and therefore, this will become a good opportunity for the two provinces to attract more tourists. As explained by the local people: “we will feel very proud of our valuable cultural properties and we will always try to respect and conserve our traditional cultural values”.

**8.1.2. Thua Thien Hue and Quang Nam Inherit an Abundance of Cultural Values Resources**

Together with the World Culture Heritages, the researcher’s conducted survey has shown that Thua Thien Hue and Quang Nam have also many other cultural values of historical relics, revolutionary vestiges, traditional trade villages, museums, archaeology, festivals, traditional music and dances, ethnic minority groups (as cited out in the Table 8.2). Given the Table 8.2, we can see easily that one of initial similarities between the two provinces is a high value of long history and archaeology through the historic relics and old architecture buildings, archaeological works and museums. For Quang Nam, archaeological documents and researches in this province have proved that human beings appeared in Quang Nam about 6000 years ago. In addition to that, a relic of Bronze Age in the first millennium BC has been found, which was of the Sa Huynh culture. After that, Cham people developed and created the Champa culture with citadels, and temples like My Son sanctuary, Tra Kieu citadel, Dong Duong institute, towers of Khuong My, Bang An, Chien Dan.

Meanwhile, according to the archaeological findings in Thua Thien Hue and specifically, to research results of Con Dang archaeological excavations of the Sa Huynh culture, it was said that the history in this region dates back from 2500 to 2800 years ago. This population of ancient people probably developed into two communities, the Cham and the ethnic minority groups living in Truong Son range. Findings such as collected relics of the Stone Age also proved that Thua Thien Hue's history may date back even further. It was also the imperial capital of Nguyen dynasty between 1802 and 1945 in Vietnam. Meanwhile, Thua Thien Hue has a big advantage to inherit a complex of monuments of Nguyen dynasty in the imperial time and Quang Nam inherits the complex of Cham culture's relics. This is a difference between the two provinces in terms of the history of development (*source: People's Committees of Thua Thien Hue and Quang Nam provinces*).

Secondly, the Table 8.2 also shows a comparison between Thua Thien Hue and Quang Nam in terms of a high value of revolutionary vestiges. In the Vietnam's wars, they were the severe battlefields of the country and up to now, there are many remains of the wars that have still existed in these two lands such as tunnels, cemeteries of soldiers, museums of wars, prisons, and the like. Many international visitors expressed the desires in improving their understanding about the country of Vietnam and its people, as well as the history of wars by visiting the revolutionary vestiges in the two provinces. For the domestic visitors, they said that they want to visit the revolutionary vestiges to get a deeper understanding of the history of the country as well as the indomitable traditions of Vietnamese people in their national liberation. Through that, they do feel much proud of their nation and their people.

Thirdly, through the Table 8.2, we can identify that both of them have also a high value of traditional trade villages (TTVs). Passing hundreds of years of rising and falling, the occupation villages in the two provinces have still remained the traditions from father's generation to son's generation. In the brilliant past, the products of occupation villages had not only served for daily life but also introduced in international markets. As mentioned in the previous chapter, the traditional trade villages in Quang Nam are the following: Kim Bong carpentry village, Thanh Ha pottery village, Phuoc Kieu bronze casting village, Ma Chau silk weaving village, Tra Que vegetable village, Dong Yen – Thi Lai mulberry silkworm village, Ban Thach mat making village, brocade weaving occupation of Cotu ethnic, meanwhile the traditional trade villages in Thua Thien Hue obtain Phuoc Tich pottery village, Phuong Duc and Duong Xuan bronze casting village, Dan Lat weaving village, My Xuyen and Thuan Hoa sculpture village, Thanh Tien paper flower making village, Phu Cam palm-leaf conical hat making village, Chuon pot making village, Thuan Loc weaving, Sinh drawing village, Ke Mon jewellery making village, fishing villages, construction materials villages, garment production villages, decoration materials production village, instrument production village among others.

Next, the Table 8.2 presents the similarities between Thua Thien Hue and Quang Nam regarding the festivals, ethnic minority groups and traditional music, dances. Given the results of study survey, the researcher has identified that the values of cultural characteristics of these two



provinces are accumulated in festivals, custom and spiritual life in daily activities of ethnic communities who live together in these lands. Festival in these two provinces is an entity that includes a variety of ethnic, history, religion and cultural elements. However, regarding these resources, Thua Thien Hue has more advantages comparing to Quang Nam. Based on the survey results, the researcher has learnt that Hue is a festival city of Vietnam and it attracts a lot of international and domestic visitors' arrivals to this province annually. Meanwhile, Quang Nam's festivals are usually organized in a small sphere but are very diversified, plentiful and totally unique. Festival is divided into two different types, namely royal court festival and folk festival. The royal court festival reflects the ceremonies of Nguyen dynasty and the folk festivals are plentiful.

Finally, the Table 8.2 presents a comparison of natural resources between Thua Thien Hue and Quang Nam, of which with an advantage of geographical location, both of them are of a lot of beautiful landscapes offered by the nature such as forest, white sand beaches, mountains, hills, springs, rivers and the like. Especially, Thua Thien Hue has the biggest lagoon of Tam Giang in Southeast Asia with a total of 22000 ha and the Cham Islands in Quang Nam which constitute a group of eight small islands of Quang Nam and form a part of Cu Lao Cham Marine Park, a World Biosphere Reserve recognized by the UNESCO.

In short, it is essential to assert that Thua Thien Hue and Quang Nam provinces have many interesting similarities and differences in inheriting a treasure of rich and diversified cultural heritage resources which are suitable to develop Cultural Heritage Tourism. Although the richness of cultural heritage resources has been shown under different ways in both physical and spiritual aspects, it reflects the process of development of the two provinces and their history and cultural characteristics. The Table 8.4 summarizes the typical cultural values in these two provinces.

Table 8.4: Typical Cultural Values in TTHue and Q.Nam Provinces

No.	Description of Traditional Cultural Values	TTHue	Q.Nam
1.	Monuments, tombs	X	
2.	Sanctuary with a complex of towers		X
3.	Ancient town, old urban centres	X	X
4.	Temples, pagodas, churches	X	X
5.	Revolutionary relics, historic relics	X	X
6.	Museums, archaeology	X	X
7.	Old architectural characteristics with garden house and French house style	X	
8.	Ethnic minority groups	X	X
9.	Traditional trade villages	X	X
10.	Royal Court Music	X	
11.	Dances, ceremonies, festivals, specialities	X	X
12.	Sand beaches, coast, forest	X	X
13.	Lagoon	X	

Source: Researcher

Note: X = have

### 8.1.3. A System of Infrastructure

As pointed out by Ennis: The availability of infrastructure services is critical to the functioning of the modern urban environment. The presence, the absence, the quality of infrastructure services

affects the well-being of residents, determines the efficient operation of the urban economy and assists in the effective functioning of property markets. In order to fulfil these purposes infrastructure services need to be widely and easily available (*Ennis, 2003, p.1*). Based on this concept of infrastructure, it is possible to say that the system of infrastructure plays an important role in developing Cultural Heritage Tourism. A good infrastructure system will enhance a quicker transportation of passenger and cargos. It also will save the factors of time and costs for the travellers. Furthermore, it will increase revenues for tourism operating enterprises. More important, a good infrastructure system will also ensure the safety of the passengers, drivers and all the people who are circulating in the roads as it will meet the visitors' increasing demands at the places they visited. Therefore, the system of infrastructure will certainly create a dynamic engine in developing the whole economy. However, if an infrastructure system is bad, it will bring about the losses for not only the physical damages but also the safety of human being, affecting much to the development of the society.

In the Table 8.2, a comparative assessment about the existing situation of infrastructure system between Thua Thien Hue and Quang Nam provinces is also presented. The finding was gleaned by the researcher through his study survey at the research areas. Through the Table 8.2, we can easily identify that both Thua Thien Hue and Quang Nam provinces are of a sufficient system of infrastructure with roads, railway, seaport, airport, electricity supply, water supply, waste disposal, post and telecommunication, universities and schools, hospitals and health care centre, banking and insurance. This is viewed as one of the common features between the two provinces. However, the systems of infrastructure in the two provinces are rather different from each other.

Firstly, comparing to Quang Nam, Thua Thien Hue has much more advantages in terms of the network of roads, railway, seaport and airport. According to the researcher's observation and his survey results, the quality of roads, seaport and airport in Thua Thien Hue is better than Quang Nam. The quality of railway is similar between the two provinces. The Chan May and Thuan An sea ports in Thua Thien Hue are the two gateways for international tourists. In recent years, Chan May deep seaport can receive some big ships with a capacity of 30000 DWT. Meanwhile, in Quang Nam, the Ky Ha seaport, which is located in the Chu Lai OECZ, is rather small and it can receive the ships with only 7000 DWT. However, the Ky Ha seaport is located nearby the international seaport of Da Nang city and the seaport of Dung Quat in Quang Ngai province and therefore, this seems to bring in the convenient transportation of the passengers and goods in the waterway. Regarding the airport, Thua Thien Hue has an international airport of Phu Bai, which can receive the aircrafts such as Airbus A320, Boeing 747. Meanwhile, Quang Nam has an airport of Chu Lai, but this airport has not been invested enough to receive big aircrafts to Quang Nam. The network of roads in the two provinces is rather similar with different kinds of roads such as national route, provincial roads, city and districts and village roads and so on. However, as analyzed in the chapter seven, the quality of roads in Quang Nam has been still weak, especially in the district and village roads. The situation of roads in

Thua Thien Hue is better than Quang Nam. At present, the whole province has a total of eighty percent (80%) of asphalt roads, seventy percent (70%) of concrete roads in rural areas (communal and districts roads) and 100 percent of communal roads are of car roads to the central areas.

Secondly, with regard to the system of water supply, electricity supply and waste disposal, given the results of study survey, the researcher has identified that many great efforts in making investments into these infrastructure are done by the local authorities of the two provinces in recent years and thus, the system of water and electricity supply and waste disposal in Quang Nam and Thua Thien Hue has gradually been stabilized. Comparing to Thua Thien Hue, the system of water and electricity supply and waste disposal has still been weaker, especially in the rural areas. Thua Thien Hue has a natural surface water resource with the best quality and the cleanest level in Vietnam. The rate of fresh water and living water usage is eighty seven percent (87%) in rural area and 98.9 percent in urban area (data in 2009). Up to 2015, Thua Thien Hue will obtain a rate of 75 percent of population in the whole province accessing the resources of tap water. Next, through the Table 8.2, we can see that both Thua Thien Hue and Quang Nam provinces have a good system of post, communication, banking and insurance services. In the whole area of the two provinces, there are many bank and insurance agencies which assure to offer the customers with the banking, insurance and financial services. At present, there are 100 percent (100%) of communes in Thua Thien Hue are of posts, telephone and connected with the internet. Meanwhile, the telecommunication network is available in all areas in Quang Nam.

Finally, they have a sufficient system of educational institutions and health care services. In Thua Thien Hue, it has now a total of eight colleges, five junior colleges, two intermediate schools and a total of twenty two (22) hospitals, fourteen (14) surgeries, one hundred fifty two (152) communal, ward medical stations, one (1) maternity hospital, two (2) medical stations of agencies and enterprises. Meanwhile, in Quang Nam, there are two (02) colleges, ten (10) junior colleges, five (05) occupational intermediate schools, and forty two (42) vocational training centres. It has also one (1) national level general hospital, two (2) provincial level general hospitals, fifteen (15) districts health centres and hundreds of commune health centres. With such a system of educational institutions and health care services, Thua Thien Hue and Quang Nam have somehow satisfied the basic requirements of human resources and health care for the local people and visitors. Based on the observation and survey results, it is possible to say that Thua Thien Hue has much more advantages than Quang Nam regarding the technical infrastructure of educational institutions and health care services.

In brief, given the comparative assessment as mentioned above, it is possible to affirm that both Thua Thien Hue and Quang Nam provinces have possessed a rather convenient system of infrastructure. This is actually considered as a good chance in creating a solid premise for boosting the development of Cultural Heritage Tourism in the two provinces. In reality, there are many similarities and differences between the two and Thua Thien Hue appears to have more advantages

of technical infrastructure than Quang Nam. However, in a general view, these two provinces have tried to take advantages of exploiting and developing their actual potentials of infrastructure system. However, as learnt from the survey results, although these two provinces are still poor, their economies are still low and limited, the investments into infrastructure systems have always been paid much attention by the local authorities in recent years in order to meet the increasing demands for developing Cultural Heritage Tourism and above all, to satisfy the requirements of the visitors. Therefore, with the present situation of infrastructure system along with the programs, projects of investments, which have been proceeding in both two provinces, it is essential to confirm again the system of infrastructure for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces are highly potential and should be effectively exploited.

#### **8.1.4. Cultural Heritage Tourism Facilities and Services**

As we know, Cultural Heritage Tourism facilities and services play a very important role in the development of Cultural Heritage Tourism because they will satisfy the essential demands of the visitors in terms of accommodation, restaurants, recreational activities, tour services and the like at the tourism destinations. The primary Cultural Heritage Tourism facilities and services include accommodation, hotels, restaurants and tour services, meanwhile the secondary Cultural Heritage Tourism facilities and services obtain the services of shopping, recreation, entertainment and tourist information for visitors. All of these cited factors are regarded as the local tourist products and therefore, they should be good in both quantity and quality in order to attain the satisfaction of visitors before they can decide to buy those tourist products. Given the results of the study survey, the researcher has observed that these two provinces have an available system of the Cultural Heritage Tourism facilities and services such as accommodation (hotels, hostels, and guesthouses), restaurants, recreational centres, tour services, visitor information centres, and shopping centres.

The Table 8.2 summarizes a comparative assessment about Cultural Heritage Tourism facilities and services between Thua Thien Hue and Quang Nam. Through the table, we easily identify that both of them are of a rather good system of facilities and services for developing Cultural Heritage Tourism. By making a lot of essential investments, the two provinces have been developing many standardized accommodation establishments. Many hotels, resorts with 5-star, 4-star, 3-star standards that have been built up have significantly contributed in meeting higher demands of visitors. Moreover, many restaurants and shopping centres were built up to satisfy the essential requirements of enjoying the specialities and shopping of visitors at the two localities. Tour services, visitor information centre and recreational centres have been also established with a purpose of timely supplying the necessary tourist information about the tourist destinations in the two provinces for the visitors, and meeting the visitors' needs for relaxation aside from the visiting time. Generally, Thua Thien Hue has a better system of Cultural Heritage Tourism facilities and services, especially the restaurants and shopping centres.

The Table 8.2 summarizes also a comparative assessment of facilities and services such as recreational centres, tour services, visitor information centres, and shopping centres between Thua Thien Hue and Quang Nam. Generally, both of them have a good system of recreational centres and shopping centres. However, the recreational activities and shopping centres in Thua Thien Hue are invested more than in Quang Nam. The visitors can enjoy at the bars and discotheques or enjoying the sauna and massage with traditional herbal medicine techniques and the like. They can also buy the traditional souvenirs of the localities or make clothes as they desired. Regarding the making of clothes, Hoi An city in Quang Nam is very famous for this garment industry and the visitors really liked it. Furthermore, in Quang Nam, the local people have effectively exploited their traditional crafts as tourist products to sell for the visitors. This has created a nice impression in the visitors' eyes. Finally, the researcher's conducted survey has shown that the two provinces of Thua Thien Hue and Quang Nam have considerably invested into tour services and visitor information centres in order to deliver the necessary tourism information to the visitors. According to the researcher's observation, the tourist information services for visitors are located in the tourist spots, in the streets, tour companies, and tourism agencies. Basically, the visitors feel satisfied with this kind of services.

To sum up, it is essential to confirm that Thua Thien Hue and Quang Nam provinces have a good system of facilities and services in developing Cultural Heritage Tourism. The basic requirements and necessary conditions for satisfying the increasing demands of visitors in terms of accommodation, recreational activities and information services have been basically met. The similarities between these two provinces are rather great but the differences are not considerable. By making a comparative assessment between the two provinces, it seems that Thua Thien Hue has more advantages than Quang Nam. However, it is important to affirm again that with such a good system of facilities and services, a big advantage for developing Cultural Heritage Tourism is highly potential in both Thua Thien Hue and Quang Nam provinces.

#### **8.1.5. Human Resources**

The factor of human resource plays a very important role in developing tourism and as pointed out by Mitchell and Asley: The tourism sector can enhance human resource development. It strengthens incentives for households to invest in training. It also furthers development of its workforce through formal and informal on-the-job training at the workplace. As the development of the tourist industry crucially depends on the availability of appropriate skills in the country, human resource development is important for tourist industry growth. This may provide a strong incentive for the sector to develop those skills needed which are not available, by investing in training and education (*Mitchell & Asley, 2010, p.89*). Together with science and technology, the factor of human resources keeps an important element in accelerating the process of growth and innovation of the economy and the society of Vietnam. Education and training is the foundation used to develop human resources. The tourism industry is not an exceptional case, especially in Cultural Heritage Tourism, which must require a good level of knowledge from the tourist staffs in the domain of culture,

tourism and other concerned skills. The findings from the study survey have shown that Thua Thien Hue and Quang Nam are the two provinces in the central Vietnam which have a big number of populations with a young labour force and the rate of people at working age is also high. Furthermore, there are at present a lot of universities, colleges, vocational training schools, junior colleges, educational institutions which are located in the two provinces. This is considered as a big advantage for developing Cultural Heritage Tourism.

As cited out in the Table 8.2, a comparative assessment in terms of human resources between Thua Thien Hue and Quang Nam provinces is also done by the researcher based on the findings from the study survey. Generally, both of them have a big advantage of human resources. They are rather populous with a young labour force and the number of people at working age is high in the two provinces. As mentioned in the previous chapters, the young labour force at the age of above 15 years old in Quang Nam account for 72.94 percent and the rate of people at the working age accounts for 60.54 percent. For Thua Thien Hue, its labour force is rich and young and the rate of people at working age is at 54 percent. In addition, through the study survey, the researcher has identified that comparing to Quang Nam, Thua Thien Hue has a better system of education institutions with eight member colleges in Hue University and other junior colleges, immediate schools, vocational training schools and centres, especially it has a junior college of tourism and a faculty of tourism in Hue university, in which train the cadres of tourist staffs for tourism industry development in the province. Thua Thien Hue is also considered as one of three biggest centres of education of Vietnam besides Hanoi and Hochiminh cities and therefore, the infrastructure for education system has been invested well. Meanwhile, Quang Nam has also an educational system with two colleges, vocational training schools and centres, and particularly, it has an intermediate school of tourism which trains the tourist staffs for the demands of tourism development in the province. However, comparing to Thua Thien Hue, the infrastructure of educational systems in Quang Nam has still been limited.

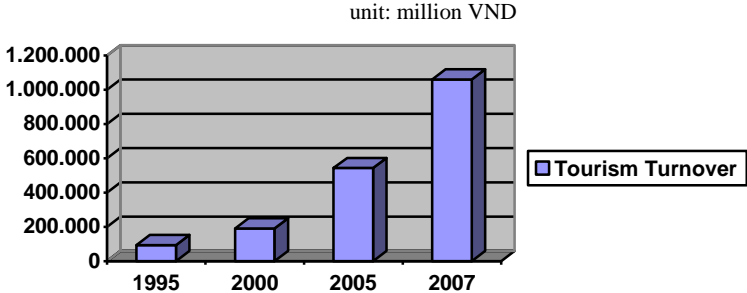
## **8.2. A Comparative Assessment of the Impacts of Cultural Heritage Tourism to the Socio-Economic Development between Thua Thien Hue and Quang Nam Provinces**

A comparative assessment of Cultural Heritage Tourism development is completely necessary to help the researcher identify its important roles in the process of the socio-economic development of Thua Thien Hue and Quang Nam provinces. For this reason, in this section, the researcher will comparatively assess the similarities and differences in developing Cultural Heritage Tourism between these two provinces, and to measure the Cultural Heritage Tourism' essential impacts to the two provinces' socio-economic development. The comparative assessment is based on the findings that the researcher has found out during the conduct of study survey at the research areas.

**8.2.1. Cultural Heritage Tourism Contributes to Develop the Economies for the Two Provinces**

In response to one of the key research questions is how does the Cultural Heritage Tourism contribute to the economies of the two provinces, the researcher will try to give out a proper answer. As analyzed in the Chapters V and VI, Cultural Heritage Tourism has boosted the economic development for Thua Thien Hue and Quang Nam provinces by increasing the budget resources for the national and local governments, the turnover for the enterprises, and the income for the local people. As a result, the living conditions of the local people have been gradually improved; the situation of poverty in the two provinces has been significantly reduced. In this section, a comparative analysis about the impacts of Cultural Heritage Tourism to the economies of these two provinces will be done in order to adequately assess the roles of Cultural Heritage Tourism in their development process. The Chart 8.1 shows that the tourism turnover of Thua Thien Hue province in the period of 1995 to 2007, of which tourism revenue was increased by from 93400 million VND in 1995 to 1060270 millions VND in 2007. The tourism turnover of 2007 was obtained by 1060270 millions VND, increasing nearly two times comparing to the year of 2005. Generally, the increasing number of tourism turnover in Thua Thien Hue from 1995 to 2007 was rather impressive although the potentials of tourism in general and Cultural Heritage Tourism have not yet been really exploited and the state of infrastructure has not yet been completed.

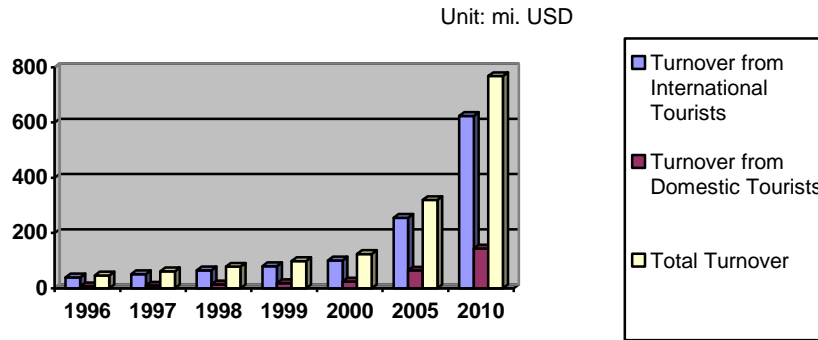
**Chart 8.1: Tourism Turnover in Thua Thien Hue Province**



*Source: Thua Thien Hue Province’s DoCST*

While the Chart 8.1 shows an increase of total tourism turnover from 1995 to 2007, the Chart 8.2 presents the main sources of tourism turnover from the international and domestic tourists from 1996 to 2010 in Thua Thien Hue province, of which the tourism turnover from the international tourist was obtained by 39.20 million USD in 1996 and increased by 624 million USD in 2010 and the tourism turnover from the domestic tourists was 7.40 million USD and increased by 144 USD in 2010. The total of turnover from the international tourists were 46.60 million USD and the total of turnover from domestic tourists were 768 million USD.

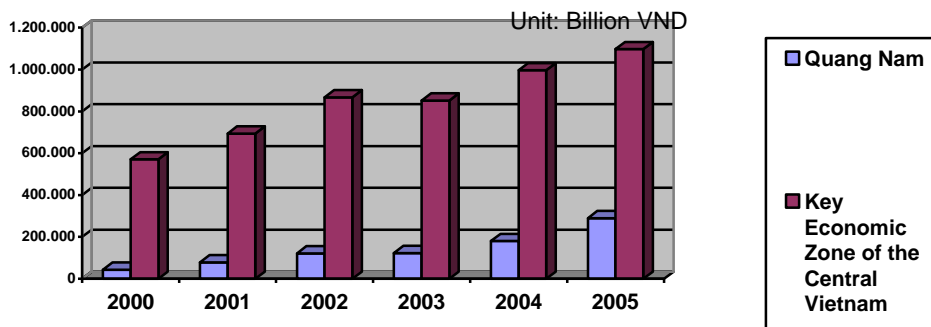
**Chart 8.2 : Turnover from International & Domestic Tourists in TTHue**



Source: TTHue Province's DoCST

Meanwhile, comparing to Thua Thien Hue, Quang Nam has also achieved an impressive increase of tourism turnover from 2000 to 2005. The Chart 8.3 presents that the tourism turnover in Quang Nam province in the phase of 2000 and 2005, of which the tourism turnover were 43515 billion VND in 2000 and increased by 290000 billion VND in 2005. Furthermore, the Chart 8.3 shows also a comparison of tourism turnover between the province of Quang Nam and the Key Economic Zone (KEZ) of the central Vietnam, which include the provinces and cities of Thua Thien Hue, Quang Nam, Da Nang, Quang Ngai, Binh Dinh. The total tourism turnover of the Key Economic Zone was 570799 billion VND. The tourism turnover of Quang Nam was obtained by a rate of 7.62 percent and 25.5% percent, respectively in comparison with the total of tourism turnover of the Key Economic Zone.

**Chart 8.3: Tourism Turnover in the Phase of 2000-2005 in Quang Nam**

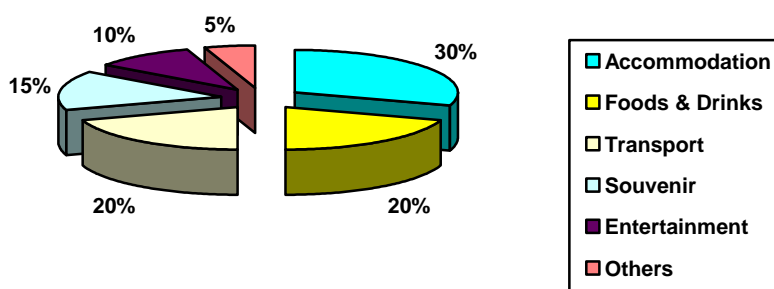


Source: Quang Nam Province's DoCST

The Charts of 8.4 and 8.5 below present the structures of tourism turnover of Thua Thien Hue and Quang Nam provinces, of which we can identify the similarities and differences between these two provinces. Firstly, the Chart 4 shows the structure of tourism turnover in Thua Thien Hue, of which accommodation occupied a highest rate at 30 percent, and similarly, foods and drinks and transports were attained by a rate of 20 percent, the souvenirs and intertainment as well as the other servives were obtained by the rates of 15 percent, 10 percent and 5 percent, respectively. It is therefore possible to say that most of tourism turnover mainly came from accommodation, foods, drinks, and transport.



