

APPENDIX 1

Background, Methodology and Issues for Formulation Of Strategies and Measures for Sustainable Tourism Development in Halong Area

Table of Contents

1. Background and objectives	1
1.1 Background	1
1.2 Objectives.....	1
2. Target areas	1
3. Methodology and work period	2
4. Overview of current situation of tourism sector in Halong area	2
4.1 Tourist arrivals to QN, Halong area and major sites in Halong Bay	2
4.2 Tourism business	6
4.3 Tourism resources and products	9
4.4 Assessment of environment for tourist areas (Result of the Baseline Survey).....	13
5. Issues related to sustainable tourism development	16
5.1 Obstacle factors for sustainable tourism development	16
5.2 Advantages and potentials for sustainable tourism development	17

1. Background and objectives

1.1 Background

Halong Bay consists of 1,969 of small islands and rocks in Quang Ninh Province in northern Vietnam. Because of its unique landscape, the Halong Bay has been registered as a world heritage site by UNESCO in 1994 and managed by the Cultural Heritage Law since 2001. The area is the most famous tourism spot in Vietnam, where more than 2 million of tourists visit every year. On the other hand, Halong area is one of the foremost coal mining area in Vietnam and play a key role of regional traffic system, where has been functioned as a main industrial development zone in northern Vietnam. Urbanization is progressed with rapid industrialization by development of coal mining area, cement and brick factories, and power plant around the Halong Bay. Under the situation, the following factors become pollution sources in Halong Bay: wastewater and solid waste from mining areas and factories, domestic wastewater by urbanization, increase of tourist facilities, deforestation of the mangrove, sediment deposition at ocean area, deregulated landfill, and wastewater and oil flow from ships and boats.

Japan International Cooperation Agency (JICA) implemented the Study for Environmental Management Plan in Halong Bay to balance natural environment and economic development, and proposed various environmental measures from organizational and institutional aspects to physical aspects. After the study, though a part of measures proposed in the study have been implemented, capacity of human resources and technologies still need to be strengthened for the environmental management. Due to lack of cooperation and coordination, integrated measures for environmental conservation have not satisfactorily been implemented in Quang Ninh Province. In addition, land use issues, that had not been target in the past, become prominence. It is important to prepare and implement land use policy with keeping balance of development and environment. Under the background, Quang Ninh Province made a request to JICA in 2007 on the project to conserve the Halong Bay as a world heritage site with making balance between environment and development and to lead sustainable tourism industry in this area. JICA implemented preliminary study to examine the request in August 2008, and agreed on basic framework of the Project with relevant organizations of Vietnam.

The Project for Environmental Protection in Halong Bay (hereafter referred as “the Project”), commenced with the technical cooperation of Japan International Cooperation Agency (JICA) since March 2010. The Project purpose is “Implementation capacity for natural resources and environmental management for sustainable tourism in Halong area (Halong bay and its vicinity) is strengthened.” toward the overall goal of the environmental conservation of the Halong Bay. The project area covers Halong Bay (World Heritage site) and its vicinity including Halong City, Cam Pha City and Hoanh Bo District in Quang Ninh Province.

One of activities related to tourism development in the Project is to formulate strategies and measures for sustainable tourism development in Halong area. In the process of preparation and formulation of strategies and measures, obstacle and potential factors for sustainable tourism development in Halong area are necessary to identify and analyse through review of relevant documents, data, conducting field survey, baseline survey on tourism sector and pilot project on development of Eco-label for tourist boat and discussion with Working Group of Environmental and Tourism Resources Management (WG-3), other WGs and relevant departments. Formulated strategies and measures for sustainable tourism development under the Project will contribute to support for improvement of environment as well as sustainable tourism development for Halong area.

1.2 Objectives

Objectives are:

- To identify obstacle factor and potential for sustainable tourism development in Halong area
- To prepare and formulate strategies and measures for sustainable tourism development in Halong areas
- To submit formulated strategies and measures to Quang Ninh PPC
- To strengthen capacity of preparation, planning and formulation of strategies and measures for environmental protection and sustainable tourism development for Working Group members.

2. Target areas

Target area covers Halong Bay (World Heritage site) and its vicinity including Halong City, Quang Yen Town, Hoanh Bo District, Cam Pha City, and Van Don area in Quang Ninh Province. Main target areas are Halong Bay and Halong City.