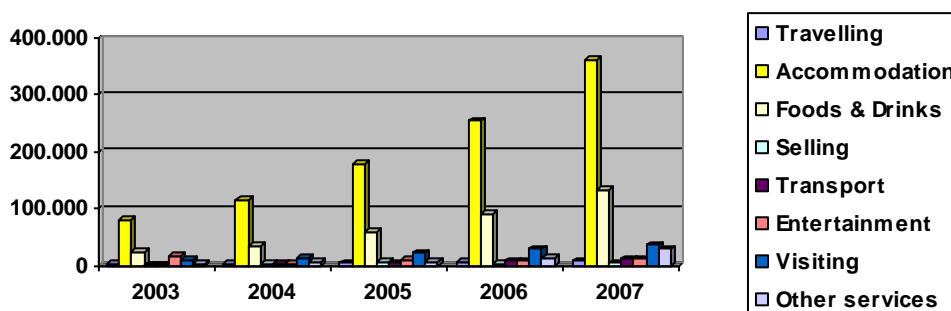
**Chart 8.4: Structure of Tourism Turnover in TTHue Province**



*Source: Thua Thien Hue Province's DoCST*

In comparison with the province of Thua Thien Hue, Quang Nam has a similar structure of tourism turnover, of which the main turnover mainly come from the activities of accommodation and foods and drinks and only a remaining rate of turnover are from the activities of the remaining industries such as travelling, selling, transport, entertainment, visiting and other services.

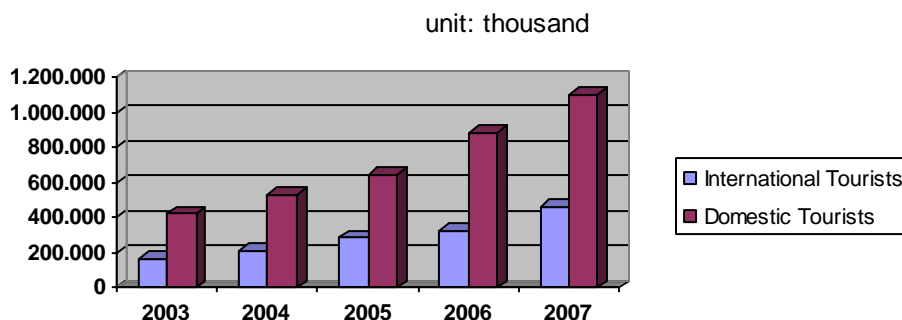
**Chart 8.5: Structure of Tourism Turnover of Quang Nam in the Period of 2003-2007**



*Source: Quang Nam Province's DoCST*

The Chart 8.6 indicates the international and domestic tourist arrivals in Quang Nam province from 2003 to 2007, of which the international tourists were 164518 and the domestic tourists were 423711 in 2003. And up to 2007, an increase of international tourists was attained 459639 while domestic tourists was attained by 1098665. Through the Chart 8.6, we can see that the number of both international and domestic tourists was continuously increased from 2003 to 2007 in Quang Nam, and the number of domestic tourists was increased more than the international tourists. The continuous increase of tourists' arrivals through the years significantly contributed to the augmentation of the budget of local government and the revenues both for enterprises and labourers in Quang Nam.

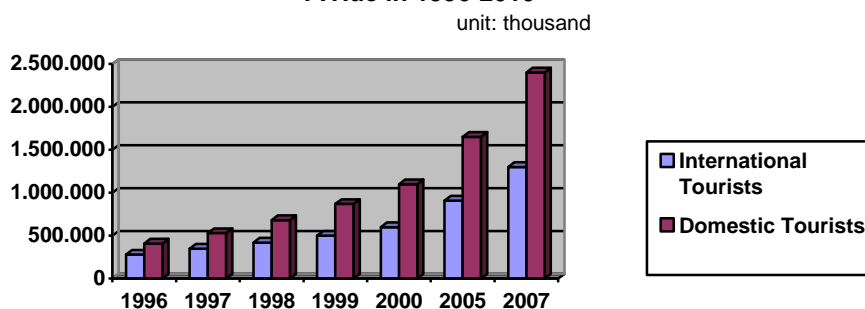
Chart 8.6: International & Domestic Tourist Arrivals in Quang Nam in 2003-2007



Source: Quang Nam Province's DoCST

Comparing to Quang Nam province, a higher increase of the arrivals of international and domestic tourists was also seen in Thua Thien Hue province. The Chart 8.7 below illustrates the arrivals of international and domestic tourists to Thua Thien Hue from 1996 to 2010. According to the results of the survey, the total of tourists' arrivals in this province was attained 690000 tourists in 1996, of which there were 280000 international tourists and 410000 domestic tourists. Till 2010, a total increase of tourists' arrivals to Thua Thien Hue was 3700000, of which there were 1300000 international tourists and 2400000 domestic tourists. Through the Chart 8.7, we can see that the number of domestic tourists' arrivals is higher than the number of international tourists' arrivals.

Chart 8.7: International & Domestic Tourist Arrivals to TTHue in 1996-2010

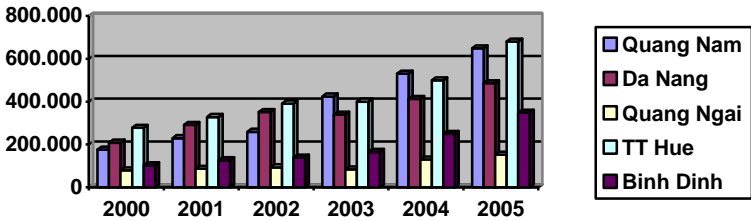


Source: TTHue Province's DoCST

Given the analysis of the Charts of 8.6 and 8.7, it is possible, therefore, to affirm that the number of international and domestic tourists' arrivals was quickly increased in both Thua Thien Hue and Quang Nam provinces. According to the key respondents, the increase of tourists' arrivals during the last years is one of impressive results which the local authorities and the enterprises in the two provinces have achieved, and this is due to their essential investments into tourism industry development. This has actively contributed to economic development and bring in much the effectiveness in raising the budget for the local provinces, improving the revenues and incomes for enterprises and labourers at the two localities. As mentioned in the previous chapters, both Thua Thien Hue and Quang Nam provinces are located in the Key Economic Zone of the central Vietnam.

The Chart 8.8 presents the arrivals of domestic tourists to Thua Thien Hue and Quang Nam in comparison with the three remaining provinces and cities in the KEZ in the central Vietnam. Through the chart, we can see that both Thua Thien Hue and Quang Nam obtained a highest rate of domestic tourists' arrivals. From 2000 to 2002, the number of domestic tourist arrivals of Quang Nam was lower than Thua Thien Hue and Da Nang and in this period, Thua Thien Hue always took the highest level of the list, but until the years of 2003 and 2004, the number of domestic tourist arrivals of Quang Nam was higher than both Thua Thien Hue and Da Nang. However, in 2005, Thua Thien Hue took again the highest position in the total number of domestic tourist arrivals in the KEZ of the central Vietnam.

**Chart 8.8: Domestic Tourist Arrival of QNam and in comparison with the Key Economic Zone in 2000-2005**  
unit: thousand



Source: TDRI & Quang Nam Province's DoCST

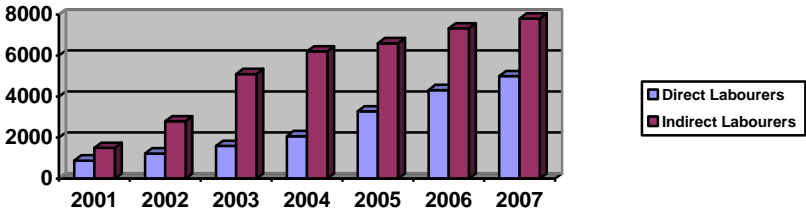
**8.2.2. Cultural Heritage Tourism Contributes to Create Employments and Incomes for the Local People in Thua Thien Hue and Quang Nam**

In response to one of the key research questions is how does Cultural Heritage Tourism contribute to the socio-economic development of Thua Thien Hue and Quang Nam provinces, the researcher will analyze the contributions of Cultural Heritage Tourism in creating jobs and generating incomes for the people in the two provinces. The researcher's conducted survey has shown that the development of Cultural Heritage Tourism has essentially created employment and sources of income for the Thua Thien Hue and Quang Nam provinces' local people. In this section, a comparison on the potential impacts of Cultural Heritage Tourism in the social aspect of jobs creation and income generation between the two provinces will be discussed. This comparison is realized based on the findings which the researcher has found out during the conduct of study survey. As analyzed in the previous sections of 8.6 and 8.7, the researcher has learnt that Cultural Heritage Tourism has played an important role in dealing with the situation of employment in both Thua Thien Hue and Quang Nam provinces. The development of Cultural Heritage Tourism has created many good opportunities of employment and source of income for the labour forces at the working age not only in urban area but also in rural area of these two provinces. The development of Cultural Heritage Tourism has brought in a quick increase in the number of hotels, restaurants, recreational centres, additional tourism services and the like in urban areas.

Meanwhile, in rural areas, many traditional trade villages have been restored and developed better. This has created many good chances of jobs for the rural people. The researcher's conducted survey has shown that the two provinces of Thua Thien Hue and Quang Nam are of a rich force of labourers, who are working in the domain of tourism industry. The labour force includes both direct and indirect workers. The Chart 8.9 below illustrates the labours in tourism industry in Quang Nam from 2001 to 2007, of which a considerable increase of both direct and indirect labours was made from 2001 to 2007 and the indirect labours were many times higher than the direct labours. Based on the results of study survey, the researcher has found out that the total labour in Quang Nam in 2001 were 2385 with 885 direct labours and 1500 indirect labours. However, until 2007, an increase of total labour was obtained by 15800 with 5000 direct labours and 7800 indirect labours.

**Chart 8.9: Labourers in Tourism in Quang Nam in the Period of 2001-2007**

unit: people



*Source: Quang Nam Province's DoCST*

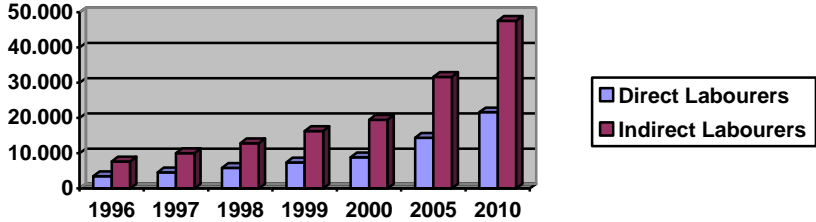
In comparison with Quang Nam, an impressive increase of direct and indirect labours in the tourism industry has been attained by the province of Thua Thien Hue. Given the results of survey, the researcher has identified that in recent years, the number of tourism establishments such as hotels, hostels, guesthouses, inns, restaurants, bars, discotheques, recreational centres, and so forth have been remarkably developed and this has brought in many good chances in creating employment and sources of income for the local people in Thua Thien Hue province. In the rural areas, many traditional occupations which have been gradually rehabilitated due to the rapid development of Cultural Heritage Tourism, many better jobs have been generated for the rural people. The researcher has also observed that the traditional trade villages of carpentry, bronze casting, painting, weaving, palm-leaf conical hat and the like have been restored and strongly developed at the localities in the province.

According to the key respondents, due to the restoration of traditional trade villages, many young people have stable works and incomes, therefore living conditions of the rural families have been improved and the situation of migration from rural area to urban area has been considerably decreased. The Chart 8.10 presents the labour force of Thua Thien Hue's tourism industry from 1996 to 2010, including the direct and indirect labourers, of which the labours were continuously decreased within these years and the indirect labours obtained by a rather high rate comparing to the direct labours. Also, through the Chart 8.10, we can identify that in 1996, the number of labours in tourism

were still low by comparison with a total of approximately 10000 labours. However a quick increase of labours was made in years 2005 and 2010. Untill 2010, the total number of labours in Thua Thien Hue has increased by more than 50000 labours and this is regarded as a very impressive result for Thua Thien Hue province in the process of its socio-economic development and more importantly, in the big efforts of poverty reduction of the local government.

**Chart 8.10: Labourers in Tourism in TTHue in the Phase of 1996-2010**

unit: thousand



Source: Thua Thien Hue Province’s DoCST

Furthermore, the researcher’s conducted survey has shown that the development of Cultural Heritage Tourism has also increased the local people’s pride of their rich possession of traditional cultural properties. As analyzed in the previous chapters, most of key respondents ( $n=129$ ) said that they do feel very proud of inhering the valuable cultural heritages and they themselves feel really happy to live in the land with a fullness of cultural heritages which are recognized by the UNESCO as the World Heritage Sites and are belonged to not only Vietnam but also mankind in the world. As explained by the key respondents, the effective development of Cultural Heritage Tourism has also promoted the branding and identity of the two provinces of Thua Thien Hue and Quang Nam. Due to this reason, the names of Thua Thien Hue and Quang Nam will be known better by the visitors and they will become the good destinations of Cultural Heritage Tourism in the eyes of its visitors.

In short, besides its active contribution in economic aspect, Cultural Heritage Tourism has also significantly contributed to the aspect of social development in both Thua Thien Hue and Quang Nam provinces. The findings gleaned from the researcher’s study survey has again proved the fact that the development of Cultural Heritage Tourism will bring in many good chances for better employment and sources of income for the local people, making essential contributions in reducing the poverty and in accelerating the socio-economic development for both Thua Thien Hue and Quang Nam provinces. The effective development of Cultural Heritage Tourism will also bring in better conservation and promotion for the traditional cultural heritages in these two provinces, and increase the great pride of local people as well as enhancing the branding to the outside world.

**8.2.3. Cultural Heritage Tourism Contributes to Revitalize the Historic City Centres for the Two Provinces**

In response to one of the key research questions is how does the Cultural Heritage Tourism contribute to the rehabilitation of cultural heritage values along with its active impacts in the socio-

economic development of Thua Thien Hue and Quang Nam provinces, the researcher will adequately analyze its potential effects on this aspect of restoration of cultural heritages of which the interesting findings from the survey will also be discussed. First of all, the researcher has observed that a number of cultural heritages values including tangible and intangible heritages have been repaired and remarkably been developed. According to that, a number of historical relics, monuments, revolutionary vestiges, old architectural buildings, old temples and pagodas, old garden houses, traditional trade villages, ancient town, old urban centres, and the like have been rehabilitated in recent years. Given the literature review, the development of Cultural Heritage Tourism always requires a revitalization of historic city centres. A revitalization as pointed out by Ashworth and Tunbridge: Inner-city revitalization is a complex process involving change in many socio-economic aspects and resulting from a variety of causative influences, which vary locally but are generally considered to include changing demographic structure, affordability of housing, cost of energy and fashion; these are typically interwoven with revaluation of the inner city as a heritage resource and, for this and other reasons, as a location possessing desired environmental amenity (Ashworth & Tunbridge, 1990, p.243). Therefore, revitalization is a complicated process which must satisfy the authenticity of heritages but also assure the demands required by the people in both economic and spatial aspect management. The Photo 8.1 below describes one of the towers in the My Son Holy Land, which was heavily damaged during the wars and now, it has been restored and is turned into an interesting museum; in which it exhibits the ruins of the collapsed tower (in right photo) as well as the traces of wars in the past (two bombs in left photo). According to the key respondents, the restoration of this tower has helped them to understand better the culture of Champa and the history of wars in Vietnam.

Photo 8.1: A Tower Restored as a Museum in My Son Holy Land



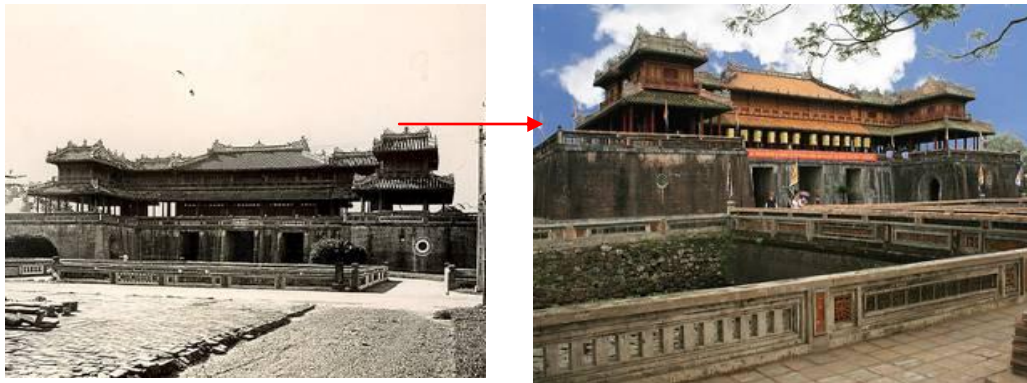
*Source: Researcher*

Based on the analysis in the sections of 8.6 and 8.7, there is a common feature between these two provinces is that since the date of receiving an official recognition from the UNESCO for the title of World Cultural Heritages. Among the awarded World Cultural Heritage sites are Hoi An ancient town, and My Son sanctuary in Quang Nam, and the complex of Nguyen Emperors'

Dynasty monuments and Hue Royal Court Music in Thua Thien Hue, in which many have been repaired and effectively been embellished to these valuable heritages. This has significantly contributed in conserving and preserving the traditional cultural values, as well as to enhance the development of Cultural Heritage Tourism in the two provinces. Besides that, there are other kinds of cultural values restored in recent years due to the big efforts from the local authorities and their people. Given the results of study survey, the researcher has learnt that most of financial sources for preserving and conserving the cultural heritages in Thua Thien Hue and Quang Nam mainly come from the budgets from the central and provincial government, especially from the provincial government's budget. According to the key respondents (public officials,  $n=52$ ), the expenses for preserving cultural heritages mostly depend on every concrete project, but the main budget sources for conserving cultural heritages are financed by the provincial government's budget. The key respondents also explained that the budget is from the source of revenue which is collected by the selling of tickets for the visitors at the cultural heritages destinations.

For the case of Quang Nam, the industry of tourism has contributed a level of from sixty (60) to sixty five (65) percent to the province's GDP. And for the city of Hoi An, the industry of tourism has contributed seventy percent to the city's GDP, of which the municipal government has given around 40 to 50 billion Vietnamese dong (VND) for re-investing the tourism infrastructure and approximately from five (05) to ten (10) billions Vietnamese Dong for restoring the old city of Hoi An. The Photos 8.2 and 8.3 show the rehabilitation of the Citadel (Thua Thien Hue) and the Old City of Hoi An (Quang Nam). In the left side of the photo, we can see the old image of Hue Citadel and Hoi An Old City and in the right site are the present images of the two works. These are the two very popular World Heritage Sites in Vietnam. According to the key respondents, due to the reasons of wars, time and weather conditions, the works were heavily demolished in the past and until now, under the big efforts of the central and local governments of Vietnam, along with the attempts from the enterprises and local people, a lot of important parts in the complex of these two cultural heritages have been repaired and effectively been restored.

Photo 8.2: Citadel Gate in Hue City in Past and Today



*Source: Thua Thien Hue's PPC*

Photo 8.3: Hoi An Ancient Town in QNam in Past and Today



*Source: Quang Nam's PPC & Researcher*

In short, along with its positive impacts in economic and social aspects, the development of Cultural Heritage Tourism has critically contributed to rehabilitate the traditional cultural heritages values for the two provinces of Thua Thien Hue and Quang Nam. In economic aspect, the Cultural Heritage Tourism development has increased the allocated budget from the national and local governments, as well as the revenues for the enterprises. This has created a dynamic engine for developing the whole economy of the two provinces. In social aspect, the Cultural Heritage Tourism development has actively improved the income and living standards for the local people, solving the lack of employment in the society. In addition, the Cultural Heritage Tourism development has raised the awareness of local community in both Thua Thien Hue and Quang Nam provinces in conserving and promoting their traditional cultural values. Finally, the findings from the study survey have shown that Cultural Heritage Tourism has significantly contributed to the restoration and rehabilitation of traditional cultural values in the two provinces. More monuments, palaces, old buildings and houses, temples, religious bases, historical relics and so forth have been restored and many more natural beauty spots have also been conserved and turned into the attractive tourist destinations for the visitors.



### **8.3. Analyzing Comparatively the Problems for Developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam Provinces**

Together with an adequate analysis of the potentials for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces and an adequate analysis of the potential impacts of Cultural Heritage Tourism in the process of socio-economic development of the two provinces will also be made by the researcher. In this section, the researcher will comparatively analyze the problems for developing Cultural Heritage Tourism between Thua Thien Hue and Quang Nam provinces.

#### **8.3.1. A Master Plan for Developing Cultural Heritage Tourism**

As already discussed, “a master plan was traditionally a top-down blueprint, a convergence of form and values that has very often become just a superficial zoning exercise but nonetheless a powerful determining tool of socio-spatial relations and a master plan is now in many people’s eyes interchangeable with the word “vision”, its framework plan based on a deeply researched envisioning exercise drawing on the views, wishes and even votes of the public, because urban design is now a collective affair” (*Bullivant, 2012, p.3*). Clearly, a master plan is a blueprint for development and it plays an important role in setting up the concrete objectives and goals. It addresses also to draw out the implementation phases, to measure funding sources with an aim at achieving the objectives and goals.

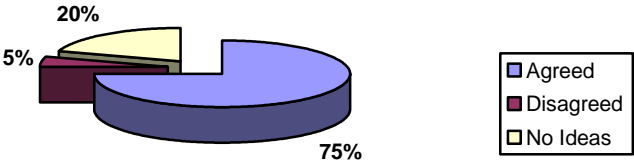
Based on the interview with the key respondents, the researcher has learnt that the local authorities in the two provinces have not yet developed a completed master plan for developing Cultural Heritage Tourism. This is viewed as one of the main problems which have caused the hindrance for the Cultural Heritage Tourism development during the last years. According to the key respondents (public officials,  $n=52$ ), due to the lack of a master plan, the development of Cultural Heritage Tourism has not yet been oriented and effectively invested. In reality, a systematic and scientific strategy for the Cultural Heritage Tourism development in both Thua Thien Hue and Quang Nam has still been lacked, although the tourism industry in these two provinces for a long time has been developed based on a focus on the Cultural Heritage Tourism development, in which the cultural values have remarkably been exploited during the last years. However, in reality, both of the provinces have made up a master plan for developing tourism industry in their own province. A comprehensive development plan or a master plan for the development of tourism has helped the local authorities to effectively developing the non-smoking industry by providing a mixture of necessary assessments about their potentials and problems, proper strategies and implementation plans, funding sources, and the like.

For Thua Thien Hue, it already established a master plan for tourism development in the period of 1995 to 2005 and then, an adjustment and amendment of this master plan for the phase of 2005 to 2020 has been realized. For Quang Nam, it also established a master plan for tourism development for the phase of 1999 to 2010 and then this master plan was adjusted and more

properly amended for the phase of 2010 to 2020. It is clear that, a comprehensive development plan or a master plan for tourism development were built up in order to develop the whole tourism industry, however a detailed development plan for every specific kinds of tourism such as Cultural Heritage Tourism has not yet been developed in the two provinces. Therefore, until now, the Cultural Heritage Tourism has not yet been effectively developed in the two provinces and this also means that the conservation, preservation and promotion of cultural heritages have not been appropriately implemented. Consequently, a big risk of degradation and collapse of cultural heritage works will be come soon.

The Chart 8.11 below presents the responses of the key respondents in terms of the necessity of establishing a master plan for developing the Cultural Heritage Tourism. Through the chart, we can see that there are seventy five percent (75%,  $n=129$ ) of the respondents agreed that a master plan for developing Cultural Heritage Tourism should be established as soon as possible in both Thua Thien Hue and Quang Nam provinces, only five percent (5%) of respondents disagreed with this idea and twenty percent (20%) said they had no idea. According to the people who agreed, the local authorities should build up a Master Plan to clearly define the necessary long-term strategies and short-term action plans as well as a set of proper objectives and goals to effectively develop the Cultural Heritage Tourism and to protect the traditional cultural heritages which have a big risk of loss.

**Chart 8.11: Necessity of a Master Plan for Developing CHT**



Source: Researcher

Note:  $n=129$

Moreover, given the document of a project done by the Japanese International Cooperation Agency (JICA) in terms of the assessment of advantages and basic capacities among the provinces and cities in the Key Economic Zone in the central part of Vietnam, JICA’s assessments are based on the ten activities of cooperation ranked by four different levels of A, B, C and D. Through the Table 8.5, we can see that both Thua Thien Hue and Quang Nam are ranked by the level of (A) for having advantages for tourism development in comparison with the other provinces and cities in the Key Economic Zone. In addition, both of them are also ranked by the level of (A) in terms of the aspect of cultural values conservation. This means that Thua Thien Hue somewhat is of many dominant advantages in tourist and cultural values conservation. Generally, this assessment of JICA can help the local authorities to establish a proper master plan for the Cultural Heritage Tourism development based on their own basic capacities in these two provinces.

Table 8.5: An Assessment of Advantages and Basic Capacities with 10 Activities of Cooperation among Provinces, Cities in the KEZ of the Central Vietnam

Stt	Advantages of basic capacity of provinces	TTHue	Da Nang	Quang Nam	Quang Ngai	Binh Dinh
1.	Key roles	B	(A)	C	B	C
2.	Advantages of Tourism	(A)	A	(A)	A	A
3.	Advantages of Industry	B	B	(A)	(A)	B
4.	Advantages of Services	A	(A)	C	A	B
5.	Environmental Economy	B	A	B	B	B
6.	Human Resources Development	A	A	A	B	B
7.	Environmental Management	A	A	B	(A)	(A)
8.	Cultural Values Conservation	(A)	B	(A)	B	B
9.	Urban Development	(A)	(A)	(A)	(A)	(A)
10.	Rural Development	(A)	B	(A)	(A)	(A)

Note: (A): dominant advantages, A: Advantage, B: Average, C: Weak

Source: Japanese International Cooperation Agency (JICA)

### 8.3.2. Understanding of Cultural Heritage Tourism and its Importance

Together with a lack of a Cultural Heritage Tourism development master plan, the researcher's conducted survey has shown that an understanding of Cultural Heritage Tourism and its important roles from the people is also identified as one of the main problems for the development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces during the last years. A full understanding of Cultural Heritage Tourism and its significance will keep a critical element in boosting the development of this industry. It also helps people to catch an insight into the Cultural Heritage Tourism and its potential impacts to the process of socio-economic development and spatial planning management in either positive or negative considerations. Moreover, a full understanding of Cultural Heritage Tourism will help people to have proper attitudes and behaviours in respecting and protecting their traditional cultural values. With such point of view, the researcher has tried to take a careful study about the understanding of Cultural Heritage Tourism from the side of target groups in the two provinces.

As mentioned in the previous chapters, the target groups in this study scope are public officials, tourism operators and visitors. The main reason for selecting the three kinds of key respondents is that the tourism operators are regarded as the sellers of their local tourist products, meanwhile the visitors are the people who buy the tourist products from the tourism operators (sellers). They are also called by the name of "buyers". Normally, the sellers are the people who clearly know their tourist products and the buyers who are the people carefully consider before deciding to buy something from the sellers because they must pay money for what they will buy. In this case, the visitors must carefully consider before selecting a proper tourist destination (tourist products) they like and they will come. It depends certainly on the quality of tourist destination and its quality (tourist products and its quality). For the public officials, they are regarded as the people who deliver the decision making in terms of programs, projects, strategies, policies to develop this industry. Therefore, their duties, responsibilities and roles are very decisive. For those reasons, the

researcher would like to make an assessment how whether these kinds of people can understand Cultural Heritage Tourism.

Given the results of the survey, the researcher has identified that most of key respondents ( $n=129$ ) in Thua Thien Hue and Quang Nam provinces know only the positive impacts which Cultural Heritage Tourism brings in to the provincial development. However, they did not yet fully comprehend the negative impacts that CHT brings about to the environment, such as degradation and destruction of the environment and natural resources. They understand that Cultural Heritage Tourism will help people understand and learn about the important values of cultural heritages and Cultural Heritage Tourism will also help people to respect and protect their valuable traditional cultural assets. However, the Cultural Heritage Tourism development will also cause the demolition of cultural heritage works due to the over volume of visitors at the tourist destinations, and their unconscious attitudes in touching over the cultural works. Moreover, they understand that Cultural Heritage Tourism helps protect the environment and ecological system and especially, it helps people to learn about the important values of nature and how to actively interact with the environment. However, they do not know that the Cultural Heritage Tourism development will lead to the destruction of environment. The respondents' answers show that the residents in the two provinces understand only somewhat about Cultural Heritage Tourism and some of its real values.

The Table 8.6 below summarizes the ideas of the key respondents (public officials, tourist operators, visitors;  $n=129$ ) about the effects of Cultural Heritage Tourism in economic, social, environmental and political aspects. In the context of Thua Thien Hue and Quang Nam provinces, a full understanding of the Cultural Heritage Tourism's concepts and its important roles will help people work towards the better protection and conservation of cultural heritage values and natural environment. In economic sense, according to the key respondents, Cultural Heritage Tourism will raise revenues, sources of income and create employment for the local people. They pointed out an increasing number of hotels, restaurants, resorts, recreational centres; additional service activities and transport operations in the two provinces will generate more jobs for them. The employees are mainly family members, relatives, friends of tourism operators, and local people. The jobs are that of receptionists, tourist guides, waiters, accountants, cleaners, managers, and so on. In return, the effective development of tourism establishments will increase the revenue intake for the two provincial governments through the tax payments from tourist operators and so on.

Furthermore, the Cultural Heritage Tourism development will even reduce poverty in these two provinces by improving its economic activities. On the other hand, according to the key respondents, the Cultural Heritage Tourism development will bring about some disadvantages for economic activities: namely, skilled labour shortages, and other sector competition. In Thua Thien Hue and Quang Nam, an increase of Cultural Heritage Tourism activities will require a higher demand of well-trained personnel for developing Cultural Heritage Tourism. This is also viewed as a core problem in the study areas because there have had still a lack of well-trained officers and

workers for the Cultural Heritage Tourism development. Furthermore, an increase of number of hotels, restaurants, resorts and others tourist enterprises will also cause possibly unhealthy competition among them. These are some issues which should be paid much attention by the local authorities in Thua Thien Hue and Quang Nam.

Table 8.6: A Summary of Key Respondents' Ideas about Cultural Heritage Tourism's Effects

ECONOMIC	SOCIAL
<p><u>Advantages:</u></p> <ul style="list-style-type: none"> <li>- Raise revenue for the local government and incomes for local people;</li> <li>- Employment generation, poverty reduction;</li> <li>- Economy will become more active;</li> </ul> <p><u>Disadvantages:</u></p> <ul style="list-style-type: none"> <li>- Skilled labour shortages, other sector competition, rampant inflation;</li> </ul>	<p><u>Advantages:</u></p> <ul style="list-style-type: none"> <li>- Promotion of local history, lifestyles, beliefs, and the like;</li> <li>- Culture heritages will be preserved, revival and revitalization of indigenous cultures;</li> <li>- Rehabilitation of historic centres;</li> <li>- Provide amenities and leisure, as well as greater social integration;</li> </ul> <p><u>Disadvantages:</u></p> <ul style="list-style-type: none"> <li>- Lost traditions, inequitable benefits distributions, crime and disruption;</li> </ul>
ENVIRONMENTAL	POLITICAL
<p><u>Advantages:</u></p> <ul style="list-style-type: none"> <li>- Preservation and conservation of existing status of the environment.</li> <li>- Enhancement of wildlife protection and biodiversity, protection of natural resources.</li> <li>- Awareness of local community on environment user.</li> </ul> <p><u>Disadvantages:</u></p> <ul style="list-style-type: none"> <li>- Environmental degradation, destruction of ecology and environment.</li> </ul>	<p><u>Advantages:</u></p> <ul style="list-style-type: none"> <li>- Better coordination and cooperation among sectors.</li> <li>- Policies / strategies will be improved and implemented.</li> </ul> <p><u>Disadvantages:</u></p> <ul style="list-style-type: none"> <li>- Corruption</li> </ul>

Source: Gathered by the Researcher

In social aspect, given the survey's results, the interviewees said that as far as the social advantages of Cultural Heritage Tourism are concerned, they think that the development of Cultural Heritage Tourism will promote the local history, lifestyles, beliefs which have been existed in Thua Thien Hue and Quang Nam provinces. Moreover, according to them, cultural heritage values will also be preserved and revitalized due to the Cultural Heritage Tourism development. The mutual effects between the Cultural Heritage Tourism development and the revitalization of traditional values should be parallely implemented in the two provinces. The re-establishment of historic centres, old architectural buildings, historical relics, traditional values, rituals and so forth will not only help local people to preserve their valuable properties but also attract more tourists to the two provinces for purpose of visiting and learning these two areas' existing values. However, as a coin with two sides, along with its advantages, the people said that the development of Cultural Heritage Tourism will also bring about many disadvantages in terms of its social aspects, such as disappearance of traditions, inequitable benefits distributions, crime and disruption. These negative impacts of the Cultural Heritage Tourism development in Thua Thien Hue and Quang Nam should be given attention by the local authorities of the two provinces.

In environmental aspect, the interviewees' answers show that people associate the development of Cultural Heritage Tourism with the preservation and conservation of natural resources and environment as well as its activities of leisure which are close to nature. According to them, the Cultural Heritage Tourism's activities are also concerned much in the natural world. However, again, the local people just see the positive impacts of Cultural Heritage Tourism to the environment but they did not identify the negative impacts of Cultural Heritage Tourism, namely degradation of natural resources, ecological systems due to the Cultural Heritage Tourism's activities and the like. The Cultural Heritage Tourism development will bring in the improvement of completed infrastructure system, facilities and services. Those are the big advantages for developing Cultural Heritage Tourism. Furthermore, Cultural Heritage Tourism will also improve the people's awareness towards environment protection.

However, along with its advantages, the development of Cultural Heritage Tourism will bring about some disadvantages to the environment such as environmental degradation and destruction of natural resources. At present, both Thua Thien Hue and Quang Nam still retain their pristine and primary natural resources, of which the preservation and conservation of these valuable resources should be given attention by the local authorities. The appropriate solutions for carrying out this issue are to promote and develop the local people's full understanding of Cultural Heritage Tourism. The other flexible solutions are to educate and train people in understanding about the programs for waste management and so on. Therefore, a thorough understanding of Cultural Heritage Tourism from the people in the two provinces will help them to develop the Cultural Heritage Tourism's advantages and simultaneously, to limit as much as possible its disadvantages to environment. This requires a closer cooperation among different concerned sides, i.e. provincial government units, private sectors and even host community.

In regard to its political aspects, the key respondents (public officials,  $n=52$ ) said that the Cultural Heritage Tourism development has contributed to the better coordination and cooperation among multi-stakeholders in the two provinces of Thua Thien Hue and Quang Nam. The local authorities such as the provincial and municipal government agencies in the two provinces should encourage the private sectors' active participation in investing and developing the infrastructure system, Cultural Heritage Tourism facilities and services, and so on. This can be done by delivering a set of appropriate policies and programs such as investment capital support, tax payment policies, strict regulations on environmental protection, and the like. However, they added that the Cultural Heritage Tourism development will also bring about corruption. According to them, corruption through investing in Cultural Heritage Tourism facilities and services will be engaged in by both the public and private sectors.

*A comparison in understanding the Cultural Heritage Tourism among the key respondents:* clearly, an understanding of Cultural Heritage Tourism and its important roles from the sides of public officials is better than that of comparison with tourist operators and visitors. However, as discussed

before, the officials who are working in the domain of tourism have better knowledge of tourism than the others. Most of the key respondents tend to understand the positive impacts of Cultural Heritage Tourism than its negative impacts.

### **8.3.3. Natural Disasters Is Considered As a Big Obstacle for Hindering the Development of Cultural Heritage Tourism (CHT)**

The researcher's conducted survey has shown that natural disaster is one of the main problems for the development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces. As defined by UNISDR, UNDP: A natural disaster can be defined in its broadest sense as a serious disruption of the functioning of a community or a society due to the occurrence of an abnormal or infrequent hazard which causes losses that exceed the ability of those affected to cope with (*UNISDR, 2004: 17, UNDP 2004:98*). According to the Vietnamese Ministry of Natural Resources and Environment (MNRE), due to its geographic location, the S-shaped country of Vietnam has a complicated tropical weather and severe climate conditions. Vietnam has a long coastline of about 3260km, million square kilometres of water shelf, and more than 3000 off-shore islands, large coastal low land areas. Vietnam is regarded as a country that is suffering a lot of calamities from natural phenomena and it experiences high floods in rainy season and droughts and salt intrusion in dry. Climate change and sea level rise would make these risks more serious, increase flooded areas, obstruct water drainage, and intensify coastal line erosion and salt intrusion. In recent years, natural disasters are continuously happened with a higher density in Vietnam. This has caused bad effects to people's living activities, natural environment, infrastructure, and so on, Vietnam is now considered as one of the five countries in the world which are being affected most seriously by climate change and sea level rise.

Given the result of the study survey, Thua Thien Hue and Quang Nam provinces are located in the central part of Vietnam, of which Thua Thien Hue has a total area of 5053 km<sup>2</sup> with a length of coastline of 128 km and Quang Nam is located in the south central coast of Vietnam with a total area of 10406 km<sup>2</sup> and 125 km coastline long. With such geographic position, both of them most annually suffer a lot of natural disasters such as typhoons, storms, floods, droughts. Looking back at the geographical map of the two provinces, we can see that they border to the East Sea, in which many big typhoons have landed yearly at this S-shaped country of Vietnam. The interviewees' answers show that the two provinces are very vulnerable to natural disasters and they are affected by climate change and sea level rise because of their length of coastline. According to the World Bank (2007), Vietnam is among the countries which are hardest hit by climate change and sea level rise. The annual average temperature of Vietnam has increased about 0.7oC in the last 50 years; sea level has increased about 20 cm in the same time. El-Nino and La-Nina have seriously impacted Vietnam. Climate change has made natural disasters, especially storms, floods, and droughts, become increasingly severe. It is predicted that the average temperature will increase by 3oC and the average sea level of Vietnam will increase by 1 m at the year 2010. With sea level rise of 1 meter, about 10%

of the population would be directly affected and loss of GDP would be about 10%. If sea level rises by 3 meters, about 25% of the population would be directly affected with GDP loss of about 25%. In winter, most of old houses and buildings in Hoi An ancient town are flooded for several days, even a week. This has made the foundation, walls and roofs degraded and collapsed. The Photos 8.4 shows the heavy inundations happened in Hoi An old city in Quang Nam and in the Citadel in Thua Thien Hue.

Photo 8.4: Big Floods in Old Hoi An & Hue Cities



Source: DoCST of Quang Nam & Thua Thien Hue

The Table 8.7 presents the potentials impacts of climate change and sea level rise, such as temperature rise, sea level rise, tropical cyclone, flood, drought and other climatic extremes in many different sectors such as agriculture, aquaculture, energy, industry, transportation, construction, tourism, health care, natural ecosystem and biodiversity, water resources, and residential area in Vietnam, of which tourism is affected heavily by sea level, tropical cyclone and flood.

Table 8.7: Potential Impacts of Climate Change & Sea Level Rise in Vietnam

Sector, Area, object	Impact factors					
	Temperature rise	Sea level rise	Tropical cyclones	Flood	Drought	Other climatic extremes
Agriculture	High	High	High	High	High	High
Aquaculture	High	High	High	High	Medium	Medium
Energy	High	Medium	Medium	Medium	High	Medium
Industry	High	High	Medium	Medium	Medium	Medium
Transportation	High	High	High	High	Medium	Medium
Construction	High	High	High	High	Medium	High
<b>Tourism</b>	<b>Medium</b>	<b>High</b>	<b>High</b>	<b>High</b>	<b>Medium</b>	<b>Medium</b>
Health care	High	Medium	Medium	High	High	High
Natural ecosystems & biodiversity	High	High	Medium	Medium	Medium	Medium
Water resources	High	High	Medium	High	High	Medium
Residential area	Medium	High	High	High	Medium	Medium

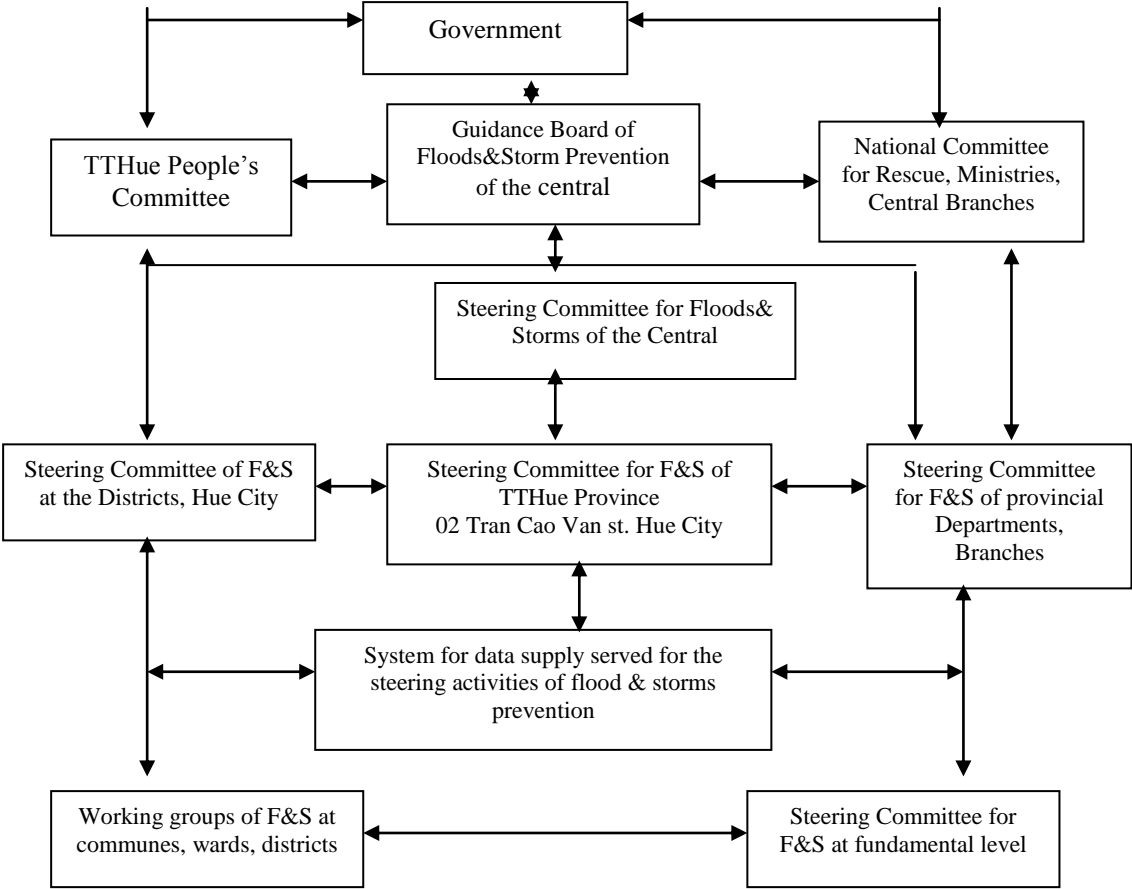
Source: Vietnam’s Ministry of Natural Resources & Environment

According to the key respondents, they said that natural disaster can directly affect the activities of culture, tourism, trade and services, transportation system, construction works,



agricultural activities, human health. Natural disasters can also damage the historical and cultural heritages, conservation areas and related infrastructures. They added that natural disaster needs to be counted as a risk in developing and implementing strategies and plans for socio-economic development or sectoral/local development and planning management activities in the two provinces of Thua Thien Hue and Quang Nam. Presently, a lot of cultural heritage works are of high risks for collapse due to natural disaster with stronger intensity shorter influence frequency but bigger damages. However, in order to minimize the negative impacts of natural disasters to the conservation and preservation of cultural heritages as well as the protection of physical properties and people's life, the interviewees pointed out a model of state management in the prevention of floods and storms. The Figure 8.2 indicates a model of state management on floods and storms prevention in Thua Thien Hue province, of which it indicates a close cooperation among government agencies at different levels from the central government. Cooperation among various levels of governments such as municipal level, district level, communes and wards level and a steering committee for floods and storms is regarded as a direct agency that consults the provincial People's Committee to prevent and to control the consequences of natural disasters. This model is also applied in Quang Nam province.

Figure 8.2: Model of State Management on Floods & Storm Prevention in TTHue



Source: TTHue People's Committee

#### **8.3.4. State of Infrastructure**

The researcher's conducted survey has shown that the unfinished state of infrastructure is identified as one of the main problems for developing Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces. As cited out by the World Bank: Infrastructure is an essential element of urban development. Infrastructure refers to the long lived engineered structures, equipment, facilities, and services that are used in economic production and by households (*World Bank, 1994*). Together with the three mentioned problems, the unfinished infrastructure state has been hindering the Cultural Heritage Tourism development in these two provinces. As we know, infrastructure utilities are vital to the Cultural Heritage Tourism development and the growth of a region in which, in return, serve as a gauge of its development level and economic status. Infrastructure forms the base and stimulus for the diversification of the economy and also for the development of other industries. The diversification of economy here means that the accessibility of commercial and business activities will be easier and more convenient; the difficulties of movements will be solved, and the time-consuming and physical constraints will be limited. Moreover, the improvement of the infrastructure system will enhance the production and consumption of a region, for example, the better communications will solve the accessibility of information; the healthcare facilities will improve the health quality of people; the supply of electricity and water will solve the living demands and production of people, among others.

In the context of the two provinces of Thua Thien Hue and Quang Nam, infrastructure has not yet been developed to become the stimulus for development and the growth of the whole area. As cited in the Chapters of 6 and 7, most of the infrastructure systems are still poor and are in a need of further investments. The weaknesses of infrastructure in the two provinces are the reasons behind the limitations and obstacles to accessibility to these areas from the outside, thus making investors hesitant to come in. The Table 8.8 presents a comparison about the situation of infrastructure between Thua Thien Hue and Quang Nam. The comparative assessment about the infrastructure state shown in the Table 8.8 is made by the researcher based on the results of his study survey. The researcher has measured the qualification of transport infrastructure, electricity, fresh water, water drainage, solid waste settlement, post and telecommunication given the quantity and quality of those project works, financial budget sources, efficiency. Moreover, the researcher has directly observed the infrastructure situation on the field sites and he has also discussed with the key respondents to listen to their ideas about the state of infrastructure. By doing so, the researcher tries to arrange the assessments of infrastructure by ranking them in different levels of evaluation such as good, medium and weak. By doing this, the researcher has learnt that comparing to Thua Thien Hue, Quang Nam has an inconvenient system of infrastructure, although it has also a network of transports such as land roads, railway, and water/sea and air ways. Quang Nam has a total of 10000km land road, but in terms of the technical aspects, the quality of roads is still weak and not yet sufficiently invested. This province has also a complicated terrain with big slope, affecting much the network of

transportation; especially the network of land road transport. The expenses for road construction investment have not yet satisfied the practical demands. However, both of them are of a rather good railway system, post and telecommunication.

Table 8.8: Comparison of Infrastructure State between TTHue and Q.Nam

Infrastructure Types	Explanations	TTHue	Q.Nam
Transport Infrastructure	Land Transport	▪	◻
	Railway Transport	▪	▪
	Water/Sea Transport	◻	X
	Air Transport	◻	X
Electricity Supply	Factories	◻	◻
	Line network	◻	◻
Fresh water	Factories/pipe lines	◻	X
	Water quality/prices	◻	X
Water drainage	Water drainage system	X	X
	Stations/settlement factory	X	X
Solid waste settlement	Collection	◻	X
	Settlement	◻	X
Post & Telecommunications		▪	▪

Source: Researcher

Note: ▪ Good ◻ Medium X Weak

According to the key respondents, the road network is very important and necessary for people in travelling to the other provinces and municipalities and within their region. A good network of road will create an easier movement for travellers and it also facilitates the business and trade activities in the provinces. The transportation of goods and service exchanges will be circulated faster and more effectively. Once the time of travelling is shortened and economized, an increase of profitability will be highly developed. The transportation costs will be remarkably reduced and then the saved costs for transportation will be transferred to other production activities. This will diversify the economic development activities of these provinces. Therefore, in order to attain the objectives of the two provinces’s economic development, the improvement of the road network should be implemented. The Photo 8.5 below shows one of unpaved roads which are rather dangerous for visitors to travel, especially in the rainy season in Quang Nam province.

Photo 8.5: Unpaved Road



Source: Researcher

The Table 8.9 presents the network of roads in Quang Nam province, of which it describes the different types of roads and its total length as well as the structure of road surface. Through the table, we can see that there are different kinds of land roads such as highway, provincial road, urban road, and village road, that occupy at a total of 8835.6 km long; of which the highway are 465.8 km (5.27%), the provincial road are 465.1 km (5.26%), the urban road are 191.0 km (2.16%), village road are 2951 km (49.66%) and other roads are 1810 km. The structure of road surface is mainly asphalt concrete, cement concrete and soil road. According to the researcher's observation, the quality of urban and rural roads is still in poor situation. The local people explained that due to the limited sources of budget from the local authority, and the negative effects of time and war as well as the impacts of natural disasters, the roads in the province have not yet been really sufficiently invested. This has brought about many difficulties for the local people in making transportation activities.

Table 8.9: Road Network in Quang Nam Province

No	Types of Roads	Length (km)	Percent	Types of Road Surface					
				BTN+BTXM		Distribution		Soil	
				Km	%	Km	%	km	%
1.	Highway	465.8	5.27%	465.8	100.0	0.0	0.0	0.0	0.0
2.	Provincial road	465.1	5.26%	454.1	98.0	11.0	02.0	0.0	0.0
3.	Urban road	191.0	2.16%	158.0	83.0	33.0	17.0	0.0	0.0
4.	Other roads	1302.7		430	33.0	194.1	15.0	679.5	
5.	Other roads	2023.0		892.0	44.0	0.0	0.0	1131.0	
6.	Village road	4388.0	49.66%	1437.0	33.0	0.0	0.0	2951.0	67.0
	Total	8835.6	100%	2299.6	36.2	347.8	5.5	3707.8	58.33

Note: BTN = asphalt concrete; BTXM = cement concrete

Source: Quang Nam Province People's Committee

The researcher's conducted survey has shown that along with the difficulties of road transport, Quang Nam has also been coping with limitations in water and air transports. Regarding the river transport, the capacity of river transport in the province is still low (occupying approximately 25-30% of total goods volume transport of the province). The reason is due to the narrowing current; water is being dry due to deposit; the infrastructure of harbours is still insufficient; the investments in river transport development have not been given with proper attentions from the local authorities and the enterprises. For sea transport, Quang Nam has the Ky Ha seaport and this seaport keeps an important position in the Chu Lai Economic Zone. The turnover from this sea port has increased by 258 millions VND in 2002 and 31.6 billions VND in 2010. The output of cargo transported through this sea port has increased by 669.98 thousands of tons in 2009. However, by observing the existing reality and discussing with the key respondents, the Ky Ha seaport has been still really in poor situation. Its capacity for receiving the big ships of cargo and tourist passengers has still been weak and the Ky Ha seaport has also not yet been sufficiently invested. For airway transport, Quang Nam has the Chu Lai airport and according to the planning of airlines industry, Chu Lai airport will be invested by 11000 billion VND in the future to become one of the biggest airports of Vietnam in 2020.