3. Methodology and work period

Methodology for preparation and formulation of strategies and measures is a collaboration work with members of WG-3 and local expert for tourism development through WG activities in the Project. In the process of preparation and formulation of strategies and measures, other WGs and relevant stakeholders are involved for review and comments on proposed strategies and measures.

1) 1st year (April 2010-March 2011)

- Analysing current situation of tourism resources and sites in Halong area based on collected data, information on environmental and tourism resources, and field survey with development of database on environmental and tourism resources in Halong area.
- Preparation of concept for sustainable tourism development in Halong area including draft vision, goal, strategies and measures
- Conducting Baseline survey on tourism sector (tourist questionnaire survey and interview and tourism business interview)

2) 2nd Year (May 2011-March 2012)

- Evaluation of tourism resources and development of tourism resource inventory
- Development of tourism resource database
- Analysing obstacles and potentials for sustainable tourism development based on the database, Pollution Map, information on features of land use change and others.
- Conducting a pilot project on development of Eco-label for tourist boat in Halong Bay

3) 3rd Year (April 2012-March 2013)

- Preparation of work plan for formulation of strategies and measures for sustainable development in Halong area
- Conducting case study on strategies and measures for reference to preparation and formulation of strategies and measures
- Detailed reviewing of relevant plans and programs, and updated latest information and data on environmental protection, tourism development
- Preparation of draft strategies, measures and implementation plan based on results of conducted activities
- Reviewing draft strategies, measures and implementation plan by PMB and CEM
- Submission of finalized strategies and measures for sustainable development in Halong area to Quang Ninh PPC

4. Overview of current situation of tourism sector in Halong area

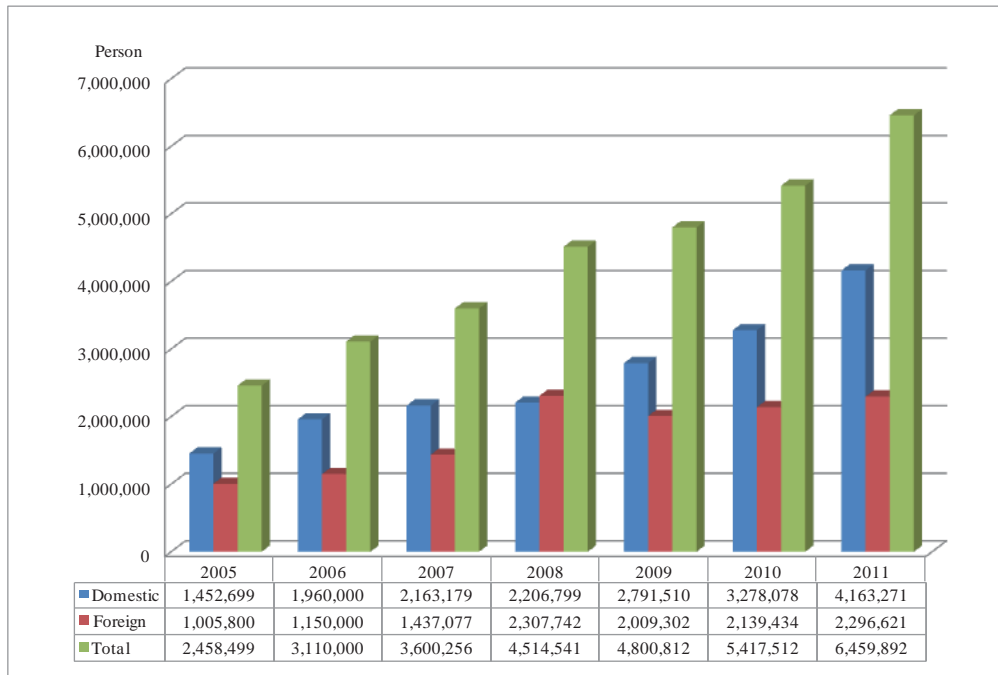
4.1 Tourist arrivals to QN, Halong area and major sites in Halong Bay

(1) Tourist arrivals to Quang Ninh Province

Tourist arrivals

According to statist data from Department of Culture, Sport and Tourism (DCST), the total number of tourist to Quang Ninh province was increased from 2,458,499 in 2005 to 5,417,512 in 2010. In 2011, the number of tourist to Quang Ninh was increased to 6,459,892 with 19.2% growth compared to previous year. Domestic tourism dominated in Quang Ninh with total of 4,163,271 in 2011 and share of 64.4% in total. The number of foreign tourist to Quang Ninh was 2,296,621 which accounted for 62.9% of the total foreign tourist to Vietnam with the total of 3,651,299¹. In recent years the number of foreign visitor has been steady grown but there was about a 13.2% decline from the year 2008 to 2009 due to impact of global financial crisis. In over the past decade, the steady growth of visitors to Quang Ninh province over past years will be attributed largely to Halong Bay which listed to the UNESCO World Nature Heritage Site.