Contrary to Quang Nam, Thua Thien Hue has a rather better system of transport. It has a total of 563 km river, lagoon. It has a deep Chan May seaport in Phu Loc district and Thuan An seaport in Phu Vang district. The Thuan An seaport is located 13 km away from the Hue city centre in the northern east. Over the past years, the province has invested for the Thuan An seaport with five (05) wharf 150m long and its capacity of receiving a ship of 1000 tons and presently, it is a national seaport in Vietnam. The Chan May deep seaport is located 49 km away from Hue city in the south and it has been constructed in some initial technical works in order to exploit the advantages of traffic axis of North-South and the East-West Corridor which results in creating an engine for the economic development for coming years. In reality, the Chan May deep seaport has received many big ships of cargos and tourist passengers.

For the road transport, this province has more than 2500km of road. The Highway 1A runs across the province from North to South along with the provincial lines that run parallel and across such as the provincial route 2, 3, 4, 5, 6, 7, 8A, 10A, 10B, 10C, 11A, 11B, 15 and other provincial routes. Moreover, there is a highway line 49 which runs across from east to west connecting the mountain to the sea. The area of coast and lagoon has a Highway 49B and other coastal lines. The region at midland, hills and large mountain in the west are belonging to the districts of A Luoi, Nam Dong has a Highway 14, provincial route 14B, 14C, the Highway 49 runs to Laos. Up to now, the whole province has asphalted 80% of the provincial road, making concrete road at 70% of the rural traffic roads (district and communes roads), 100% communes have already had roads for cars to the centre. Regarding the railway, it has a North-South railway line running through the province with a length of 101.2 km, playing an important role for the provincial transportation capacity. In terms of the airway, it has an international airport of Phu Bai that is located on the Highway 1.15 km away from the south of Hue city. Over the past years, the infrastructure of Phu Bai airport has considerably been invested, assuring the safe landing for aircrafts such as Airbus A320, and Boeing 747.

In addition, as explained further by the interviewees, aside from the road network, the port network has also actively contributed to improve the transportation capacity in Thua Thien Hue and Quang Nam provinces. A proper investment in the port network for developing Cultural Heritage Tourism in the two provinces should be implemented in order to take advantage of its long coastline and make the various forms of transportation available. However, the seaports in Thua Thien Hue and Quang Nam should sufficiently be invested to generate the capacity of receiving big tourist ships to the two provinces. In terms of air transportation, the respondents said that the two airports in these two provinces should be upgraded and further invested in. This helps them to receive flights from Hanoi, Hochiminh cities and from international airports. Air transportation will shorten the time of travelling for visitors and lessen the physical constraints of travel for the tourists. Given the literature review, the researcher has identified that in terms of water supply, Thua Thien Hue has a naturally surface water sources with the best quality and cleanliness in Vietnam. The rate of households using the clean water and running water is 87% in the rural area and 98.9% in the urban area (*statistics in*

2009). The limited liability company of construction and water supply of the province has a total of 10 factories with a design capacity of 99200 m<sup>3</sup>/day and night and up to 2010, its total capacity was increased by 206500 m<sup>3</sup>/day and night, of which it supplied water for 111/152 wards, communes and districts in the provinces, of which: 100% for Hue City's citizens, 90% for people living in the surrounding communes and districts. In 2015, the province attempts to attain by 75% of the whole provincial population accessing the tap water source.

To sum up, an unfinished state of infrastructure has been hindering much the effective development of Cultural Heritage Tourism during the last years in both Thua Thien Hue and Quang Nam provinces. Therefore, in order to obtain a successful development of Cultural Heritage Tourism, a good and completed system of infrastructure should be upgraded and completed. This will not only create a driving force for the two provinces' socio-economic development but also increase the visitors' arrivals to Thua Thien Hue and Quang Nam provinces. Moreover, the proper mechanisms of infrastructure management and control should be thoroughly studied in keeping a well-planned harmony with the conservation and preservation of cultural heritages, natural environment and landscapes, a protection of natural resources, a control and management for air, water and air pollution among others. This is also an important requirement for developing Cultural Heritage Tourism in these two provinces. In addition, Cultural Heritage Tourism itself may be expected to create some demands for goods and services necessary for the creation and expansion of some local industries to maintain the facilities. Generally, the effective development of Cultural Heritage Tourism will lead to the improvement of infrastructure system in Thua Thien Hue and Quang Nam and of course, it will meet the increasing demands of visitors' travelling activities.

### **8.3.5. Cultural Heritage Tourism Facilities and Services**

As already mentioned, "a basic simplifying division of resources is the distinction between "primary", i.e. resources which attract visitors and are the principal motive for the visit, and "secondary", i.e. resources which supports visitors during their stay" (*Ashworth & Tunbridge, 1990, p.58*). The short-term movement of people outside the places where they normally live and work and their activities during the stay at these destinations implies the visitors' needs for accommodations and their services. It also refers to the facilities and services to meet the requirements and demands of the visitors in these destinations. Therefore, Cultural Heritage Tourism facilities and services actually play an important role in developing Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces. The researcher's conducted survey has shown that the Cultural Heritage Tourism facilities and services in the two provinces have not yet sufficiently and synchronously been developed. The number of hotels, restaurants, and resorts is mainly concentrated in Hue city (Thua Thien Hue) and Hoi An city (Quang Nam) and only a few in other districts. These establishments need to be further improved. In order to keep a balance in the development of Cultural Heritage Tourism facilities and services, there should be a regulation or re-allocation of the number of restaurants, hotels, and resorts among the districts in the two provinces. For the visitors, they often

complained about the inadequacy of recreational activities in Thua Thien Hue and Quang Nam because according to them, besides the visiting time at the tourist places such as citadel, imperial places, temples, pagodas, revolutionary relics, museums, and so on, they need some places for their leisure purposes. The non-synchronous allocation of investments into Cultural Heritage Tourism development in terms of hotels, restaurants, transportation services, recreational centres and entertainment activities is viewed as one of major reasons which have been hindering the development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam. An appropriate system of Cultural Heritage Tourism facilities and services should be invested based on its various activities, for example museums of wars' history, museum of traditional trade villages and the like. More entertainment establishments should be built up for visitors' leisure purposes and so on.

In the context of Thua Thien Hue and Quang Nam, a lot of Cultural Heritage Tourism facilities and services have been considerably invested in recent years by the local authorities and the tourist enterprises and therefore, the number of hotels, restaurants, resorts has quickly been increased. To some extent, this has solved the increasing requirements of visitors' stay establishments. However, in general, the quality of Cultural Heritage Tourism facilities and services has not yet been actually assured. Given the literature review (*yearbook of statistics in 2010*), Thua Thien Hue has a total of 303 stay establishments with 177 hotels and 136 guesthouses. The total of rooms is 7284 with 6085 hotel rooms and 1199 guesthouse rooms. The total of beds is 13246 with 11317 hotels beds and 1929 guesthouse beds. The rate of room occupy is 70.4%. In general, the two provinces have basically met the demands of tourists in terms of hotel accommodation. The Table 8.13 presents the forecasted demand for stay rooms in Thua Thien Hue up to 2020. Through the Table 8.10, we can see that Thua Thien Hue will try to obtain a total of 21246 rooms in 2015 and 34748 rooms in 2020 instead of 11154 rooms in 2010.

Table 8.10: Demand for Stay Room in TTHue

Criteria	Account Unit	2010	2015	2020	Average Growth	
					2006 - 2010	2010 - 2020
International visitors	1000 L/K	916000	1716000	2516000	20.39 %	10.63 %
Average stay days	Day	2.10	2.50	3.00	1.23%	3.63%
Demands of stay days of international visitors	Room	4512	10063	17705	21.92 %	14.65 %
Domestic Visitors	1000 L/K	1554000	2554000	3554000	18.28 %	8.62%
Average stay days	Day	2.05	2.10	2.30	0.43%	1.16%
Demand of stay rooms of domestic visitors	Room	6642	11183	17043	18.47 %	9.88%
Total of stay rooms	Room	11154	21246	34748	19.81 %	12.03 %

Source: TTHue Province's DoCST

In Quang Nam province, most of stay establishments are located in Hoi An and Tam Ky cities. In 2006, it has a total of 87 hotels with 3159 rooms and 4726 beds. However, in 2010, it has a

total of 102 hotels (not including guesthouses, boarding-houses and inns) with 5930 rooms. According to the Quang Nam Province's Department of Culture, Sports and Tourism, it forecasts an increase of stay room demand in the whole province by a total of 14290 rooms in 2015 and 29600 rooms in 2020, respectively. According to the key respondents, along with the investment of accommodation, there should have a further investment into entertainment activities and services for visitors' leisure and relaxation in the two provinces. They explained that aside from the time of visiting the monuments, historical relics, historical old building, ancient town, and the like, the visitors need to enjoy entertainment activities such as sauna, massage, discotheques, shopping, casino, tennis court, swimming pool, parks, recreational centre, cinemas, among others. Those tourist activities and services will help to make the visitors' stay time longer instead of only one or two days like at present. The longer duration of visitors will certainly bring in many benefits, for example, they spend more money for their accommodation, foods and drinks, additional services, shopping, buying souvenirs, and so on. Therefore, the local people will of course benefit much from the visitors' expenditure.

In brief, the inadequacy of Cultural Heritage Tourism facilities and services is identified as a key problem of the ineffective development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces during the last few years. The most important thing for the local authorities and the enterprises is to invest further into Cultural Heritage Tourism facilities and services for developing Cultural Heritage Tourism, for example old city centres should be turned into a museum for visitors so that they can visit and study about the living conditions and living style of the local people in the past; museums of traditional trade villages should be established as an ideal place for visitors so that they can visit and learn more about local cultural features; museum of historical relics should be built up for visitors so that they can visit and study about the history of wars in Vietnam and its development history; visiting and learning trips about the nature in forests, mountains, and national parks should be opened to visitors. Generally, in order to attain an effective development of Cultural Heritage Tourism, a careful and deliberate study of Cultural Heritage Tourism and its characteristics should be done by the concerned agencies, including the local authorities and the enterprises.

### **8.3.6. A Close Cooperation between Public and Private Sectors in Making Investments into Cultural Heritage Tourism Development**

A close cooperation among the sectors is very important in making essential investments into the Cultural Heritage Tourism development. The researcher's conducted survey has shown that the investments of Cultural Heritage Tourism are effectively developed, only when the active collaboration between the public and private sectors must be established. The development of Cultural Heritage Tourism will not be well realized if it only depends on the investment source from the public sector with a limited source of budget. On the contrary, Cultural Heritage Tourism will also not effectively be developed, if it only depends on the private sector. In reality, the financial sources from the society, including the private enterprises and the local people are very big. The main issue is that how to mobilize the active participation from the side of the private sector to go along with the



public sector in making necessary investments into developing Cultural Heritage Tourism. The public sector, in its turn, should play an essential role in timely delivering the preferential policies to support the private sectors in doing tourism business operations. Moreover, the private sectors should also take part more actively in the projects, programmes of conserving and promoting the cultural heritages of the localities.

In the context of Thua Thien Hue and Quang Nam provinces, an active cooperation between the public and private sectors in making necessary investments into the development of Cultural Heritage Tourism has not yet been effectively carried out. According to the key respondents, in recent years, a new concept of “socialization” in investment promotion has been popularly used in the society and has been strongly supported by both the local people and the enterprises. The term of “socialization” refers to the encouragement and mobilization of both public and private sectors in making investments into the socio-economic development in general and the Cultural Heritage Tourism development in particular. However, up to now, the process of socialization in the two provinces has not been effectively implemented. This is also an obstacle which has been impeding the development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam during the last years. According to the key respondents, the main reason for this problem is because the local authorities have not yet given out appropriate policies and mechanisms such as tax, loan borrowing from the state funds, banks, legal frames, land use, and so on to encourage the tourism enterprises and the local people in actively investing into the development of Cultural Heritage Tourism. Moreover, they explained that the local people and the enterprises will decide not to take part in the process of projects and programs investments if they do not clearly see the values they will benefit. In this case, a proper policy mechanism from the side of public sector will play an important role in mobilizing the active participation of the private sector.

Comparing to Thua Thien Hue, the model of socialization (public and private partnership) appears to be applied better by the local authorities and the enterprises in Quang Nam province. A clear evidence is that the ancient town of Hoi An has been protected and effectively restored. With many financial supports and suitable policies from the local authorities to help the people for repairing and restoring their old houses; until now, most of the old houses and other buildings such as temples, bridges, wells, and so on have been repaired in this ancient town. In addition, most of the local people’s traditional living lifestyle is also revitalized. This is considered as a success of a model of socialization in Quang Nam province. However, in reality, there are presently many of old buildings in Hoi An ancient town are facing with a big risk of partly degradation and/or complete collapse due to heavy impacts of floods happened annually in rainy season. The local people who are living in these old houses desire to newly rebuild their own house to make them much solid and stronger enough for avoiding the demolition of floods and cyclones and furthermore, they desire to repair their houses for purposes of doing business. However, this will deform the whole structure of an ancient town with many old houses and buildings. Meanwhile, with very limited budget sources, the local authorities

could not help the local people by giving them enough money to repair their house. The local authorities could only help them by giving them a small sum of financial support, or help them by giving them proper loans and facilitating them in borrowing credits from the banks.

In comparison with Quang Nam, over the last years, many great efforts have been done by the local authorities in Thua Thien Hue to mobilize the tourism enterprises and the local people to make more investments into developing Cultural Heritage Tourism. Many projects and programmes on the protection and rehabilitation of old traditional houses, traditional garden houses, old buildings in ancient town and so on have been implemented, however, until now the efficiency of those programs has not yet been achieved as desired. According to the local people, the main reason is because the cooperation among the sectors has not been well realized. A clear example is that Bao Vinh ancient town which is considered as one of the oldest towns in Vietnam, similar to Hoi An ancient town in Quang Nam, appears to be disappeared because most of the old houses in this ancient town have been replaced with modern houses. This is a result of a rapid urbanization process.

Moreover, due to the issues of time, historical chaos, natural disaster and effects of wars, most of old houses and buildings in this area have been heavily downgraded, some of them are of risks of complete collapse. The families living from generation to generation in these old houses do not have enough money to repair their house for purposes of living or doing business. For the side of local authorities, they also do not have enough financial sources to help the families to repair their house. And the relevant departments in the provinces have also not yet given out the appropriate policies to encourage the families in retaining their old house with traditional architectural styles. As a result, as the researcher observed, a Bao Vinh ancient town is deformed and is replaced by a town which is changing with more modern houses.

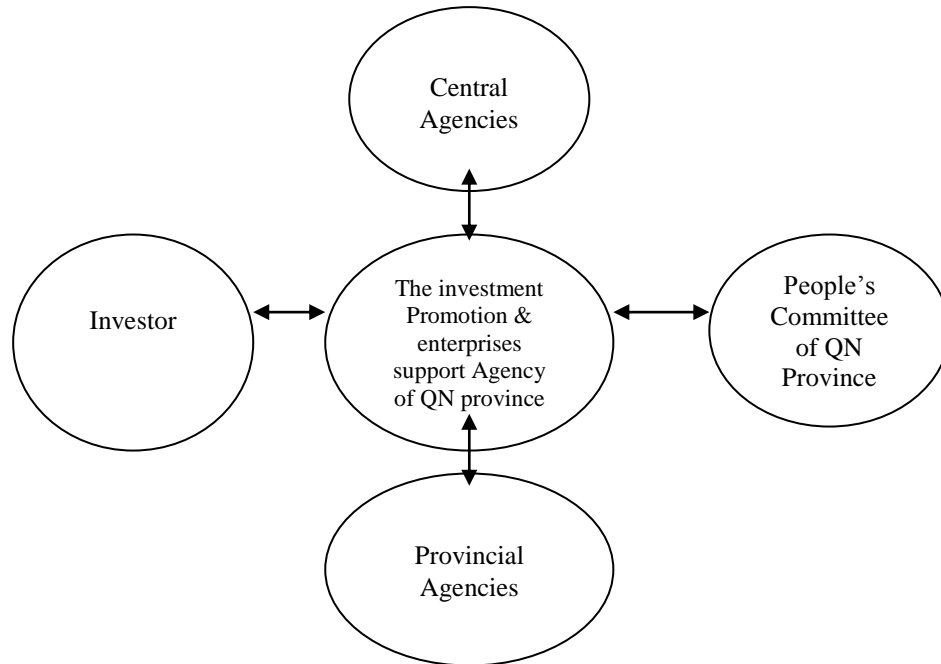
Similarly, due to the lack of close collaboration between public and private sectors, many projects and programs about the conservation of the garden houses which is a very typical architectural characteristic of traditional old houses in Thua Thien Hue, have not been effectively implemented and even failed. According to the local people, the main reason is because there is an insufficiency of suitable policies from the local authorities to mobilize the families to restore their old houses and bring them into operating tourism activities. In this case, the local authorities should deliver appropriate policies such as tax, prioritized loans from state budget funds, legal frames, and the like to encourage them in the tasks of cultural heritage conservation and promotion as well as Cultural Heritage Tourism development. The local people added further that socialization in making investments into infrastructure such as roads, bridges, railway, seaport, airport, electricity and water supply, waste treatment, and so on from both public and private sectors is very necessary.

In terms of the situation of tourism infrastructure investment in Quang Nam, which was obtained by 5.1 percent of the total level of investments of Vietnam's tourism industry for the whole country's tourism infrastructure. Besides the investment capital sources from the central, from 2000 to

2005, Quang Nam has invested into tourism infrastructure with a total of 477813 million VNDs. Along with tourism infrastructure investments, this province has also invested much into the material facilities for tourism development with 181 projects and the total investment capital were 10791 billion VNDs and 1520.9 million USD. Moreover, Quang Nam has made many essential investments for the conservation and rehabilitation of cultural heritages to avoid the degradation of these valuable heritages, e.g. 18 billion VNDs for repairing and mending 45 vestiges; 282 billion VNDs for a project of bomb and mine clearance, exploded materials, chemical poison settlement in the large scope for whole planning area, scientific research and vestiges rehabilitation.

The Figure 8.3 below illustrates the cooperation between the public and private sectors in realizing the investment procedures in this province, of which the private sectors are represented by the investors who come from the enterprises, organisations, companies, groups, collective and individual economic components, and individual households, including international and domestical. Meanwhile, the public sectors are represented by the central agencies which are located in the province and the People's Committee of Quang Nam province and its concerned agencies. The provincial People's Committee and its relevant departments keep a critical element in delivering the proper policies such as tax reduction and exemption, low interest rates, loan borrowing, land use priority, revolving credit funds, quick proceedings of administrative procedures, and so on for the investors and to simultaneously call for the investors (private sectors) to make essential investments into the province. Of course, in return, the investors must prove their financial capacity and feasible plans and projects. According to the key respondents (public officials,  $n=52$ ), the model for the public and private partnerships in the implementation of investment procedures has been carried out in Quang Nam. This figure also highlights the functions of the Investment Promotion and Enterprises Support Agency which is viewed as one of the useful channels to introduce the necessary and efficient documents on investments to the investors. And this is an organ which consult the Quang Nam Province's People's Committee in the issuance of proper investment policies. Since that, it is possible to see that a mutual cooperation between the central government, the local authorities and the investors or a public and private partnership has been developed in Quang Nam province.

Figure 8.3: Investment Procedures



Source: Quang Nam Province People's Committee

### 8.3.7. Impacts of Rapid Urbanization Process

As pointed out by the Vietnam's Ministry of Culture, Sports and Tourism: Since 'đổi mới' (innovation) in the 1980s, Vietnam has achieved a high pace of industrialization and urbanisation, which has led to conversions of a large area of agricultural land and other types of land for non-agricultural purposes. The beginning of đổi mới in Vietnam signifies an ambitious scheme of industrialization. Since the early 1990s, industrialization appears to have been a slogan for the state to enforce its policies in various sectors and areas to make Vietnam become an industrialized economy in 2020. Going alongside industrialization is urbanisation. Vietnamese historians argue that cities in Vietnam appeared since the medieval times or even earlier, however Vietnam remains an agricultural economy with the population domination of farmer class in rural areas. Urbanisation only rapidly grows since the early 1990s (source: Vietnam's MoCST).

In the context of Thua Thien Hue and Quang Nam provinces, the process of rapid urbanization has brought about many negative impacts to the Cultural Heritage Tourism development for these two provinces. The researcher's conducted survey has shown that urbanization has been quickly developed in the two ancient towns of Hoi An (Quang Nam) and Bao Vinh (Thua Thien Hue), in which many old houses and buildings have been replaced by modern houses and buildings. The main reasons, as explained above, are because the families living in the old houses and buildings have repaired and even newly built up their houses to avoid the collapse of houses due to the factors of time, harsh weather conditions, floods, cyclones, and so on. Moreover, many families in the location of ancient towns have also turned their old houses into modern houses for different purposes such as living activities and business doing activities. Normally, the total area inside the old houses is rather small and not enough for a family with two or three generations living together in the same building.

Moreover, the process of urbanization as cited out by Sandhu: urbanization implies changes in the nature of people’s activities; in the ratio between population engaged in agricultural activities and rest of the population; in the population distribution according to the types of settlements; in population concentration of man’s activities in shaping of urban way of life and its growing influence on the other sections of population (*Sandhu, 2003, p.23*). Along with the advantages of urbanization such as a reduction of time and expenses in commuting and transportation, it also helps people to improve their opportunities for jobs, education, housing, transportation, proximity, diversity and marketplace competition. However, urbanization has brought about many negative problems such as environmental pollution, rampant destruction of the environment, disappearance of traditional cultural values, loss of moral values and deteriorating sense of brotherhood among the locals, evils and crimes, migration from rural area to urban area and so on. In Thua Thien Hue and Quang Nam provinces, due to the situation of residential areas has been still inadequate in the urban area, the local people has illegally encroached upon the areas of cultural heritage works for various purposes such as housing construction, vegetable cultivation, and so on. The illegal encroachment of the local people upon the location of cultural heritages has led to the heavy degradation of cultural heritage works. The Photo 8.6 shows the encroachment of the local residents upon the citadel in Thua Thien Hue province for their purposes of house construction and cultivation of vegetables. The process of urbanization seems to be more quickly developed in Thua Thien Hue than in Quang Nam.

Photo 8.6: Encroachment upon the Citadel in TTHue Province



Source: Researcher

The rapid urbanization process, as explained by the key respondents, has also caused the unexpected migration of labour forces from the rural areas to the urban areas in these two provinces. The young working population from the traditional villages in the remote districts of the two provinces have given up their traditional occupations to go to the city centres, in which there are better opportunities for them to look for jobs and earn much money than their villages. For this reason, the traditional trade villages have been facing with the high risks of disappearance in the near future if the local authorities do not come up with appropriate solutions to deal with these timely issues.

#### **8.3.8. Human Resources for Cultural Heritage Tourism Development**

Human resources play an important role and are also a decisive element to bring in the successful development for a society, an industry, a company, an organization, and the like. Human resources are the set of individuals who make up the workforce of an organization, business sector, or an economy. As explained in the Section 7.1.4 of the Chapter 7, the tourism industry includes normally both direct and indirect labours. The direct labours are the people working at the travelling companies, hotels, restaurants and other services establishments. Indirect labours are the people joining indirectly into the tourist activities. However, in the context of Thua Thien Hue and Quang Nam provinces, although the labour forces in the two provinces are still young and the people at the working age are rather high, the quality of labour sources have not yet been really qualified, corresponding to the quick development pace of tourism industry in the two provinces. The number of workers that are of professional knowledge in tourism have still been low, the majority of labours has intermediate, primary level and short-term training, the number of unskilled workers occupies a high rate. Most of tour guides come mainly from colleges are still young, not really experienced, limited at foreign languages. The number of tour guides has been quickly increased but not yet really met the demand, which is still lacking with the tour guides of Japanese, Korean and German. Based on statistics, the total labours for the development of tourism industry in Quang Nam were 2385 workers in 2001 and 15800 workers in 2007.

Moreover, based on the study survey's results, the researcher has identified that there still have had many limitations in the process of serving guests at the stay establishments, restaurants and other tourist services activities in the study areas of Thua Thien Hue and Quang Nam. Speciality and knowledge in tourism are mainly based on the practical experiences and most of them have not yet been trained with the special skills from the training courses. The Table 8.11 presents the network of vocational training establishments at the Key Economic Zone in 2010, in which five provinces and cities with a total number of 187 vocational training establishments are located in. Through the Table 8.11, we can see that in comparison with the other provinces and cities, Thua Thien Hue and Quang Nam comprise a high number of vocational training establishments, of which Thua Thien Hue has a total of thirty six establishments and Quang Nam has a total of forty four ones. This has shown that these two provinces have much actual potential for training people with the professionally trained skills who can work well in the tourism industry.

Table 8.11: Vocational Training Establishments at the KEZ in 2010

N o.	Provinces, cities	Total of vocational training establishments	Of which				
			Junior college	Intermediat e school	College, J.College, technical secondar y school	Centre for vocational training	Other Vocational training establish ments
1.	T.T.Hue	36	2	4	2	16	12
2.	Da Nang	54	3	9	10	17	15
3.	Quang Nam	44	1	5	5	18	15
4.	Quang Ngai	27	1	4	4	7	11
5.	Binh Dinh	26	2	3	1	6	14
	<b>Total</b>	<b>187</b>	<b>9</b>	<b>25</b>	<b>22</b>	<b>64</b>	<b>67</b>

Source: DoLSWAs of the provinces in the KEZ

Comparing to Quang Nam, Thua Thien Hue is considered as a centre of education and training in the central part of Vietnam. In Thua Thien Hue, there are presently Hue University with seven (07) member colleges (college of education, college of sciences, college of pharmacy and medicine, college of agriculture and forestry, college of arts, college of economics, college of foreign languages) and 03 faculties directly under Hue University such as faculty of tourism, faculty of physical education, and faculty of laws). Besides the public colleges, there is now a private college of Phu Xuan in Hue city. It is possible to say that the centres of education and the establishments of vocational training for tourism development keep a critical factor in developing human resources with the qualified skills. This will significantly contribute to the improvement of the quality of tourism services in hotels, restaurants, and so on and the satisfaction for the increasing demands of tourism industry development.

### 8.3.9. Marketing and Promotion for Developing Cultural Heritage Tourism

Marketing plays an important role in the Cultural Heritage Tourism development. As we know, marketing is the process of communicating the value of a product or service to customers. Marketing as pointed out by Judd and Fainstein: In tourism consumption, it is the consumer, not the product that moves. Because the product is usually sold before the consumer sees it, the marketing of tourism is intrinsically more significant than in the conventional case where the product can be seen, tested, and compared to similar products in situ (*Judd & Fainstein, 1999, p.54*). Marketing can be looked at as an organizational function and a set of processes for creating, delivering and communicating value to customers, and managing customer relationships in ways that benefit the organization and its shareholders. Marketing is the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behaviour and providing superior customer value.

In the context of Thua Thien Hue and Quang Nam provinces, in order to achieve the objectives of developing Cultural Heritage Tourism, the two provinces' local authorities and enterprises should come up with the Cultural Heritage Tourism marketing and promotion plans with

the characteristics as mentioned above. At present, both of them have not yet established the detailed action plans and long-term strategies for developing the Cultural Heritage Tourism. This is also viewed as one of main reasons that have been hindering the development of Cultural Heritage Tourism in these two provinces during the last few years. The marketing plans and strategies should focus on defining the areas' products, price of tour activities, promotional programs, Cultural Heritage Tourism destinations and sports, annual budget, time frame for investment promotion and advertising implementation, detailed marketing activities, actors, and the like. In addition, the useful tools for attaining the effective development of Cultural Heritage Tourism will include videos, brochures, advertisements, websites, and cooperation with management agencies. Moreover, the local authorities and enterprises should also organize and actively take part in the activities of international exhibition fairs, international investment promotion fairs in order to introduce their tourist products, potentials and strength for developing tourism, and so on to the investors and tourists.

Based on the study survey results, the researcher has also identified that many big efforts have been made by the relevant departments and agencies as well as the tourist enterprises of the two provinces in advertising their local tourist products in recent years. However, most of their advertising activities and programs are concentrated on introducing and promoting the UNESCO World Cultural Heritages, for example, the complex of Nguyen Dynasty Emperors' monuments, imperial palaces, citadel and Hue Royal Court Music in Thua Thien Hue and Hoi An ancient town and My Son Sanctuary in Quang Nam, while rather neglecting the other local tourist products, which are also considered as the potentials and strengths for developing tourism industry in the provinces. The tourist products of the two provinces imply the potentials and variety for Cultural Heritage Tourism activities or abundance of cultural heritages. The local products of a region can be of the nature of human beings. The advantages of these two provinces in terms of monuments, temples, ancient town, old houses and buildings, historical relics, revolutionary vestiges, coastline, beaches, springs and waterfall, and so on should be rehabilitated and put into a well-organized framework of the Cultural Heritage Tourism marketing programs. In addition, products which are manufactured by using local raw materials indigenous (traditional trade villages) to the place should be introduced and advertised to attract more visitor interests.

According to the interviewees' responses, although the marketing and promotion of Cultural Heritage Tourism has been paid much attention by the two provinces' local authorities and enterprises, the full awareness of Cultural Heritage Tourism from the people has been still low and insufficient. The local provinces' local authorities should therefore come up with the policies and strategies that will address to create a full awareness of Cultural Heritage Tourism from the local communities and to forge a close collaboration with the private sector in developing Cultural Heritage Tourism. According to the researcher's observation, a set of tourist information offices are established in Hue city (Thua Thien Hue) and Hoi An city (Quang Nam) with the purposes of delivering necessary information for the visitors and guiding them to the tourist destinations. However, these similar offices



have not yet been built up in the other districts of the two provinces. This has made some difficulties for the visitors in learning about the tourist spots in these districts.

Therefore, a necessity for synchronously building up the tourist offices in the districts should also be established. Some other solutions of tourism documents and publications as well as tourism advertisement panels and posters should be realized. In addition, the websites of Thua Thien Hue and Quang Nam provinces' tourism should continuously be updated with different foreign languages such as English, French, Chinese, and Japanese and so on. As a result, in order to effectively develop Cultural Heritage Tourism, the local authorities of the two provinces should set up a proper strategy of marketing for developing tourism industry in general and Cultural Heritage Tourism in particular. The enterprises should also make for themselves the proper strategies for marketing their products. This is completely necessary because if not, their tourist products and services could not be introduced to the visitors and therefore they will certainly not be purchased by tourists. However, marketing for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam should be strategic, systematic and sustainable. As the key respondents said, a marketing for tourism development should define clearly which kinds of tourist products, target tourists and tourist markets, marketing tools, budget source for marketing and the like and all of these things are oriented to satisfy the visitors' needs.

#### **8.4. Summary**

To sum up, the Chapter 8 highlights a comparative analysis about the present situation of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces with focus on defining its potential impacts to the socio-economic development and spatial planning management, and identifying the main problems for developing the Cultural Heritage Tourism in these two provinces. However, first of all, the researcher has pointed out the similarities and differences about the actual potentials for developing Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam through some important indicators such as tangible and intangible cultural heritage resources, natural resources, infrastructure, facilities and services and human resources. At the beginning of the chapter, a SWOT Matrix analysis is introduced to clearly explain about the set of common characteristics of strengths, weaknesses, opportunities and threats of these two provinces. Then the researcher has continued to make a comparative analysis about the Cultural Heritage Tourism development in Thua Thien Hue and Quang Nam through some comparison indicators which the researcher has gleaned by his study survey.

An adequate analysis of the real potentials for developing Cultural Heritage Tourism has helped the researcher not only to better understand the present situation of Cultural Heritage Tourism in the two provinces, but also to adequately assess its important roles in the two provinces' socio-economic development and spatial planning management. Moreover, it is very essential to measure if Cultural Heritage Tourism should become a useful tool for the two provincial governments in improving the economic growth, in reducing the poverty and in conserving, preserving and effectively

promoting the traditional values of cultural heritages of the two provinces. Especially, in this chapter, a set of main causes for the development of Cultural Heritage Tourism during the last time in Thua Thien Hue and Quang Nam has also been comparatively analyzed. These are the findings gleaned through the researcher’s study survey. According to the researcher, such a number of key causes should be turned into concrete strategies and action plans with an aim at overcoming the difficulties and obstacles and above all, significantly contributing to the effective development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces. The Table 8.12 summarizes a comparative assessment about the main problems for developing Cultural Heritage Tourism in these two provinces.

Table 8.12: Summary of Main Problems for Developing CHT

No.	Description of Main Problems	T.Thien Hue					Quang Nam				
		1	2	3	4	5	1	2	3	4	5
1.	A Proper Detailed Plan for Cultural Heritage Tourism Development	●					●				
2.	Understanding of Cultural Heritage Tourism			●					●		
3.	Natural Disasters And Its Impacts		●					●			
4.	State Of Infrastructure			●				●			
5.	Cultural Heritage Tourism Facilities and Services			●					●		
6.	Sectoral Coordination and Cooperation (Public And Private Partnership)			●						●	
7.	Impacts of Quick Urbanisation Process		●						●		
8.	Human Resources for Cultural Heritage Tourism Development				●					●	
9.	Cultural Heritage Tourism Marketing and Promotion			●						●	

Source: Researcher

Note: 1 = worst and 5 = best

Based on the present context of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces, along with the ideas from the key respondents, the researcher has ranked the nine main problems of developing Cultural Heritage Tourism in several different levels of worst to best, of which the worst level is ranked by the number one and the best level is ranked by the number five. By doing this ranking, the levels of differences among the problems will be clarified and through that, an urgent priority to deal with the worst problems will be carried out by the two provinces’ local authorities and the enterprises. The better issues will be settled or improved later. In this situation, we can see that a set of problems such as lack of a detailed plan for developing Cultural Heritage Tourism; negative impacts of natural disaster; rapid urbanisation; uncompleted state of infrastructure are distributed into the worst level and this means that there should have an urgent necessity and/or a highest priority to deal with those problems by the local authorities. It also means that infrastructure should be immediately improved; natural disasters should be prevented and managed to diminish their negative effects; urbanization should be managed and more properly controlled; and so on. Moreover, the remaining issues such as the full understanding of Cultural Heritage Tourism, Cultural Heritage Tourism marketing, human resources, public and private partnerships are distributed into the best ranking level. However, those factors must then be also improved in order to enhance the effective development of Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam

provinces. Finally, considering the whole picture of problems, we can see that the development situation of Thua Thien Hue seems better than the situation of Quang Nam.

## **CHAPTER IX: CONCLUSIONS AND RECOMMENDATIONS**

The Chapter IX presents some necessary conclusions and recommendations of strategies and action plans for developing Cultural Heritage Tourism in the study areas of Thua Thien Hue and Quang Nam. It highlights firstly the answers for the research questions as analyzed in the previous Chapters of 6, 7 and 8 and then a set of main problems for the Cultural Heritage Tourism development have been also summarized. Next, it concludes that the utmost goals and objectives of the research are finally satisfied, namely the poverty reduction, the improvement of socio-economic development and sustainable economic growth for the localities and the rehabilitation of historic city centres. The Cultural Heritage Tourism therefore should be used as a useful tool for implementing such those important objectives. By doing a full assessment of the situational context in the study cases combining with a review of the previous literature, the researcher has identified that the Cultural Heritage Tourism is actually a significant contributor for the development process in the two provinces of Thua Thien Hue and Quang Nam in Vietnam. Finally, some further studies will be also mentioned in this chapter.

### **9.1. CONCLUSIONS**

Clearly, Cultural Heritage Tourism has significantly contributed to the quick development of tourism industry and the other economic industries in Thua Thien Hue and Quang Nam provinces. Furthermore, it has remarkably restored the traditional trade villages, creating many employments for the labourers and actively contributing to the poverty reduction, income generation and economic growth. However, Cultural Heritage Tourism, in its strictest sense, has not yet been fully developed in these two provinces, although in reality both of them have many real potentials and opportunities for developing this industry. The major issue here is how to utilize these potentials and to convert them into the objectives of the effective development of Cultural Heritage Tourism for these two provinces.

#### **9.1.1. It Is Necessary to Affirm that Thua Thien Hue and Quang Nam Have Many Actual Potentials for Developing Cultural Heritage Tourism**

Given the results from the adequate analysis in the previous chapters, it is necessary to confirm that the two provinces of Thua Thien Hue and Quang Nam have many real potentials for developing Cultural Heritage Tourism due to their abundance of cultural heritage, young and rich labour forces, available network of infrastructure, and tourism facilities and services. Both of them have a richness of tangible and intangible cultural heritage such as a complex of monuments, royal palaces, sanctuary, ancient town, historic relics, old and traditional houses and buildings, and revolutionary vestiges which are recognized not only by the UNESCO as the World Culture Heritage, but also by the Vietnamese Government as the national-level Cultural Heritage. In reality, these heritage sites are viewed as the culturally valuable properties which are belonged not only to the two provinces and Vietnam but also to the mankind of the world. The two provinces are also inheriting a richness of traditional architectural old houses and buildings, garden houses, museums, religious

buildings and the like. A favourable geographic location is also regarded as a big advantage for developing Cultural Heritage Tourism in these two provinces. Moreover, a plenty of beautiful natural landscapes with sand beaches, lagoons, mountains, mineral springs, rivers, and so on are considered as the big potentials for developing Cultural Heritage Tourism in these two provinces. Those factors have brought in a huge treasure of cultural heritages for both Thua Thien Hue and Quang Nam provinces.

Together with the rich resources of cultural heritages, the results of adequate analysis have shown that both Thua Thien Hue and Quang Nam provinces have also a lot of other advantages for developing the Cultural Heritage Tourism, namely strategic geographic position, infrastructure system, facilities and services, and human resources. These factors play an important role in actively supporting the Cultural Heritage Tourism development. For strategic geographic position, it helps people to easily access the two provinces from the outside through the network of seaway, airway, railway, river way, and land roads. It conveniently connects to the neighbouring provinces and cities as well as the other provinces and cities of the country. Aside from that, as analyzed in the Figure 6.4, Chapter VI, with their geographic position, Thua Thien Hue and Quang Nam are both situated in the East West Economic Corridor and they are connected to the provinces and cities of the neighbouring countries such as Laos, China, Myanmar, and Thailand. This favourable location has attracted more tourists internally and externally to these two provinces.

### **9.1.2. Cultural Heritage Tourism Contributes Significantly to the Promotion of the Identity and Branding for the Local Community in Thua Thien Hue and Quang Nam**

The Cultural Heritage Tourism plays an important role in bringing in the system of better values for the local communities and enhancing the image and identity of the two provinces. With the official recognition of the UNESCO for being one of the World Culture Heritages, the two provinces have had many good chances to be better known by the international community as well as to advertise itself to the international scene. At the national level, many cultural heritages in these two provinces are also ranked by the central and local government and this has contributed to attract many big concerns from the internal visitors. As described in the previous chapters, Thua Thien Hue is well known with a complex of monuments, historic relics and it is also very popular in Vietnam due to its revolutionary vestiges and old buildings. Meanwhile, Quang Nam is well known with Hoi An Ancient City and My Son Sanctuary (Holy Land). Hoi An and My Son are also famous because of the good preservation of traditional Vietnamese architectural old houses and buildings and a mixture of Champa culture's old towers. As a result, the number of visitors' arrivals in Thua Thien Hue and Quang Nam has remarkably been increased through last years up to now. For the local communities in the two provinces, they have expressed their big pride of those valuable cultural heritages and certainly, they will try at their best to protect and promote them as much as possible.

### **9.1.3. Cultural Heritage Tourism Contributes Actively to the Socio-Economic Development for the Local Communities in Thua Thien Hue and Quang Nam**

Obviously, the Cultural Heritage Tourism keeps a critical element in boosting the socio-economic development for the local communities in Thua Thien Hue and Quang Nam provinces. It has significantly contributed to the creation of employment and the reduction of poverty for not only Thua Thien Hue and Quang Nam provinces but also for Vietnam. Cultural Heritage Tourism has created jobs and sources of income to meet their paramount employment needs. Furthermore, it has also helped to generate personal, business and household incomes and to increase the government revenues through taxation. Cultural Heritage Tourism has also brought in foreign exchange earnings for their Thua Thien Hue and Quang Nam provinces' local authorities through the importation of equipments for construction and consumer goods required by tourists. It has also generated an increasingly significant share of government (national and local) tax revenues. In addition, the Cultural Heritage Tourism development as a whole is usually accompanied by considerable investments in infrastructure, such as airports, roads, water and sewerage facilities and telecommunications and other public facilities for these two provinces. Such infrastructure improvements have not only generated benefits to tourists but can also contribute on improving the living conditions of local community. This increase in social overhead capital can also help attract many other industries to the disadvantaged areas and thus become a stimulus to the regional economic development.

As pointed out by the Vietnam's Ministry of Culture, Sports and Tourism: the Vietnamese government will try to achieve an average growth rate of tourism industry for the period 2011-2020 with a ratio of 11.5-12% per annum. In 2015, Vietnam would welcome 7-7.5 million international tourist arrivals and 36-37 million domestic tourist arrivals; total revenue from tourism would reach by 10-11 billion USD, contributing 5.5-6% of GDP; the sector would have a total of 390,000 accommodation suites, 30-35% of which are of three to five-star standards; the sector would create 2.2 million jobs, including 620,000 employees working directly in tourism. In 2020, Vietnam would receive 10-10.5 million international arrivals and 47-48 million domestic tourists; total revenue from tourism would reach 18-19 billion USD, contributing 6.5-7% of the country's GDP; total accommodation suites would be 580000, 35-40% of which are of three to five-star standards; the sector would create 3 million jobs, including 870000 employees working directly in tourism. In 2030, the total revenue from tourism would double that of 2020 (*source: Vietnam's MoCST*).

Given the Thua Thien Hue Province's Department of Culture, Sports and Tourism, the total revenue from tourism in this province will be increased by 568.45 million USD (407.55 million USD from international tourist revenue and 160.90 million USD from domestic tourists revenue) in 2015 and will be increased by 1078.64 million USD (792.54 million USD from international tourists revenue and 286.10 million USD from domestic tourist revenue) in 2020. Meanwhile, based on the figures from the Quang Nam Province's Department of Culture, Sports and Tourism, the total revenue from tourism in Quang Nam will be increased by 584.93 millions USD in 2015 and 1100.62 million USD in

2020. Moreover, the projections of labour demands in tourism industry are also made by the Departments of Culture, Sports and Tourism of the two provinces. According to that, the total labourers in tourism industry in Thua Thien Hue will be 126412 people in 2015 and 206753 people in 2020 and the total labourers in tourism industry in Quang Nam will be 77160 people in 2015 and 157460 people in 2020. Evidently, the demands of labourers in the tourism industry in both of them in the coming years will be large. This will certainly contribute to the settlement of unemployment situation, and above all, to the improvement of income and the reduction of poverty as well as the economic growth of the two provinces.

#### **9.1.4. Cultural Heritage Tourism Contributes Significantly to the Revitalization of Historic City Centres in Thua Thien Hue and Quang Nam Provinces**

Together with its positive roles in the promotion of the identity and branding for the local communities and in the socio-economic development of the two provinces, Cultural Heritage Tourism also essentially contributes to the reuse and revitalization of the historic city centres. The revitalisation of the historical sites in these two provinces is very vital because it will protect the values of cultural heritages and to make a better development for the two provinces' economies. Cultural Heritage Tourism protects historic, cultural, and natural resources in Thua Thien Hue and Quang Nam by involving people in their community. When they can relate to their personal, local, regional, or national heritage, people are more often motivated to safeguard their historic resources. Moreover, Cultural Heritage Tourism educates the residents and visitors about the local and regional history and shared traditions. Through involvement and exposure to local historic sites, the residents become better informed about their history and traditions. Understanding the importance of one's heritage provides continuity and context for a community's residents, and it strengthens citizenship values, builds community pride, and improves quality of life. Cultural Heritage Tourism can promote the economic and civic vitality of your community or region.

Obviously, Cultural Heritage Tourism significantly contributes to the restoration of monuments, royal palaces, old houses and buildings, Cham culture's towers, old city centres, pagodas, churches, old trade harbours, museums, and so on in both Thua Thien Hue and Quang Nam provinces. As an indispensable rule, Cultural Heritage Tourism will increase the budget of the local governments and in return, the local governments will re-invest for the rehabilitation of heritage objects through the money they earned from tourism development activities. Similar to the local government, the enterprises and the families in the community will also make the essential investments in repairing and restoring their old houses, old garden houses, old buildings, tourism facilities through their earnings from tourist business activities. Particularly, Cultural Heritage Tourism is a good tool for realizing the function of urban rehabilitation of historic cities and adaptive reuse of buildings in these two provinces. Enhancing heritage is also a way to contribute to the revitalisation of city centres. City revitalisation is not only limited to a monument, but to a larger scope of old buildings that can be renovated and re-used for other previously unforeseen purposes. This in return has many

indirect socio-economic impacts and improve the area's image and reputation, which acts as a magnet to businesses for the two provinces. The need of preservation has to be matched by the need of provided flexibility of reuse. Experience shows that excessively rigid adherence to restoration standards, namely where nothing is changed from the original can lead to less than optimal use of the properties.

#### **9.1.5. There Should Have an Urgent Necessity to Deal with the Main Causes which Have Been Hindering the Development of Cultural Heritages Tourism in Thua Thien Hue and Quang Nam**

This study consists of a full assessment of actual potentials and main problems for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces. Based on the analysis of the situational context and the results of research which are analyzed in the previous Chapters of VI, VII and VIII, the researcher would like to summarize the main causes for the Cultural Heritage Tourism development in the research areas. The identification of main causes is actually important because it helps the researcher to give out the proper strategies with an aim at minimizing the negative effects of Cultural Heritage Tourism and maximizing the positive impacts of Cultural Heritage Tourism to the socio-economic development and cultural heritages protection and promotion in these two provinces.

##### ***Cause 1: Lack of a Cultural Heritage Tourism Master Plan***

Lacking a Cultural Heritage Tourism Master Plan is considered as one of the main causes for the Cultural Heritage Tourism development in both Thua Thien Hue and Quang Nam provinces. This has caused a big waste of budget, time and human resources for these two provinces. Therefore, in this case, a master plan is very important and should immediately be established because it is a comprehensive guidance and instruction or a comprehensive long-term strategy for developing Cultural Heritage Tourism. It establishes the framework and key elements of the provinces reflecting a clear vision created and adopted in an open process. It synthesizes civic goals and the public's aspirations for a project, gives them form and organization, and defines a realistic plan for implementation, including subsequent approvals by public agencies. For these two provinces, a strong Cultural Heritage Tourism master plan will also describe the large-scale organization of the Cultural Heritage Tourism development and the design principles and techniques. It will instill many public meetings and recommendations of experts and would require a list of elements and activities. Moreover, it will help to identify funding sources and strategies needed to build the Cultural Heritage Tourism development projects and recommend a management plan to maintain it. A Cultural Heritage Tourism Master Plan will help the local authorities to draw out a development schedule, which elements will be first built, which later on, which decisions should be made early, which should be allowed to evolve in response future opportunities and the desires of users. Finally, it will establish guidelines for the many designers who will draw up specific plans for the site. A good set of guidelines will ensure that the built project is more than just the sum of its parts.



### ***Cause 2: Lack of a Full Understanding of Cultural Heritage Tourism from the Local People and Visitors***

Together with the lack of a Cultural Heritage Tourism Master Plan, an insufficiency of a thorough and careful understanding of Cultural Heritage Tourism from the local people and the visitors is also identified as one of the main causes for Cultural Heritage Tourism development in Thua Thien Hue and Quang Nam provinces. This is a big obstacle which has been happening over the past years and it lasts even up to present. As we know, a full understanding of Cultural Heritage Tourism and its significance will mobilize the local people and visitors to become more active. It affects or changes the people's attitudes and behaviours towards the surrounding environments and natural resources. In addition, a thorough and careful understanding of Cultural Heritage Tourism helps the residents of these two provinces and tourists to become more aware of preserving and conserving cultural heritage resources as well as respecting and improving its important values towards the contribution of Thua Thien Hue and Quang Nam in terms of its various social, cultural, economic, environmental aspects. For example, Cultural Heritage Tourism improves the infrastructure systems in the two provinces and brings in to easier accessibility within the cities and districts of the two provinces; however this will also cause the degradation and destruction of the environment. That requires the local authorities and local people in close coordination to solve this problem.

### ***Cause 3: Negative Impacts of Natural Disasters***

As mentioned in the Chapter VIII, due to its geographic location, the S-shaped country of Vietnam has a rather complicated tropical weather and severe climate conditions. It has a long coastline of about 3260 km, million square kilometres of water shelf, and more than 3000 off-shore islands, large coastal low land areas. Vietnam is regarded as a country that is suffering a lot of calamities from natural phenomena and it experiences high floods in rainy season and droughts and salt intrusion in dry season. Climate change and sea level rise would make these risks more serious, increase flooded areas, obstruct water drainage, and intensify coastal line erosion and salt intrusion. In recent years, natural disasters are continuously happened with a higher density in Vietnam. This has caused bad effects to people's living activities, natural environment, infrastructure, and so on. Vietnam is now considered as one of the five countries in the world which are most seriously being affected by climate change and sea level rise. In comparison with the northern and southern parts of Vietnam, the central part of the country suffers always a worse condition of weather in both summer and winter seasons. Moreover, natural disasters are also identified by the researcher as one of the main causes for the hindrance of the Cultural Heritage Tourism development in their places. Both Thua Thien Hue and Quang Nam provinces are located in the central part of Vietnam, a narrow strip of land, in which it borders the East Sea and yearly has a lot of typhoons landing on site. Thua Thien Hue has a total area of 5053 km<sup>2</sup> with a length of coastline of 128 km and Quang Nam is located in the south central coast of Vietnam with a total area of 10406 km<sup>2</sup> and 125 km long coastline.

Moreover, a common feature between these two provinces is that most of cultural heritage buildings such as monuments, tombs, old houses and buildings, temples, towers, and so on are located nearby the rivers and seas. Natural disasters (flood, drought, low pressure, earthquake, storm, and so on) have caused the degradation and collapse of cultural heritage works. Meanwhile, the control capacity of natural disasters from the governmental agencies and the local people in the two provinces has still been limited. Furthermore, the infrastructure for confronting the bad influences from natural disasters has not yet been sufficiently equipped.

#### ***Cause 4: Uncompleted State of Infrastructure***

The unfinished state of infrastructure is also one of the major challenges for developing Cultural Heritage Tourism in both Thua Thien Hue and Quang Nam provinces. As we know, infrastructure plays an important role in accelerating the socio-economic development of a region or a country. However, as analyzed in the previous chapters, the system of infrastructure for Cultural Heritage Tourism development including the systems of railways, land roads, water ways, air ways and a network of electricity, water supply, waste settlement, post and telecommunication and so on in the two provinces still have been in poor condition. This has led to a big waste of time, money and has affected the safety of the visitors. Moreover, the unfinished state of infrastructure has also made the reluctance of foreign and domestic investors in investing into the development of tourism industry in the two provinces. In order to overcome these limitations and to gain the objectives for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam, such kind of infrastructure should further be invested from the sides of central and local government. An encouragement of the active participation from the private sectors in making necessary investments into infrastructure development should be realized.