¹ The number is purpose of trip by tourism. Tourism statistic data, Vietnam National Administration of Tourism

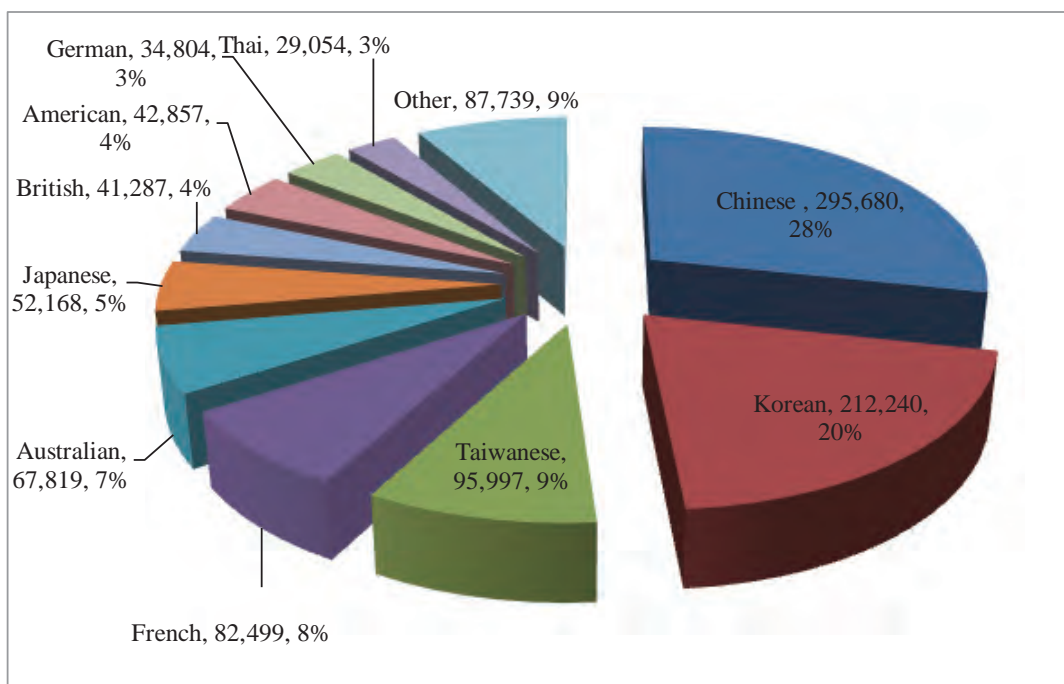


Source: DCST

Figure 4-1. Tourist arrivals to Quang Ninh (2005 – 2011)

Foreign tourists to Quang Ninh by nationality

The largest share of foreign visitor to Quang Ninh province by nationality in 2011 was Chinese, 290,680 visitors with 28% of the total. Followed by Chinese, Korea (20%), Taiwanese (9%), French (8%), Australian (7%), Japanese (5%) and American (4%). Mong Cai City in Quang Ninh province is located next to China and shares a border with China. Chinese visitor to Quang Ninh through the border of Mong Cai is increased every year. Their main destinations are Halong Bay, Yen Tu mountain and Mong Cai.



Source: DCST

Figure 4-2 Share of Foreign Tourist in Quang Ninh Province by Nationality in 2011