Furthermore, both of them are fortunately given by the nature an advantage of its convenient geographic positions (a harmony of mountains, seas, rivers, lagoon), however these advantages have sometimes been unexpectedly changed and turned into a disadvantage which also brought about by natural phenomena such as flood, typhoons, earthquakes, droughts, tsunami, and the like. This has heavily demolished the works of cultural heritages and the properties and the life of local residents and the visitors. Apart from the systems of railways, roads, seaports and airports; the network of electricity, water, electricity, water supply, waste settlement, post and telecommunication, health care services, keeps a critical element in satisfying the demands of visitors and the local residents in these two provinces. Although many big efforts made by the local authorities for making essential investments into those kinds of infrastructure in recent years, the state of infrastructure has not yet been efficiently developed due to the limitations from the budget sources of both central and local government. In general, a completed state of infrastructure will always keep a premise for developing the Cultural Heritage Tourism and the enhancement of the economic growth for the two provinces.

### ***Cause 5: Uncompleted Facilities and Services of Cultural Heritage Tourism***

As described in the Chapter VIII, the short-term movement of people outside the places where they normally live and work, and their activities during the stay at these destinations implies the visitors' needs for accommodations and their services. It also refers to the facilities and services to meet the requirements and demands of the visitors in these destinations. Therefore, it is very necessary to affirm that the Cultural Heritage Tourism facilities and services actually play an important role in developing tourism in general and the Cultural Heritage Tourism in particular. However, the Cultural Heritage Tourism facilities and services have not yet been completely developed in Thua Thien Hue and Quang Nam and this unfinished state is also identified by the researcher through his study survey as one of the main reasons for hindering the development of Cultural Heritage Tourism in these two provinces. The Cultural Heritage Tourism facilities and services such as restaurants, hotels, reception, entertainment centres, shopping centres, tour guides, information centres, foods and drinks, and so forth are viewed as the second resources besides the primary resources of cultural heritages.

Moreover, as analyzed in the Chapters of 6, 7 and 8, the main problems for a slow development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces are firstly because of an asynchronous allocation of investments capitals into the Cultural Heritage Tourism facilities and services in the two provinces. Most of investments are mainly concentrated in the centre cities of Hue city in Thua Thien Hue and the Hoi An and Tam Ky cities in Quang Nam but only a few in the other remote districts of the two provinces. Next, most of investments in the two provinces are focused on building up the accommodation facilities. For example, hotels, restaurants, resorts and not much in the domain of entertainment facilities. This has decreased the number of stay duration of the visitors at the places they stayed over. For the visitors, besides the demands of visiting cultural tourist destinations, they need also to relax at night time and to enjoy other recreational activities in day time. However, in reality, a number of entertainment centres have been still lacked in both of them, especially in the remote districts. In addition to that, a number of qualified tourist guides who can communicate with the visitors in some foreign languages such as Spain, German, Italian, and so forth have still been lacked. The tourist guides should also have a good background of cultural and historical knowledge to help the tourists understand better about the culture, history of Vietnam and its people.

### ***Cause 6: Not Yet Closed Sectoral Coordination and Cooperation from the Public and Private Partnerships (PPP)***

The partnership between the public and private sectors in both Thua Thien Hue and Quang Nam provinces have been established and developed in recent years and many projects and programs have been socialized to mobilize the active participation from all economic components in the society. This is due to a purpose of making more essential investments into the socio-economic development in general, and the Cultural Heritage Tourism development in particular. The term of

socialization has been popularly used and it is viewed as a useful tool to call for a mobilization from all financial, technical and human resources in the society. In reality, both central and local governments have made big efforts to give out many policies and strategies to encourage the private sectors including the enterprises, non-governmental organizations, collectives, individual households, and so on to invest into various domains such as roads, bridges, airports, and seaport and hotels, restaurants, recreational centres, shopping centres through their available resources. This has helped not only to reduce the burden for the central and local governments' budgets but also to mobilize the potential resources from the multi-stakeholders in the society. According to literature, a Public and Private Partnership (PPP) describes a government service or private business venture which is funded and operated through a partnership of government and one or more private sector companies. The expected returns from these partnerships are sustainable economic growth, employment opportunities, an equitable distribution of benefits among local communities involved in the projects, as well as positive impacts on local cultural identities and cultural diversity. Inner cities communities are made up of people who have common values and goals, and are capable of enlisting and directing the support needed to achieve their aims. A complex and extended system of social relationships forms the basis of this network of mutual support and shared responsibility that translates into the social capital needed to realise the community's potential. The private sector should be involved in the "value-chain" related to the cultural heritage investments, contributing to local economic development, and the creation of income-generating activities and employment generation of foreign exchange.

However, in reality, the model of Public Private Partnership has not yet been effectively developed in these two provinces during the last time. This has brought about a big challenge for the Cultural Heritage Tourism development in both Thua Thien Hue and Quang Nam provinces. This is also regarded as one of the main reasons for impeding the effective development of Cultural Heritage Tourism in these two provinces. The main reason for lacking a close cooperation between the public and private sectors is because the policies, programs and strategies which the government have issued, have not been really suitable comparing to the realistic situation and therefore, such policies, strategies have not been actually effectively carried out. A set of those improper policies and programs will include the issues of taxes, credit loaning, interest rate, legal frame, and land use. For this reason, the financial capacity from the economic components in the society have not yet been successfully mobilized to accelerate the development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam, and lastly, the budgets from the central and local government are always limited.

#### ***Cause 7: Impact of Rapid Urbanisation Process***

Apart from the main causes as mentioned above, rapid urbanisation is identified by the researcher as one of the major reasons which have been impeding the Cultural Heritage Tourism development in Thua Thien Hue and Quang Nam provinces. Urbanization, as previously analyzed, has also negative impacts to the Cultural Heritage Tourism development and socio-economic

development of these two provinces and thus viewed as in a negative trend. In these two provinces, rapid urbanization has caused some unexpected effects such as environmental degradation, demolition of infrastructure, encroachment upon heritage zone, unemployment, and destruction of cultural heritages and, disappearance of cultural values, poor health, and so forth. Since ‘đổi mới’ (innovation) in the 1980s, Vietnam has achieved a high pace of industrialization and modernization, which has led to conversions of a large area of agricultural land and other types of land for non-agricultural purposes. The beginning of đổi mới in Vietnam signifies an ambitious scheme of industrialization. Since the early 1990s, industrialization have been appeared to be a slogan of the state to enforce its policies in various sectors and areas to make Vietnam become an industrialized economy in 2020. In reality, urbanization is closely linked to modernization and industrialization.

For Thua Thien Hue and Quang Nam, they are now in the phase of modernization and industrialization and this has also led to a rapid urbanization in these two provinces. As mentioned in the previous chapters, due to their rapid urbanization, many problems have been accompanied too. For examples, the illegal encroachment of local people upon heritage zones for the purposes of settlement, cultivation, and the like; environmental degradation (water waste, solid waste, air pollution); disappearance of traditionally cultural values (due to the entry of modern and external cultures); appearance of new houses and building in replace of old house and building (due to the demands of people’s living conditions and activities) and the like. A rapid urbanization, in return, are mainly caused by some reasons such as a quick increase of population in city centre; a strong migration of rural people to urban areas for better education, jobs, living; no full awareness of the local community; no strict system of laws. In comparison with Quang Nam, the process of urbanization in Thua Thien Hue is quicker than Quang Nam because Thua Thien Hue is defined by the Vietnamese Government as a centre for culture, education, tourism, festivals health care of the central part of Vietnam. Therefore, the conditions for urban development in Thua Thien Hue seems much favourable than Quang Nam.

#### ***Cause 8: Lack of a Skilled Labour Force for Developing Cultural Heritage Tourism***

Together with the main reason as mentioned above, a lack of skilled labour force in tourism industry and Cultural Heritage Tourism is identified by the researcher as one of the main problems which have been hindering the effective development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces. As we know, tourism is a service industry which requires a cadre of skilled labour force in order to meet the demands of visitors. A skilled labour force is therefore regarded as a key element to achieve the successful development of Cultural Heritage Tourism in particular and the whole economy in general. As explained, human resources are the set of individuals who make up the workforce of an organization, business sector or an economy. A developed society requires not only the efficient quantity of human recourses but also the quality of human resources. The qualification of labour force must be always skilled in order to satisfy the higher demands of quick development process. For the state sector, the employees are viewed as its

huge assets and for the enterprises, the workers are regarded as their valuable properties. Therefore, the value of such assets and properties are always continuously improved. As explained in the previous chapters, for Thua Thien Hue and Quang Nam, the biggest advantage is that the labour force is young and rich. They also have a sufficient system of educational and training institutions with the universities and junior colleges, vocational training schools. Moreover, many active supports coming from the local government are regarded as an important advantage for developing Cultural Heritage Tourism. However, both of them have still been encountering some difficulties and challenges in this issue. First, most of the labour force in tourism industry have not been yet professionally trained and many of them have done their tourist business operations through their own business experiences. Second, a close cooperation between the universities, academic institutions, vocational training schools and the local tourist enterprises has not yet been effectively developed. Third, the strategies and policies from the local governments have not yet been really suitable to the practical situation. All of these factors have led to an insufficiency of unskilled labour force for the Cultural Heritage Tourism development in the two provinces of Thua Thien Hue and Quang Nam.

***Cause 9: Lack of Sufficient Cultural Heritage Tourism Marketing and Promotion***

As discussed in the previous chapters, marketing is the process of communicating the value of a product or service to customers for the purpose of selling the product or service. It is a critical business function for attracting customers. Marketing is also regarded as the science of choosing target markets through market analysis and market segmentation, as well as understanding consumer buying behaviour and providing superior customer value. For this reason, marketing is viewed as a useful tool for introducing the local tourist products to the visitors and contribute to the successful development of Cultural Heritage Tourism in the two provinces. However, as a result of this study, the researcher has identified that the Cultural Heritage Tourism marketing has not yet effectively been developed in both Thua Thien Hue and Quang Nam provinces although many attempts have been made by the local authorities and the enterprises in recent years. And, this seems become one of the difficulties and challenges of these two provinces.

Both Thua Thien Hue and Quang Nam have not yet developed a detailed Cultural Heritage Tourism development strategy. This has led a big waste of money, time and human resources for the multi-stakeholders, including the governments, enterprises and the residents. Next, the cooperation for establishing the concrete programs and projects of Cultural Heritage Tourism marketing among the governmental agencies (the ministry and provincial departments of culture, culture, and tourism), the tourist enterprises and the local residents has also not yet been effectively developed. Moreover, most of tourist enterprises in the two provinces are small and medium-scale and therefore their financial capacities have been limited. The budget from the local government for the Cultural Heritage Tourism marketing have been also very small. For this reason, the forms and models for Cultural

Heritage Tourism marketing has been rather simple and not diversified enough for attracting the visitors' attentions.

## **9.2. MAIN PRINCIPLES FOR THE LONG-TERM STRATEGIES FOR DEVELOPING CULTURAL HERITAGE TOURISM**

In order to effectively develop the Cultural Heritage Tourism in Quang Nam and Thua Thien Hue provinces, it requires the local authorities to build up the long-term strategies, of which they should include a mixture of clear goals and the intervention of detailed activities, programs. Moreover, the long-term strategies should also highlight the actors who play an important role in carrying out the programs and projects. And finally, they should make clear the budget sources for implementing the programs and projects. The Table 9.1 below presents the recommended main principles of the long-term strategies for Cultural Heritage Tourism development in these two provinces. The long-term strategies are gleaned by the researcher based on the study survey along with the point of views from the side of the researcher. In general, most of the identified problems could be turned into the useful tools (a Cultural Heritage Tourism Master Plan, Cultural Heritage Tourism Databank) and the long-term strategies (infrastructure, human resources, natural disasters, marketing, cooperation and coordination between multi-stakeholders, and improvement of the local people's awareness about Cultural Heritage Tourism) to help the local authorities, the enterprises and the local residents to overcome difficulties and limitations for developing Cultural Heritage Tourism in the two provinces of Thua Thien Hue and Quang Nam.

Table 9.1: Main Principles for the Long-Term Strategies for Developing CHT in TTHue and Q.Nam Provinces

No.	Long-Term Strategies	Goals	Intervention of Activities	Actors / Implementers	Budget Sources for Implementation
1.	Infrastructure	<ul style="list-style-type: none"> <li>- To facilitate the travelling, saving costs and time for the passengers (tourists);</li> <li>- To increase the efficiency of the economies through a sustainable transportation system;</li> <li>- To ensure the safety of the passengers' life</li> </ul>	<ul style="list-style-type: none"> <li>- Improving the road system within the provinces and the connections between them;</li> <li>- Upgrading the system of air- and sea ports in TTHue &amp; Q.Nam;</li> <li>- Making further investments into tourism facilities &amp; services (accommodation, telecommunication, banking, health care, etc)</li> </ul>	Local Governmental Agencies (LGAs), enterprises, groups, co-operatives, individual households, etc	Central and Local Governments, entrepreneurs, public and private partnerships, etc
2.	Human Resources	<ul style="list-style-type: none"> <li>- To improve the professional qualification of the labour forces;</li> <li>- To satisfy the increasing demands of development and the high demand of tourists;</li> </ul>	<ul style="list-style-type: none"> <li>- Setting up the training courses for tourist officers and tourist enterprises on tourism (tourism administration, cultural heritages, etc);</li> <li>- Making further trainings for the young labour forces in the professional competence in tourism;</li> <li>- Encouraging the education of traditional occupations from the artisans to the young population;</li> <li>- Establishing the consultancy programs, courses in terms of cultural heritages, environment, etc;</li> </ul>	Local Governmental Agencies, Universities, Vocational training schools, tourist enterprises, traditional trade villages, etc	Central and Local Governments' Budget, tourist operators, enterprises, companies, universities, vocational training schools, individual households, etc
3.	Natural Disasters	<ul style="list-style-type: none"> <li>- To prevent and to minimize the negative effects of natural disasters;</li> <li>- To diminish negative impacts of natural disasters to the heritages</li> </ul>	<ul style="list-style-type: none"> <li>- Improving the capacity of people in the tasks of warning and forecasting of natural disasters;</li> <li>- Equipping more modern facilities and equipment to reduce the risks of damages from natural disasters;</li> <li>- Reinforcing the construction of cultural heritages works;</li> <li>- Using the traditional measures to avoid the risks of natural disasters;</li> </ul>	Central and Local Governmental Agencies, Universities, appropriate departments of the province; tourist operators, enterprises, local people, districts, villages, international organisations, etc	Central and Local Governmental Agencies, international organisations, tourist operators, enterprises, etc
4.	Marketing Strategy	<ul style="list-style-type: none"> <li>- To promote the local</li> </ul>	<ul style="list-style-type: none"> <li>- Setting up concrete programs</li> </ul>	Ministry of Culture,	Central and Local



		<p>tourist products to the visitors;</p> <ul style="list-style-type: none"> <li>- To increase the number of tourists to the provinces</li> </ul>	<p>and projects to promote the local tourist products;</p> <ul style="list-style-type: none"> <li>- Building up the trade name for the local tourist products;</li> <li>- Looking for potential customers and extending the tourism target markets;</li> <li>- Improving the higher quality of the local tourist products;</li> <li>- Accelerating the protection of the environment, especially the environment of cultural heritages;</li> <li>- Improving the awareness of the local people and visitors in the interaction with cultural heritage and its environment;</li> </ul>	<p>Sports and Tourism (MCST), provincial Departments of Culture, Sports and Tourism (DCSTs), tourist operators, enterprises,</p>	<p>Governments' budgets, tourist operators, enterprises, etc</p>
5.	<p>Cooperation and Coordination between Multi-Stakeholders / Public and Private Partnerships (PPP)</p>	<ul style="list-style-type: none"> <li>- To encourage more essential investments into the socio-economic development of the provinces;</li> <li>- To encourage the active participation of private sectors into the investments for developing CHT;</li> <li>- To settle with the question of investment capitals in the tasks of heritages conservation and preservation;</li> </ul>	<ul style="list-style-type: none"> <li>- Setting up the proper policies of tax reduction and exemption, low interest rate, loan borrowing for the tourism enterprises;</li> <li>- Facilitating the simpler and quicker administrative procedures for the tourism enterprises in investment;</li> <li>- Giving the priorities for proper land use plans in the development of tourism;</li> </ul>	<p>Central &amp; Local Governmental Agencies (departments of Culture, Sports, &amp; Tourism, Monuments Conservation Centres, etc), universities, schools, enterprises, residents, etc</p>	<p>Local Governmental Agencies, appropriate departments, enterprises, tourist operators, the local people, etc</p>
6.	<p>Improvement of awareness about Cultural Heritage Tourism for the local people</p>	<ul style="list-style-type: none"> <li>- To improve the better awareness from the local people to the cultural heritages;</li> <li>- To encourage the local people in the protection and preservation of cultural heritages;</li> </ul>	<ul style="list-style-type: none"> <li>- Making essential propaganda to help people understand better about CHT;</li> <li>- Building up the consultancy programs and projects about the conservation and promotion of CHT for the local people;</li> <li>- Giving out the regulations and laws</li> </ul>	<p>Central &amp; Local Governmental Agencies (departments of Culture, Sports, &amp; Tourism, Monuments Conservation Centres, etc), universities, schools, enterprises,</p>	<p>Local Governmental Agencies, appropriate departments, enterprises, tourist operators, the local people, etc</p>

			about the conservation of cultural heritages;	residents, etc	
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*Source: Researcher*

### ***Infrastructure Should Be Invested Further to Develop Cultural Heritage Tourism in Both Thua Thien Hue and Quang Nam Provinces***

As explained in the previous chapters, infrastructure is viewed as an essential element of urban development and it plays a very important role in accelerating the socio-economic development of the society. A further investment on infrastructure which includes a system of transportation (roads, sea ports, and air ports), the network of electricity and water, hospitals, and so forth will significantly contribute to achieve the goals and objectives for the development of tourism industry in Thua Thien Hue and Quang Nam provinces. Having a good infrastructure, both of them will be easily accessible to the other neighbouring cities and provinces and even to other countries. The Cultural Heritage Tourism business activities therefore will be more competitive. Aside from that, a completion of facilities and services for developing the Cultural Heritage Tourism will meet the increasing demands of the visitors in terms of accommodation, eating and drinking, recreational activities and the like. In order to achieve an effective Cultural Heritage Tourism, a mixture of concrete projects and programs should be carried out. The Table 9.2 points out the intervention of activities through several concrete programs and projects.

Table 9.2: Intervention of Activities through Concrete Projects and Programs

No	Field of Investment	Project/ Programs	Projection Location	Capital Sources	Actors /Implementer
1.	Airport	- Improvement of Phu Bai International airport; - Improvement of Chu Lai airport	TTHue Q.Nam	ODA, governmenta l funds, enterprises, FDI,	central and local governments, groups, enterprises, etc
2.	Sea ports	-Improvement of Thuan An and Chan May sea ports;	TTHue	ODA, governmenta l funds, enterprises, FDI	central and local governments, groups, enterprises, etc
3.	Roads	- Improvement of national route No.9, No.1A, No.49, 49B; 14B, 14E, 14D; - Improvement of provincial roads (2,3,4,5,6,7, 8A, 8B, 10A, 10B, 10C, 11A, 11B, 15, 14B, 14C) - Improvement of provincial roads with a total of 420.9km	TTHue, Q.Nam,  TTHue  Q.Nam	ODA, governmenta l funds, FDI, enterprises, groups, companies,	central and local governments, groups, enterprises, etc
4.	Railways	Improvement of railway with a total of 101.2km long Improvement of railway with a total of 95km long	TTHue Q.Nam	ODA, governmenta l funds, FDI, enterprises, groups, companies,	central and local governments, groups, enterprises, etc
5.	Electricity, water system, telecommunication, health care service, banking, insurances	further improvement	TTHue & QNam	ODA, governmenta l funds, FDI, enterprises, groups, companies	central and local governments, groups, enterprises, etc

Source: Researcher

**Human Resources Should Be Developed in Thua Thien Hue and Quang Nam Provinces to Satisfy the Increasing Demands of Cultural Heritage Tourism**

Human resources are a decisive factor for developing Cultural Heritage Tourism and boosting the economic growth in Thua Thien Hue and Quang Nam provinces. In reality, both of them have much actual potential for developing the young and active manpower but until now, a cadre of well-trained officials for the development of Cultural Heritage Tourism both in public and private sectors of the two provinces has still been lacked. The labour force in the industry of tourism should be skilfully and professionally trained to meet the increasing demands of the tourists and the complicated standardization from this service industry. Furthermore, a close cooperation among the multi-stakeholders should be established in order to improve the qualification of the workers and officials working in the domain of tourism industry. In general, in order to achieve a successful

development of Cultural Heritage Tourism, a set of concrete projects and programs, namely the improvement of human capacity in tourism management in various fields of tourism administration, reception, arts of eating and drinking, rooms cleaning, tour guide and so on as well as the establishment of the training course, consultancy courses (organized by the governmental agencies) to supply a set of necessary regulations, policies, laws on tourism for the tourist officials. Moreover, the training of qualified skills for the tourist actors and the encouragement of occupational teaching from the artisans for the young labour forces and so forth should be carried out to develop Cultural Heritage Tourism in these two provinces.

***Natural Disaster Risk Prevention Management Should Be Realized Further in Order to Diminish the Negative Effects of Natural Disasters***

As analyzed in the previous Chapters, Thua Thien Hue and Quang Nam provinces are rather vulnerable to the natural disasters due to their geographic locations (nearby the sea and rivers). The negative impacts of natural disasters have badly affected the socio-economic development and also damaged the works of cultural heritages. Therefore, an urgent necessity for issuing a proper strategy for natural disaster risk prevention and management should be carried out in Thua Thien Hue and Quang Nam. In order to realize this strategy, some concrete programs and projects could be done such as improvement of natural disasters warning system (including both modern and traditional warning approaches); consolidation of the works of cultural heritages; improvement of human capacity in natural disaster prevention and management; investment into rescue facilities and so on. Furthermore, the provincial agencies of these two provinces should integrate the heritage concerns into national level disaster risk reduction strategy and integrate the traditional knowledge systems into the risk management strategies. For the former, efforts to develop the overall and sustainable disaster risk reduction strategies at the national level have become stronger in the recent years, because most of the strategies in the past have either ignored or failed to integrate concern for the cultural and natural heritage. At the same time, there should have a demand to develop the disaster risk reduction strategies for their heritage. These strategies, in most cases, are administered by heritage agencies outside the mainstream disaster reduction infrastructure, and therefore have a limited value in responding to disasters when they occur. Problems of integration even exist at the level of terminology with heritage planners using different terms that are not well understood by the larger disaster reduction community.

***Marketing Should Be Developed Further to Promote the Local Tourist Products to the Tourists and to Contribute to the Development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam Provinces***

As we know, the main purpose of marketing is to introduce the tourist products of a place to the visitors and convince them to buy those tourist products. Marketing, therefore, plays an important role in advertising the good images of tourist products to the tourists. For Thua Thien Hue and Quang Nam provinces, a completed marketing strategy for developing Cultural Heritage Tourism is really

necessary and should be developed because it will help the local authorities and the tourism enterprises to advertise their local tourist products to the international and domestic visitors. It also helps to introduce the potentials and opportunities to the external and internal investors and call them for making more essential investments into the provinces through the issuance of appropriate policies and mechanism. For this reason, developing a Cultural Heritage Tourism marketing and promotion strategy is completely important for the two provinces of Thua Thien Hue and Quang Nam. Some concrete projects and programs should be implemented. For example, setting up the websites, leaflets, brochures, booklets; organizing and participating in the international and domestic fairs and exhibitions of tourist products; organizing the seminars and conferences; broadcasting; and so on.

***Cooperation and Coordination between the Multi-Stakeholders Should Be Developed Further to Make Essential Investments into the Development of Cultural Heritage Tourism in TTHue and QNam Provinces***

In order to effectively develop Cultural Heritage Tourism, it requires a close coordination and cooperation from the multi-stakeholders in the society. In particular, in the context of Thua Thien Hue and Quang Nam, the financial sources from the central and local governments' budget are very limited and meanwhile, the capacity of finance from the private sectors in the provinces is a very good potential. A proper strategy for encouraging the active participation of the private sectors, including the groups, companies, enterprises, collectives, individual households, and the like into the development investment process is therefore very essential because it will help the local authorities to settle with the question of lacking investment capitals for tourism development in the two provinces. Such a strategy should obtain a set of suitable mechanisms and policies such as tax reduction and exemption, low interest rates, borrowing funds, land use priorities, quick proceedings of administrative procedures and so on.

***Improvement of Awareness for the Local People about the Conservation and Preservation of Cultural Heritages Should Be Developed Further in TTHue and Quang Nam Provinces***

The role of full awareness from the side of the local people in the task of cultural heritage conservation and preservation is very important. There should have a need for giving out the programs to help the local people to better understand the Cultural Heritage Tourism and its importance in the social, economic and cultural aspects. The local people should be fully aware that they are the owners of those cultural heritages and they, themselves, are directly benefiting the values of cultural heritages. Therefore, they are the main beneficiaries from the Cultural Heritage Tourism development in their living places. In short, the improvement of people's awareness will help limit the negative effects which the local people have brought about for the development of Cultural Heritage Tourism. A set of solutions, for example, the propaganda for Cultural Heritage Tourism and its significance should be implemented; the strict penalties should be also realized to diminish the unexpected reactions from the visitors and the local people to the heritages and their surrounding environments.

**9.3. SHORT-TERM ACTION PLAN FOR DEVELOPING CULTURAL HERITAGE TOURISM IN THUA THIEN HUE AND QUANG NAM PROVINCES**

Together with the long-term strategies with the intervention of several specific activities, a short-term action plan with detailed steps for the Cultural Heritage Tourism development will also be pointed out in this section. As we know, a plan will obtain one or more actions and its major purpose is to achieve the goals and objectives. The short-term action plan is gleaned by the researcher based on the results of his study survey and a suggestion from the researcher’s personal views. The recommended short-term action plan is done with a hope of bringing in a better development for the tourism industry and at the same time, and enhancing the conservation and promotion of the traditional values of cultural heritages for the two provinces of Thua Thien Hue and Quang Nam in Vietnam. The Table 9.3 below describes the short-term action plan with an explanation of detailed objectives, activities, and expected budgets for realization phases and the actors of implementation. Through this table, a set of concrete actions will be pointed out, including environmental protection and management; further investment of infrastructure development; natural disaster risks prevention and management for heritage protection; enhancement of Cultural Heritage Tourism Marketing and Promotion; evaluation methods; Cultural Heritage Tourism Databank.

Table 9.3: Short-Term Action Plan for Achieving the CHT Development Strategies in TTHue and Q.Nam Provinces

No	Short-Term Action Plan	Objectives	Intervention of Activities/Actions	Budget Sources for Implementation	Actors /Implementers
1.	Environmental protection and management should be always given necessary attention	<ul style="list-style-type: none"> <li>- To avoid the demolition of cultural heritages;</li> <li>- To assure the safety and health of the visitors</li> </ul>	<ul style="list-style-type: none"> <li>- Equipping the system of waste settlement (water, solid waste);</li> <li>- Supplying the water drainage;</li> <li>- Preventing the vehicles and transport with the means to enter the heritage destinations;</li> <li>- Warning the visitors not to leave litter in the heritage destinations;</li> </ul>	from the central and local governments' budget, organizations, enterprises, etc	appropriate authorities (monument conservation centres, etc)
2.	Further infrastructure should further be developed	<ul style="list-style-type: none"> <li>- To create an easy access and travel to the heritage destinations for the visitors;</li> <li>- To ensure the safety of the visitors;</li> </ul>	<ul style="list-style-type: none"> <li>- Upgrading the paths connecting to the heritage places and the spots within the places;</li> <li>- Repairing and upgrading the sanitary works in the heritage destinations;</li> <li>- Supplying the system of electricity and water in heritage spots;</li> <li>- Supplying facilities and services for banking, insurances, health cares at the heritage spots for quick use;</li> </ul>	from the central and local governments' budget, organisations, enterprises, collectives, individual households, etc	local governmental agencies, companies, tourist enterprises, collectives, individual households, etc
3.	Building up the risk management programs of natural disasters for the purpose of heritage protection	- To diminish the unexpected damages to the cultural heritages caused by natural disasters;	<ul style="list-style-type: none"> <li>- Strengthening the consolidation of heritage works;</li> <li>- Equipping with the modern facilities for the warning system;</li> <li>- Using the traditional approaches in warning and forecasting system of natural disasters;</li> <li>- Equipping more modern rescue facilities and services;</li> </ul>	from the central and local governments' budget, organisations, enterprises, collectives, individual households, etc	local governmental agencies, companies, tourist enterprises, collectives, individual households, etc
4.	Promotion and marketing for Cultural Heritage Tourism should be enhanced	<ul style="list-style-type: none"> <li>- To advertise the local tourist products to the tourism markets;</li> <li>- To attract more tourists to</li> </ul>	<ul style="list-style-type: none"> <li>- Establishing the booklet, leaflet, brochures, website for marketing;</li> <li>- Organizing an internal and external fairs and exhibitions about</li> </ul>	from national and local governments' budget, FDI, ODA, tourist enterprises, individual	Central and Local Governmental Agencies (ministry of Culture, Sports,



		visit the tourist heritage destinations in the provinces	local tourist products; - Organizing festivals of music, arts, traditional trade villages, etc; - Broadcasting the tourism potentials on television, radio;	business households, borrowing from the banks, governmental bonds, etc	Tourism, appropriate authorities, etc), tourist enterprises, traditional trade villages, individual business household; etc
5.	Institutional arrangements should be consolidated	- To achieve the unity of multiple stakeholders; - To ensure the efficiency in the conservation and promotion of cultural heritages	- Building up a multi-stakeholders council with different representatives from the government, civil society, business sectors, and academe; - Increasing the close coordination between national and local government and business sectors, and the academe;	Central and local governmental agencies, social organizations, business sectors, research institutions, universities, etc	Central and local governmental agencies, social organizations, business sectors, research institutions, universities, etc
6.	Methods of evaluation and monitoring should be built Up	- To improve the efficiency of implementation plans; - To evaluate and monitor the projects of CHT;	- Selecting the appropriate indicators for evaluation and monitoring of CHT projects; - Determining the distinct quantitative evaluation criteria, standards for each type of tourism or area;	Central and local governments' budgets, ODA, borrowing funds, governmental bonds, enterprises, etc	Central and local governmental agencies, appropriate authorities, research institutions, universities, enterprises, etc
7.	Establishing a databank for Cultural Heritage Tourism	- To build up the data sources of CHT development; - To improve the efficiency in the management of CH;	- Proceeding necessary surveys to collect the data of CHT in TTHue & QNam; - Applying information technology and techniques to record the archives of CHT; - Assigning the organs and the officials to supervise and to manage the databank of CHT; - Establishing the periodic plans and programs to obtain the data of CHT;	Central and local governmental agencies, appropriate authorities (ministry and departments of culture, sports, tourism, etc), etc	Central and local governmental agencies, appropriate authorities (ministry and departments of culture, sports, tourism, etc), statistics office, etc

Source: Researcher

### ***Environmental Protection and Management Should Be Always Given Necessary Attentions***

Environmental protection and management plays an important role in the process of Cultural Heritage Tourism development because as discussed in the previous chapters, the development of Cultural Heritage Tourism will possibly cause the demolition of the cultural heritages in both Thua Thien Hue and Quang Nam provinces. In order to avoid the environmental degradation from the uncontrolled Cultural Heritage Tourism development, aside from the long-term strategies, the enforcement of short-term action plan is very necessary. For Thua Thien Hue and Quang Nam, some of the concrete actions could include:

- Supplying the equipment of waste drainage settlement system (water and solid waste);
- Preventing the vehicles and transportation means to enter the heritage destinations;
- Supplying the warnings for the visitors not to leave litter in the heritage place, and so forth;
- Moreover, a promulgation of the strict regulations and laws for environmental protection and management should be delivered by the concerned authorities in the two provinces in order to prevent the unexpected behaviours of the visitors and the residents to the protection of cultural heritages and their surrounding environment.

### ***Further Infrastructure Should Be Improved to Enhance the Development of Cultural Heritage Tourism in Thua Thien Hue and Quang Nam Provinces***

Along with the long-term strategy, the short-term action plan for making a better development of infrastructure should be carried out in these two provinces. The realization of concrete action plans are also aimed at accomplishing the long-term Cultural Heritage Tourism development strategies. Meanwhile, the long-term Cultural Heritage Tourism development strategies are mainly focusing on the big constructions such as airports, seaports, national routes, railways, and bridges in the long term, the short-term action plans are mainly concentrated to build up the small and medium-scale projects and programs. For the cases of Thua Thien Hue and Quang Nam, a set of concrete plans and projects should be done. For example, upgrading the paths connecting to the Cultural Heritage Tourism places as well as the spots within the tourist spots. Two main objectives are to create an easier access to the tourist destinations for the visitors, and to ensure the safety for the visitors as visiting at the cultural heritage sites. Some other activities can include repairing and improving the sanitary works in the heritage destinations; supplying the network of electricity and water for the visitors' uses; giving facilities and services of banking, insurances, and health cares at the heritage places for a quick use from the visitors and so on. In addition, the consideration and promulgation of policies, regulations such as tax (income tax, land use tax, business tax); interest rate, borrowing funds, and the like at the local levels in the two provinces should be realized. This is very important because it keeps a catalysis in making the business operations and activities running smoothly. This also helps to create a simpler and quicker administration and most important, the partnerships between the public and private sectors become much closer and closer. Some specific projects of roads should be done:

*For Quang Nam Province:*

- Upgrading the National road 1A, National Road 14 (connecting Quang Nam with TTHue and Kontum province);
- Upgrading the Roads National Roads 14, 14B, 14E;
- Upgrading the road running along the east side of the Truong Son Mountain Range from Quang Nam to Da Lat city;
- Upgrading the road running along the Coast, linking Danang city, Hoi An Old city, provincial capital of Tam Ky, and Nui Thanh district;
- Upgrading the Ky Ha sea port;
- Upgrading the domestic Chu Lai airport (to the South of Quang Nam); Constructing the roads connecting Hoi An old city and My Son Sanctuary;
- Upgrading the paths among the My Son Sanctuary;

*For Thua Thien Hue Province:*

- Upgrading the National Road 1A (connecting North to South of Vietnam);
- Upgrading the national roads 49 (runs to Laos), 49B (runs through from West to East linking some other coastal lines);
- Upgrading the national road 14 (A Luoi and Nam Dong districts);
- Upgrading the provincial roads: 2,3,4,5, 6,7,8A, 8B, 10B, 10C, 11A, 11B, 15;
- Upgrading the provincial roads: 14B, 14C;
- Upgrading the international airport of Phu Bai;
- Upgrading the sea ports of Chan May and Thuan An;
- Upgrading the paths among the complex of monuments, heritage destinations: Hue city – A luoi, Nam Dong districts; Hue city – Phu Vang district; Hue city – Quang Dien, Phong Dien districts;

***Building Up the Natural Disasters Risk Management Strategies to Cultural Heritages Tourism***

Besides the long-term strategies of natural disaster risk management for Cultural Heritage Tourism development, the short-term action plan is very necessary as its actual meaning. For Thua Thien Hue and Quang Nam provinces, some concrete plans, for examples, sustainable land use, site selection, and traditional planning are viewed as the methods that have been utilized for the reduction of risks of disasters. For the use of traditional knowledge systems on intangible aspect, we can see that the intangible aspects of traditional knowledge systems existing within communities help to reduce the risks of disaster. Among them are the traditions, myths, beliefs, taboos, and rituals that exist in the traditional societies. People have been using them for predicting disasters and for signalling the community. Certain legendary stories, unwritten historical records, and oral traditions helped them to be warned about disasters. Of utmost importance is the transfer of these knowledge from generation to generation to ensure continuity. Moreover, the works of cultural heritages should be also consolidated better to diminish the risks of natural disasters. Defensive methods against

disasters, such as the use of disaster resistant materials and construction techniques, are among the examples. Particular materials and techniques such as wattle and daub construction with bamboo as reinforcement material, traditional masonry construction, and wood frames with masonry infill have all proved to be successful examples of disaster resistant systems, as have some projected balconies and joinery details. Thua Thien Hue and Quang Nam should also apply the four possibilities to ease their financial burden in the context of natural disaster losses: First, they can continue recover as before from the effects of a disaster event as best they can use available resources best. Second, they can eliminate the risk by locating infrastructure out of hazard prone areas. Third, they can reduce the risk (mitigation), e.g. retrofitting existing facilities and the last and fourth option is to transfer risk to other levels. However, different measures should be chosen in relation to the frequency and the severity of the natural hazard, where losses would be least for low frequency/low severity events and greatest for high frequency/high severity events.

#### ***Promotion and Marketing for Cultural Heritage Tourism Should Be Enhanced***

Together with the long-term strategies for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces, a short-term action plan for marketing Cultural Heritage Tourism should be carried out to gain the objectives. Marketing should be used as a useful tool to advertise the local tourist products to the visitors and convince them to buy those products. As an example, a set of actions should be established such as establishing the booklets, leaflet, brochures, website; organizing the exhibitions and fairs for local tourist products; participating in international and domestic exhibitions and fairs; organizing the festivals of arts, music, eating and drinking, traditional trade villages; enhancing the internal and external broadcasting for local tourist products and the like. Those short-term action plans will significantly contribute to the achievement of the Cultural Heritage Tourism development strategy. However, in order to obtain the accomplishment of short-term action plan, the roles of actors/implementers and the time and budget for the implementation of the plans should be paid much attention by the local authorities of the two provinces.

#### ***Institutional Arrangement Should Be Consolidated Further in Thua Thien Hue and Quang Nam Provinces***

A multiple-stakeholder council should be created and should be composed of representatives of the government, civil society, business sector and the academe. Major tasks should focus on implementing other plans, programs, and activities related to sustainable tourism development. Institutional management should be implemented at both macro and micro level. At macro level means the national and provincial level and at micro level means the level of individual institutions. The processes of management are from top to down. In the case of Vietnam, the Ministry of Culture, Sports and Tourism plays an important role in managing the cultural heritages at the national level and then, at the provincial level, the Provincial Department of Culture, Sports and Tourism will carry out the duties of cultural heritages management at the provincial level. A close coordination between the national and provincial government and the business sectors (tourism operators) and the

academe (universities, research institutions) is very important in giving out the policies and strategies. For the business sector, the roles of associations (association of enterprises, association of small and medium entrepreneurs, association of hotels, restaurants, and association of traditional handicraft villages) and trade unions are very essential in preserving and effectively developing Cultural Heritage Tourism. However, the cooperation between the governments and the business sectors will be not sufficient if it still lacks another partner, i.e. academe, in which an educational and research environment is established to develop and produce a product and its production process. For this reason, an institutional management should be consolidated in the study areas of Thua Thien Hue and Quang Nam.

#### ***Methods of Evaluation and Monitoring Should Be Built Up***

Selecting the appropriate indicators to be used in the evaluation and monitoring of the Cultural Heritage Tourism projects can be problematic. Indeed, for greater effectiveness, it is advisable to determine distinct quantitative evaluation criteria or at least a range of standards for each type of tourism or area. These standards for the selected indicators must be elaborated in cooperation with the national and local authorities responsible for tourism so that they become operational in each country and in each area. Those evaluation methods could obtain the mixture of indicator such as quantitative and qualitative liquid and solid waste processing indicators with a system adapted to process waste produced by tourists; cultural impact indicator; training indicator; job creation indicator; water and energy consumption indicators (use of renewable energy); Indicator of visits by the local population; and new technology usage indicator.

#### ***Establishing a Databank for Cultural Heritage Tourism Development***

Building up and establishing the Databank for Cultural Heritage Tourism and Tourism should be implemented. The Cultural Heritage Tourism Databank will help the local authorities and their appropriate departments to assess adequately the existing potentials of Cultural Heritage Tourism in the two provinces. It also helps to update the information about the number of tourist arrivals, tourists' expenditures and to measure the social, economic and cultural values as well as the negative and positive impacts of Cultural Heritage Tourism to the environment and so on. The establishment of the Cultural Heritage Tourism Databank will, above all, help the decision-makers, politicians, planners to give out the proper policies and strategies for the Cultural Heritage Tourism development in particular and the industry of tourism in general for the two provinces of Thua Thien Hue and Quang Nam.

#### **9.4. RECOMMENDATIONS FOR FURTHER STUDIES**

In the framework of this study, the researcher does not intend to cover and implement so many things at the same time but only seeks to adequately assess the actual potentials for developing Cultural Heritage Tourism in Thua Thien Hue and Quang Nam provinces. However, in order to attain the objectives and goals of the Cultural Heritage Tourism development in these two provinces in the years to come, the researcher therefore offers to introduce some points for further

study. These points could be considered as premises for accomplishing a more enhanced development of Cultural Heritage Tourism. The following are suggested areas for further study:

1. Devising new Cultural Heritage Tourism cost/benefit evaluation methods which would highlight the social and economic benefits for local populations, as well as the limitations of the financial benefits generated compared to other forms of tourism, notably mass tourism;
2. Finding appropriate legal and institutional mechanisms to facilitate and effectively make the systematic participation of local communities in the overall Cultural Heritage Tourism process, including policy definition, planning, management, and monitoring;
3. Establishing financial and fiscal mechanisms to ensure that a significant proportion of the income generated from Cultural Heritage Tourism remains with the local community or is served for conservation purposes;
4. Researching methods to ensure the permanent control of impacts through the adaptation of carrying capacity methodologies to Cultural Heritage Tourism development, including the definition of damage warning indicators and disturbance gauges for protected sites and other natural areas;
5. Researching specific management and monitoring procedures for different types of Cultural Heritage Tourism sites.

The aforementioned studies could be considered as useful tools for contributing to the Cultural Heritage Tourism development in the study area. As was discussed above, the evaluation methods of Cultural Heritage Tourism cost and benefits will highlight the social and economic benefits for the local population. It will help evaluate the costs and benefits of Cultural Heritage Tourism to a region's development. For example, in terms of economic impact, the benefits of Cultural Heritage Tourism are revenues directly and indirectly obtained from the tourists, employment opportunities, and so on. However, the costs of Cultural Heritage Tourism are start-up expenses (acquiring land, establishing protected area, building infrastructure and superstructure) or ongoing expenses (maintenance of infrastructure, wages)<sup>ix</sup>. In addition, the appropriate legal and institutional mechanisms through useful tools like policy definition, planning, management and monitoring will contribute to the effective participation and active cooperation of multiple-stakeholders. This brings in a better coordination between the public and private sectors in developing Cultural Heritage Tourism. An establishment of financial and fiscal mechanisms is to ensure a significant proportion of the income generated from Cultural Heritage Tourism. It will help assess the revenues which Cultural Heritage Tourism brings to the local people. It implies both the revenues for the local authorities and the income for the host community. The research methods could be further studied in order to manage and control the impacts through the adaptation of capacity methodologies for Cultural Heritage Tourism development. The methods could be defined and specified by warning indicators or disturbance gauges for protected areas and other natural areas. Searching methods is the best way in finding out

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<sup>ix</sup> <http://learning.londonmet.ac.uk/le102/Wk%2012%20table.htm>

the useful tools and essential solutions for developing Cultural Heritage Tourism. It is sometimes considered as the methodological basis of how Cultural Heritage Tourism should be developed. Finally, specific management and monitoring procedures for different types of Cultural Heritage Tourism sites could be studied and implemented. Cultural Heritage Tourism sites include monuments, historic relics, revolutionary vestiges, museums, religious buildings and beaches, mangroves, seashores, mountains and the like. The management and monitoring of Cultural Heritage Tourism sites and activities will help control the negative impacts and simultaneously improve the existing status of the study area for a better Cultural Heritage Tourism development.

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**ANNEX:**

**Annex i: Interview Guide (table 5.4)**

No.	Steps of Interview Guide	Description of Interview Guide	Notes
1.	Context	The study is conducted to assess the potentials for the CHT development and its effects to the process of socio-economic development and planning management in the study areas: Thua Thien Hue and Quang Nam provinces – Vietnam	Thua Thien Hue and Quang Nam – Central Vietnam
2.	Premise, Study Rationale	<ul style="list-style-type: none"> <li>- To provide a stronger basis for planners and decision-makers to realize the importance of CHT and tourism industry in Thua Thien Hue and Quang Nam;</li> <li>- To help the planners and decision-makers in Thua Thien Hue and Quang Nam to assess their proper policies and programs for developing the CHT;</li> <li>- To raise the level of awareness of people in preserving and promoting the cultural heritages; in developing a sustainable tourism; building up Thua Thien Hue and Quang Nam as interesting tourist destinations for attracting more visitors</li> </ul>	
3.	General questions	<ol style="list-style-type: none"> <li>1. What do you understand about the CHT?</li> <li>2. What do you think about the tourism industry in Thua Thien Hue/Quang Nam?</li> <li>3. Do you think that the CHT will bring the positive effects to the socio-economic development process for Thua Thien Hue/Quang Nam?</li> <li>4. What are the programs/strategies/plans for the development of CHT in Thua Thien Hue/Quang Nam?</li> </ol>	
4.	General Strategy	Ask the key respondents/interviewees to understand the purpose of the research and to respond fully the research questions by their helpful ideas and opinions	Ask the officers, tourist operators visitors, and focused key discussion to respond to actual research works
5.	Refinement of the Research Questions	<ol style="list-style-type: none"> <li>a. <b>There are three issues to study:</b> What do the interviewees understand the significant contributions of CHT to socio-economic development and planning management in TTHue/Quang Nam?</li> <li>b. <b>Research context may be different from every case study:</b> What is the cooperation between the public and private sectors in making investments into CHT? What are the programs/strategies/projects of each province to promote cultural</li> </ol>	

		heritage and to develop the CHT industry?	
6.	Translating the research questions into the interview questions (officers, tourist operators, visitors)	<p><b>Part A: Effects of Cultural Heritage Tourism to Economic Factor</b></p> <ol style="list-style-type: none"> <li>1. What is the total revenue achieved by the CHT industry development in Thua Thien Hue/Quang Nam?</li> <li>2. What is the employment rate achieved by the tourism industry in TTHue /Quang Nam?</li> <li>3. How many traditional careers and trade village which are rehabilitated due to the development of CHT?</li> <li>4. How many employees at your enterprise do you have now?</li> <li>5. What is the income of an employee per month?</li> <li>6. How much money did you invest in your business facilities?</li> </ol> <p><b>Part B: Effects of Cultural Heritage Tourism to Social-Factor</b></p> <ol style="list-style-type: none"> <li>1. Do you think that the local people are proud of the cultural heritages they have inherited?</li> <li>2. How do the local people preserve and promote the image of their cultural heritage to the visitors? Please explain on which ways?</li> </ol> <p><b>Part C: Effect of Cultural Heritage Tourism to Planning Management Factor</b></p> <ol style="list-style-type: none"> <li>1. How many programs and projects which aims to rehabilitate the historic buildings, monuments, historical vestiges in TTHue/Quang Nam?</li> <li>2. Is there any cooperation between the public and private sectors in making business into heritage tourism industry?</li> </ol>	Premises, outline of topics to be addressed in the interview

Source: Researcher

**Annex ii: Questionnaire for Officials**

*My name is Thanh Phu Dang. I am a Ph.D Research Student at the Faculty of Spatial Planning, the Technical University of Dortmund in Germany. I am doing the research project under the title of “An Assessment of the Potentials for Developin Cultural Heritage Tourism in the Central Part of Vietnam – Case Study: Thua Thien Hue And Quang Nam Provinces In Viet Nam”.*

**I. Respondent Profile:**

- 1. Name of the Respondent:.....
- 2. Age: .....Sex:.....
- 3. Highest Educational Attainment:
  - Elementary
  - Secondary
  - Tertiary
  - Graduate
  - Post-Graduate
  - OthersIf others, please specify.....
- 4. Occupation/Postion:.....
- 5. Name of Office:.....

**II. General Information:**

- 1. How long have you been working in the above occupation ?.....Years?
- 2. Who are involved in the development of Cultural Heritage Tourism in the provinces of Thua Thien Hue/Quang Nam?  
.....
- 3. What are the roles and functions of these above agencies?  
.....
- 4. What are the main destinations for Cultural Heritage Tourism in Thua Thien Hue/Quang Nam province?
  - Beaches/Mountains
  - Historic Revolutionary Places
  - Old Houses
  - Monuments
  - Traditional Trade Villages
  - Others
  - Pagodas/Churches
  - Old City CentresIf others, please specify.....
- 5. What criteria for declaring an area as a possible site for Cultural Heritage Tourism?
  - Historical Values
  - Cultural Features
  - Architecture Features
  - Human Culture
  - Natural Resources
  - OthersIf others, please specify.....
- 6. What are the advantages of the development of Cultural Heritage Tourism in comparison with the other types of tourism?
  - Employment Creations
  - Pride in City History
  - Heritage Conservation
  - People’s Awareness Improvement
  - Human Resource Improvement
  - Revitalization of Old City Centre
  - Natural Resources Preservation
  - Others
- 7. Does the development of Cultural Heritage Tourism contribute to the preservation and conservation of cultural heritages and natural resources?
  - Yes
  - No
- 8. Do you think that the development of Cultural Heritage Tourism will help to better people’s awareness in preserving and promoting the cultural heritages?
  - Yes
  - No
- 9. Are the local people open to the Cultural Heritage Tourism?
  - Yes
  - No
- 10. What are the important effects of the Cultural Heritage Tourism to the economic growth of Thua Thien Hue/Quang Nam province?
  - Jobs/Employments Creation
  - Increase of Revenue

- Incomes Generation
- Sustainable Economic Growth
- Improvement of Tourism Industry
- Others

If others, please specify.....

11. How to encourage the development of Cultural Heritage Tourism in terms of earnings, employments opportunities in Thua Thien Hue/Quang Nam?

12. Will the development of Cultural Heritage Tourism contribute to the urban rehabilitation of historic cities and adaptive reuse of buildings?

- Yes
- No

13. By which ways below the development of Cultural Heritage Tourism be considered as a proper solution for planning management factor?

- Revitalization of Monuments
- Re-use of old city centres
- Restoration of old libraries
- Renovation of shipyards
- Re-use of industrial plants
- Others

If others, please specify.....

14. Do you think that the development of Cultural Heritage Tourism will bring negative impacts for the development process of Thua Thien Hue/Quang Nam?

- Yes
- No

15. What are the negative impacts of development of Cultural Heritage Tourism to the development process of Thua Thien Hue/Quang Nam?

- Emissions of Air Pollution
- Water and Solid Waste
- Deterioration of Traditional Customs
- Degradation of Relics, Monuments
- Destruction of Eco-system
- Others

If others, please specify.....

16. What are the causes which have affected to the development of Cultural Heritage Tourism in Thua Thien Hue/Quang Nam province? (1=worst; 2 to 7 = less worse)

Causes affect to development of Cultural Heritage Tourism	Ranking Level						
	1	2	3	4	5	6	7
Wars consequences in the past							
Natural disasters (flood, drought, storm, etc)							
Quick Urbanisation process							
Lack of people's proper attitudes & behaviours							
Lack of public & private investments							
Insufficient state of infrastructure							
Lack of legal framework for Cultural Heritage conservation and promotion							

17. What are the difficult issues for the development of Cultural Heritage Tourism in Thua Thien Hue/Quang Nam province?

- Transportation
- Information Services
- Communication
- Infrastructure
- Accommodation
- Package Tours
- Policies/Programs/Strategies
- Environmental Issues
- Others

If others, please specify.....

18. Do you think that the development of cultural heritage should be considered as an important strategy for the comprehensive development of Thua Thien Hue/Quang Nam?

- Yes
- No

19. By which ways below do you think that it will help people to understand better the Cultural Heritage Tourism? Please order from 1 to 5 (1=most effective, 5=least).

Description	1	2	3	4	5
To help communities to understand and conserve better their heritage					

To bring heritage education into study curricula in schools as an informal education					
To realize and disseminate the local tourist products					
To make production of publications in the national language (video, TV programmes, books, CD) and animation activities (exhibitions, museums, festivals, fair, music) concerning cultural heritage for local public					
To organise educational campaign to safeguard, conservation and promotion of cultural heritage					

20. What are the opportunities for developing Cultural Heritage Tourism in the province of Thua Thien Hue and Quang Nam?

- Policies/Plans/Projects
- Natural Landscape
- Historic Buildings&Vestiges
- Ethnic Minority Groups
- Human Resources
- Social/cultural characteristics
- Festivals/Music/Dances
- Others

If others, please specify.....

21. What necessary policies should be implemented to develop Cultural Heritage Tourism in Thua Thien Hue/Quang Nam province?

.....

22. What most important interventions from the national and local governments to develop Cultural Heritage Tourism?.

.....

*Thank you very much for your cooperation!!!*

**Annex iii: Questionnaire for Tourist Operators**

Name of Enterprise:.....

Location: .....

**Personal Profile**

1. Name: .....

2. Age:..... 3.Sex: .....

4. Highest Education Attainment:

- Elementary
- Graduate
- Secondary
- Post-Graduate
- Tertiary
- Others

If others, please specify.....

5. Civil Status:

- Single
- Widowed
- Married
- Separated/Divorced

6. How long have you been working in your business.....Years?

**Activities**

7. What activities do you offer here?

- Mountain Climbing
- Folk-Music, Dance
- Camping
- Others
- Trekking
- Sightseeing
- Monuments
- Swimming/Diving
- Historical Places
- Old City Centres

If others, please specify .....

8. Which kinds of activities the visitors like best and which one occupies smallest number of tourists?

.....

**Services**

9. What types of services do you offer here?

- Accommodation
- Restaurants
- Travelling

- Tour Guide
- Souvenir Shops
- Others

If others, please specify.....

10. What facilities do you have here?

- Hotel
- Restaurant
- Equipment Hiring
- Lodge/Inns
- Transportation
- Others

If others, please specify.....

### Management

11. How many employees are working now in your business? .....

12. Are they members of your family or do you employ them from outside of family?

- Yes
- No

13. What is the problem of waste settlement in your business?

- Water waste
- Solid waste
- Others

If others, please specify.....

14. How do you solve the problems of waste in your business?

15. Do the employees take part in any course of Cultural Heritage Tourism? (Please list out some training course)

16. Do you participate in any training course from the local authorities/international organisations with respect to the development of Cultural Heritage Tourism?

17. How many tourists visit your place per day?

- 10-20
- 20-50
- 50-100
- $\geq$  100

18. What are the important economic effects of Cultural Heritage Tourism to the economic growth for Thua Thien Hue and Quang Nam provinces?

- Jobs/Employments Creation
- Increase of Revenue
- Income Generation
- Improvement of Tourism Industry
- Sustainable Economic Growth
- Others

If others, please specify.....

19. Are you a member of any tourism development association? (*Please write down the names of association*).

20. Have you thought of negative impacts of your business (e.g. water drainage, water and solid waste, air pollution, etc) to the development of Cultural Heritage Tourism?

- Yes
- No

21. What common problems do you encounter in your operations (tourism)?

22. How do you address the situation/solutions?

23. What type of tourism has the similarities and importance like Cultural Heritage Tourism?

- Eco-tourism
- Community Tourism
- Health Tourism
- Adventure Tourism
- Leisure Tourism
- Others

If others, please specify.....

24. What factors for declaring an area as a possible site for Cultural Heritage Tourism?

- Old Architectural Buildings
- Traditions and Customs
- Environment

- Natural Landscape Others
- Historic City Center
- Historical Relics
- Others

If others, please specify.....

25. Will the development of Cultural Heritage Tourism help to promote the image of Thua Thien Hue/Quang Nam province and to attract more tourists' arrivals?

- Yes
- No
- Not much

26. What are the main causes which have affected the development of Cultural Heritage Tourism in Thua Thien Hue/Quang Nam provinces? (1=worst; 2 to 7 = less worse)

Problems and causes affect to developmen of Cultural Heritage Tourism	Ranking Level						
	1	2	3	4	5	6	7
Wars consequences in the past							
Natural disasters (flood, drought, storm, etc)							
Urbanisation process							
Lack of people's proper attitudes & behaviours							
Lack of public & private investments							
Insufficient state of infrastructure							
Lack of legal framework for cultural heritage conservation and promotion							

27. What essential policies should the national government implement to accelerate the development of Cultural Heritage Tourism in Thua Thien Hue/Quang Nam?

28. What are the most important interventions from the local authorities that should be implemented in order to improve development of Cultural Heritage Tourism?

*Thank you very much for your cooperation!!!*

**Annex iv: Questionnaire for Visitors**

**I. Respondent Profile**

1. Name of the Visitor:.....

2. Age:.....Sex: .....

3. Nationality: .....

4. Civil Status:  
 Single       Married       Widowed       Separated/Divorced

5. Occupation: .....

6. Name of Organisation:

- Government
- NGOs
- Private
- Others

If others, please specify.....

7. Highest Educational Attainment:

- Elementary
- Secondary
- Tertiary
- Graduate
- Post-Graduate
- Others

If others, please specify.....

**II. General Information**

1. How many times have you been in Thua Thien Hue/ Quang Nam? .....

2. How did you know about this place?

- Radio
- Friends / Relatives
- Internet
- Newspaper
- Travelling Agencies
- Others

If others, please specify.....

3. What is the purpose of your trip?

- Pleasure
- Business
- Study



Health Treatment                       Business/Pleasure                       Others  
If others, please specify.....

4. How long you stay in this place? .....

5. Which sites have you visited in Thua Thien Hue/Quang Nam provinces?  
.....

6. What types of accommodations did you use for the most part of your stay in this place?

- Hotel                       Resort                       Pension/Inn/Lodge  
 Hostel                       Others

If others, please specify.....

7. What kind of room did you choose?

- Economic                       Comfort                       Deluxe                       Others

If others, please specify.....

8. Who arrange your trip?

- Your company                       Private Travelling Agency  
 Self-arranging                       Others

If others, please specify.....

9. What is the means of transportation you used to this place?

- Private car                       Train                       Ship  
 Bus                       Airplane                       Others

If others, please specify.....

10. Which tourist activities in this place have you been or planning to carry on?

- Sightseeing                       Visting historical places                       Visting Monuments  
 Beaches                       Hiking/Trekking                       Pagodas, Churches  
 Mountain Climbing                       Diving/Fishing                       Folk-Music, Dances  
 Others

If others, please specify.....

11. Why do you choose Thua Thien Hue/Quang Nam as a destination of tourist arrival?  
.....

12. Do you know that Thua Thien Hue/Quang Nam province has the UNESCO World Culture Heritages?

- Yes                       No

13. What type of tourism has the similarities and importance like Cultural Heritage Tourism?

- Eco-tourism                       Community Tourism                       Health Tourism  
 Adventure Tourism                       Leisure Tourism                       Others

If others, please specify.....

14. What factors are needed for declaring an area as a possible site for Cultural Heritage Tourism?

- Old Architectural Buildings                       Traditions and Customs                       Environment  
 Natural Landscape Others                       Historic City Center                       Historical Relics  
 Others

If others, please specify.....

15. Will the development of Cultural Heritage Tourism help to promote better the image of Thua Thien Hue/Quang Nam and to attract more tourists' arrivals?

- Yes                       No                       Not much

16. What are the main causes which have affected to the development of Cultural Heritage Tourism in Thua Thien Hue/Quang Nam province? (1=worst; 2 to 7 = less worse)

Problems and causes affect to development of Cultural Heritage Tourism	Ranking Level						
	1	2	3	4	5	6	7
Wars consequences in the past							
Natural disasters (flood, drought, storm, etc)							
Urbanisation process							
Lack of people's proper attitudes & behaviours							
Lack of public & private investments							
Insufficient state of infrastructure							
Lack of legal framework for Cultural Heritage conservation and promotion							

17. What important effects does Cultural Heritage Tourism bring to the economic growth for Thua Thien Hue/Quang Nam province?

- Creation of jobs/employments
- Increase of revenue
- Generation of Incomes
- Improvement of tourism industry
- Sustainable economic growth
- Others

If others, please specify.....

18. On the average, how much did you spend per day on the following items during your stay in this place?

Items	Vietnamese Dong	Dollars
Lodging		
Food		
Local transportation		
Visit ticket		
Entertainment		
Shopping		
Other services		

19. What necessary interventions from the national/local government sides should be implemented in order to improve the development of Cultural Heritage Tourism?

- Environmental management
- Conservation of Monuments, Relics
- Infrastructure Investments
- Preservation of Traditions and Customs
- Facilities & Services Improvement
- Enhancement of Human Capability
- Others

If others, please specify.....

20. By which the following factors, should Thua Thien Hue/Quang Nam be considered as an ideal place for Heritage Tourism development?

- A World Heritage Site
- Many National-Level Heritages
- A Long History
- Beautiful Natural Landscape
- Friendly People
- Others

If others, please specify.....

21. Are you satisfied after visiting the monuments, historical relics and beautiful landscapes in TTHue/Quang Nam province?

- Yes
- No

22. What are your impressions about the places you visited with respect to:

Items	Very good	Good	Fair	Poor	Very poor
Infrastructure					
Landscape					
Services and facilities					
Natural resources					
Cultural heritages					

*Thank you very much for your cooperation!!!*

**Annex v: Questionnaire for Public Officials (field trip 2)**

1. What are the typical kinds of heritages in your place (district)? (historic relics, revolutionary vestiges, museums, wars' remains, etc?)
  - Monuments                       Garden houses                       Historical relics
  - Revolutionary vestiges                       Old house and buildings                       Others (if other, please specify)
2. What is the local budget for conserving, preserving and promoting the Cultural Heritage Tourism (CHT) in your place (district)?
  - Central budget                       Provincial budget
  - District's budget                       Contribution from enterprises & community
3. How much money the district spends to develop the CHT per year?;
  - ≤ one billion VND                       1-5 billion VND                       ≥ 5 billion VND
4. How do the local community benefit from the development of CHT in the districts?
  - Income Improvement                       Jobs Generation                       Living conditions improvement
  - Cultural values conservation                       Traditional trade village preservation
  - Environmental protection                       Economic growth
  - Community branding's improvement                       Others (please explain further)
5. How many projects to help the families living in the old city centre to restore their traditional houses and building?
  - ≤ 5 projects                       5-10 projects                       ≥ 10 projects
6. Is there any prioritized mechanism to help the families to borrow money from the banks and credit funds in rehabilitating their old houses and buildings (garden houses)?
  - Tax reduction/exemption                       Low bank interest rate
  - Fund borrowing                       Others (please explain further)
7. Does the process of urbanisation affect the development of CHT in the districts?
  - Yes                       No
8. Do the local authorities have any program and strategy to control this issue?
  - Yes                       No
  - If yes, please specify some
9. Are there many tourists visiting the district?
  - ≤ 500.000 tourists                       500.000 – 1 million tourists                       ≥ 1 million tourists
10. Which season in year tourists visit mainly on cultural destinations in the district?
  - Spring                       Summer                       Autumn                       Winter
11. How do you the local authorities promote and advertise tourism potentials to attract tourists?
  - By Internet                       By Television
  - By international/domestic fairs                       Others (If other, please specify)
12. What the local authorities should do to develop the CHT?
  - Infrastructure investment                       Facilities & service improvement
  - Favourable mechanism creation                       Others                      If other, please specify

*Thank you very much for your cooperation and please feel secure that your helpful responses will be kept confidential !!!*

**Annex vi: Questionnaire for Tourist Operators (field trip 2)**

1. Do you have any tourist business operation in the districts of Phu Loc, Phong Dien, etc (in TTHue) and Dien Ban, Tra My (in Q.Nam)?
  - Yes                       No
2. What kind of tourist business of your company in the district?
  - Accommodation                       Restaurants                       Tour Operator                       Shopping
  - Souvenir shop                       Recreational activities                       Other (if other, please specify)
3. Why do you (your company) establish tourist business operations in this district?
  - Many heritages                       Beautiful landscapes                       Friendly community
  - Local authorities' supports                       Human resources                       Traditional trade villages
  - Others (if other, please specify)
4. What are the typical kinds of heritages in your place (district)? (historic relics, revolutionary vestiges, museums, wars' remains, etc?)
  - Monuments                       Garden houses                       Historical relics

- Revolutionary vestiges  Old house and buildings  Others (if other, please specify)
5. Why do you think the district of A Luoi, Nam Dong has an actual potential for developing the CHT?
- Infrastructure system  Facilities and services  Labor force  
 Natural beauty  Richness of cultural heritages  Others (If other, please specify)
6. Are the tourists satisfied with the heritages in these districts?
- Yes  No
7. Why tourists feel satisfied with these heritages?
- Good infrastructure  Good facilities & services  Friendly people  
 Abundance of beautiful landscapes  Plentiful of cultural heritages  
 Long history of wars  Others (If other, please specify)
8. How much money do you (your company) invest to develop the CHT in this district?
- ≤ 5 billion VND  5-10 billion VND  ≥ 10 billions VND
9. How many employees of your company are working in the districts?
- 1-50 employees  50-100 employees  ≥ 100 employees
10. Which among the benefits will the local community receive from your business operations in these districts?
- Income improvement  Job generation  Infrastructure improvement  
 Heritages conservation and promotion  Economic growth  
 Improvement of community' branding  Others (If others, please specify)
11. By which ways/How do you/your company advertise and promote your tourist business?
- By Internet  By Television  
 By international/domestic fairs  Others (If other, please specify)
12. Which kinds of preferential policies and mechanism did your company receive (tax, interest rate of loan, fund borrowing, etc) from the local authorities and the banks?
- Tax reduction  Tax exemption  Low interest rate of loan  
 Fund borrowing  Others (If others, please specify)
13. Do you and your company's employees participate in any training course in tourism from the local authorities?
- Yes  No

If yes, please specify which course did you participate in

*Thank you very much for your cooperation and please feel secure that your helpful responses will be kept confidential !!!*

**Annex vii: List of Interviewees**

No.	Full Name	Working Place	Working Position
<b>I.</b>	<b>Public Officials</b>		
1.	Mr. Nguyen Thanh Bình	25 Nguyen Van Cu Str. Hue City	director
2.	Mrs. Nguyen Thi Thu Hiền	Hue Festival Center	officer
3.	Mr. Nguyen Thanh Tuan		officer
4.	Mrs. Nguyen Thi Hong Ly	Head of non-governmental organisations – TTH People's Committee	chief
5.	Mrs. Nguyen Thi Thuy Dung	Deputy head of non-governmental organisation – TTHue People's Committee	officer
6.	Mrs. Nguyen Nien Hương		officer
7.	Mrs. Tran Ho Tram Uyên	Thua Thien Hue Province Friendship Union	officer
8.	Nguyen Ai Lam	Nord Pad de Calais Project (France)	
9.	Mrs. Cao Thi Thang	49 Le Loi Str. Hue City Tel: (84.54) 3825026	

		Mail: <a href="mailto:xghue@dng.vnn.vn">xghue@dng.vnn.vn</a>	
10.	Mrs. Nguyen Duy Hanh Nhon	Hue Festival Center	officer
11.	Mrs. Ho Thi Dieu Trang		
12.	Mrs. Nguyen Thi Thuy Trang	Local Governmental Officer	
13.	Mr. Tran Viet Luc	Head of Tourism Development Planning Division – Thua Thien Hue Department of Culture, Sport and Tourism 35 Nguyen Hue Str. Hue City Tel: 054.3815655	chief
14.	Mr. Nguyen Khac Nguyen Minh	Officer of Hue City People's Committee 01 Le Hong Phong str. Hue City	officer
15.	Ms. Nguyen Thi Ha	TTHue Department of Culture, Tourism & Sports	chief
16.	Mr. Nguyen Quang Hieu	Hue city people's committee	officer
17.	Mrs. Nguyen Phuong Thao	Heritage House Project Board 01 Le Thanh Ton Str. Hue City	
18.	Mrs. Nguyen Thi Thu	Hue City People's Committee	
19.	Mr. Nguyen Thanh Binh	Thua Thien Hue People's Committee	officer
20.	Mr. Tran Thanh	Hue City People's Committee	officer
21.	Mr. Nguyen Van Hoang	Officer at Hue City Bureau of Information and Culture	officer
22.	Mr. Phan Canh Viet Cuong and his colleagues	Hue City Bureau of Information and Culture	director
23.	Mr. Phan Thanh Hai	Hue Monuments Conservation Center - 23 Tong Duy Tan Str. Hue City Tel: 054.3530840	director
24.	Mrs. Nguyen Thi Thu Ha	Cultural Heritage Management Division TTHue Department of Culture, Tourism and Sports 08 Ly Thuong Kiet Str.	chief
25.	Mrs. Nguyen Thi Ly Ly	Officer in charge of NGOs in TTHue province	officer
26.	Mr. Nguyen Duy Tung	Thua Thien Hue Foreign Relation Service Centre	officer
27.	Mr. Le Ngoc Tuong	Quang Nam Province Department of Culture, Tourism & Sports	officer
28.	Mrs. Nguyen Thi Lan	Quang Nam Province Department of Culture, Tourism & Sports	officer
29.	Mrs. Hoang Thi Bich Hanh	Vice Head – Center for Tourism Promotion in Quang Nam	vice head
30.	Mr. Phan Van Cam	Director – Center for Vestiges and Beauty Spots Management in Quang Nam	director
31.	Mr. Hoang Van Toan	Center for Vestiges and Beauty Spots Management in Quang Nam	officer
32.	Mr. Ho Xuan Ring	Center for Vestiges and Beauty Spots Management in Quang Nam	officer
33.	Mr. Nguyen Van Phong	Vice Director – Institute for Urban &	vice director

		Rural Planning in Quang nam	
34.	Mr. Pham Van Lien and his colleagues	Quang Nam Department of Sciences&Technology	officer
35.	Mrs. Ho Thi My Dung	Quang Nam Department of Sciences&Technology	chief
36.	Mrs Pham Thi Huong	TTHue Province People's Committee	officer
37.	Mr. Phan Canh Huy and his colleagues	TTHue Province Department of Planning & Investment	chief
38.	Mr. Hoang Xuan Anh Tuan	TTHue Province Department of Planning & Investment	officer
39.	Mrs. Nguyen Thi Bich Thao	TTHue Province Department of Planning & Investment	officer
40.	Mrs. Hoang Thi Thuy Hong	TTHue Province Department of Planning & Investment	officer
41.	Mr. Nguyen Van Phuc and his colleagues	Hue Monuments Conservation Center 23 Tong Duy Tan Str. Hue City Tel: 054.3530840	chief
42.	Mrs. Le Thi Thanh Binh	Hue Monuments Conservation Center	officer
43.	Mrs. Nguyen Thi Thu Thao	Hue Monuments Conservation Center	officer
44.	Mr. Ton That Minh Khanh	PPC	officer
45.	Mr. Truong Si Hoai Nhan	PPC	officer
46.	Mrs. Nguyen Thi Quynh Anh	PPC	officer
47.	Mr. Phan Thanh Hung	TTHue Province's Branch for Floods & Storms Prevention	director
48.	Mr. Nguyen Tien Anh	TTHue Department of Culture, Tourism & Sports	officer
49.	Mrs. Ha Thi Nga	Ministry of Culture, Tourism & Sports	officer
50.	Mr. Ho The Anh	Ministry of Culture, Tourism & Sports	officer
51.	Ms. Tran Thi Hien	Ministry of Culture, Tourism & Sports	officer
52.	Mr. Vo Van Dung	Ministry of Culture, Tourism & Sports	officer
<b>II.</b>	<b>Tourist Operators</b>		
1.	Mr. Nguyen Duy Phuoc	Vido Travelling Company Tran Thuc Nhan str. Hue City	
2.	Mr. Nguyen Huu Minh	Tan Hong Phat Restaurant – Tour Travelling Services and Tour Guides Add: 09 Ly Thuong Kiet str.	
3.	Mr. Tran Viet Tuan	Vy Da Xua Coffe Bar Add: Nguyen Sinh Cung Str. Hue City	
4.	Mr. Nguyen Thanh Tung	Huong Giang Hotel Add: Le Loi str. Hue City	
5.	Mr. Nguyen Xuan Gia	Hue Tourist Company	
6.	Mrs Nguyen Phuong Mai	Tứ Phương Vô Sự Pavillion Café Add: Dang Thai Than Str. Hue City	
7.	Mrs. Nguyen Nam Tran and	Vietnam Airlines	

	her colleagues	Le Loi Str. Hue City Tel: 054.3825373	
8.	Mrs. Vo Thi Ai Lien and her colleagues (06 persons)	Embroidery Enterprise	
9.	Mrs. Nguyen Thi Thuc Quyen	Tourist company (café, restaurant) in Q.Nam	
10.	Mrs. Nguyen Thi Quynh Nhu	La Residence Hotel 05 Le Loi St. Hue city	
11.	Mrs. Ha Thi Thu	Pilgrimate Hotel Hue City	
12.	Mrs. Nguyen Thi Binh	Vietnamtourism – Hanoi Agency	
<b>III.</b>	<b>Visitors</b>		
	<i>Foreign Visitors</i>		
1.	Mr. Jeon Sang Sik	Urban Planner & Designer	Republic of Korea
2.	Oscar Inesl Florez		Australia
3.			USA
4.	Mr.Adi		Israel
5.	Ms. Sofia		Israel
6.	Ms. Orit		Israel
7.	Ms. Skye Van Es		Australian
8.	Mr.Nathan Crinyaan		Australian
9.	Mrs.Nicki Rowling		British
10.	Mrs.Kerrie		British
11.	Mrs. Marta Rosinska		Polish
12.	Mrs. Sijie Wave Riseth		Norwegian
13.	Mr.Winston Bec		French
14.	Mrs. Karoline		Norwegian
15.	Mrs. Maja		Norwegian
16.	Mrs.Maria Sand Hukkelas		Norwegian
17.	Mrs.Jas Rowling		English
18.	Mr. Sharez Bahron		Malaysia
19.	Mrs.Fadzlyna Addullah		Malaysiam
20.	Mr. Skin James		Norwegian
21.	Mr.Kiet Chau		USA
22.	Mr.Jhony		Israel
23.	Mr. Graham Parsons		British
24.	Mr. Martin Lack		Australian
25.	Mr. Valeirin Colombo		Italian
26.	Mrs. Kathy Emerick		US
27.	Mr. Macalong Brown		English
28.	Mr.Nevil Mosey		English
29.	Mrs.Rezek Daniels		German
30.	Mrs.Houssart Jennifer Veronique		Australian
31.	Mr. Cong Meyer		German Vietnamese
32.	Mrs.Janet Briggs		UK
33.	Mr.Maggion Calda		US
34.	Mr.Norman Hallett		USA
35.	Mrs.Christine Ditt		Australian
36.	Mrs. Gabriela Banyand		Australian
37.	Mrs. Margaret Philp		Australian
38.	Mrs. A		USA

39.	Mrs. Caitlin Philp		Australian
40.	Mr. Ken Philp		Australian
	<i>Domestic Visitors</i>		
41.	Nguyễn Nhật Quang		Ho Chi Minh
42.	Lê Tín Cường		Ho Chi Minh
43.	Nguyễn Anh Phương		Hanoi
44.	Phạm Đình Văn		Hanoi
45.	Mrs. Đỗ Thị Hoàng Ly		Danang
46.	Mrs. Vu Huong Giang		Danang
47.	Mrs. Tran Thi Minh Tam		Lang Son
48.	Mr. Nguyễn Hữu Thịnh		Quang Binh
49.	Mrs. Phan Hong Khanh		Quang Binh
50.	Mrs. Tran Ngoc Hanh Nhi		Ho Chi Minh
51.	Mrs. Mai Dang Anh Thu		Ho Chi Minh
52.	Mr. Vuong Minh Huy		Quang Tri
53.	Mrs. Cao Thi Nhat Thuy		Hanoi
54.	Mrs. Luong Thi Thanh Nhan		Hanoi
55.	Mrs. Hoang Thi Kim Loan		Hanoi
56.	Mr. Tran Cao Nguyen		Danang
57.	Mrs. Huyen Ton Nu Hanh Phuoc		Vinh Phuc
58.	Mrs. Nguyen Thi Quynh Trang		Danang
59.	Mrs. Le Thi Thanh Dung		Nghe An
60.	Mrs. Dao Trong Y		Ha Tinh
61.	Mrs. Nguyen Khoa Dieu Hien		Ho Chi Minh
62.	Mrs. Pham Thi Tam		Hanoi
63.	Mr. Tran Anh Tuan		Tuyen Quang
64.	Mr. Dao Trong Tan		Can Tho
65.	Mrs. Truong Hoang Yen		Vung Tau

Source: Researcher