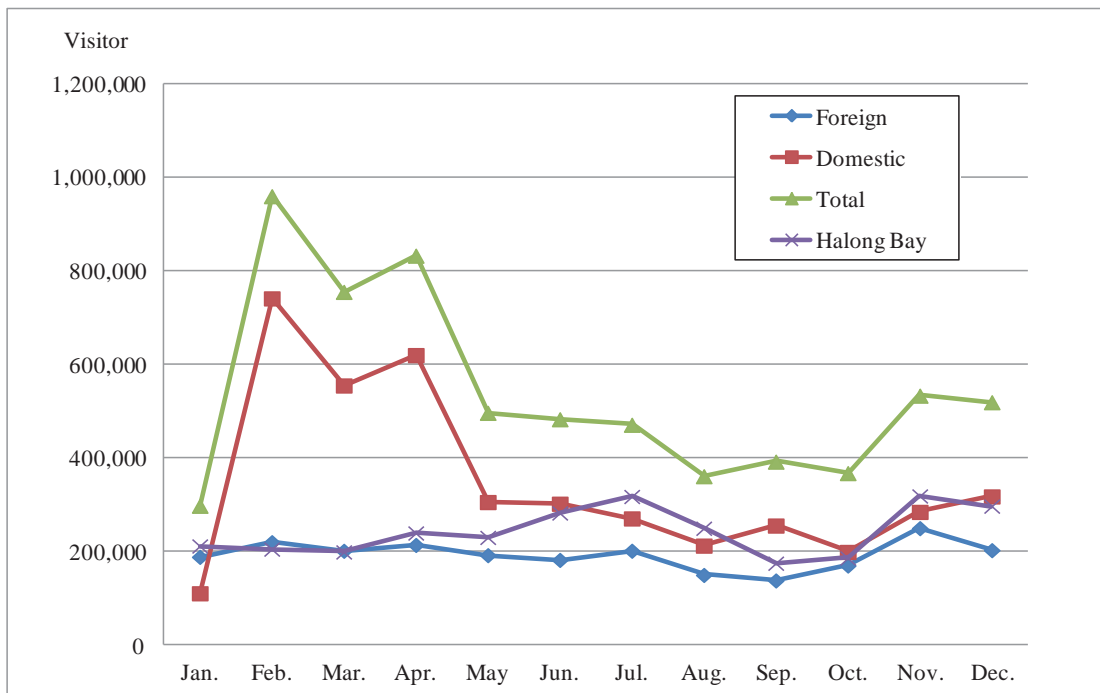
Length of stay

According to tourism statistics in 2009 by DCST, an average length of stay in Quang Ninh province is 1.63 days for foreign visitors and 1.89 for domestic visitors. The length of stay for foreign visitor in Quang Ninh province is slightly lower than domestic visitor. Majority of foreign visitors to Quang Ninh province are day tripper to visit for day cruising in Halong bay coming from Hanoi and return to Hanoi in the same day.

According to the result of the baseline survey for tourism sector conducted in Halong in 2010, except for visiting Halong bay, some local tourists visit Yen Tu relic. Only a few visitors come to Quang Ninh for an extended beach holiday in islands in Van Don area or Tra Co. Many local tourists come to visit Halong bay in weekend during the summer season (June-August).

Tourist arrivals to Quang Ninh by month

Monthly tourist arrivals to Quang Ninh province in 2011 shows in Figure 4-3. The largest number of domestic tourist arrivals is February with the total of 740,667 tourists. February is Tet holiday in Vietnam and many local people visit temples and pagodas with family and relatives. Following months, March and April have also large share of local tourists. According to statistics of visitors to culture and historical relics by DCST, these three months are large share of tourist in the year. The lowest number of domestic tourist arrivals is January with the total of 109,432. On the other hand, foreign tourist arrival to Quang Ninh levels off. The largest number of tourist arrivals is November with the total of 248,821.



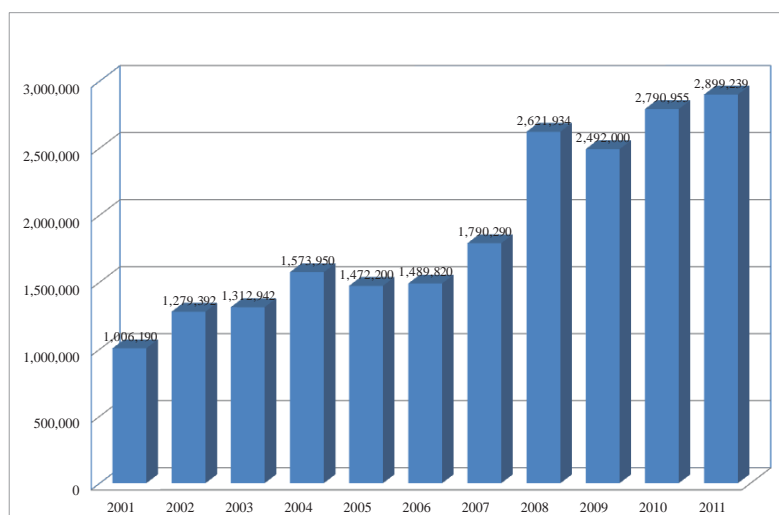
Source: DCST

Figure 4-3 Tourist arrivals to Quang Ninh Province by Month in 2011

(2) Tourist arrivals to Halong Bay

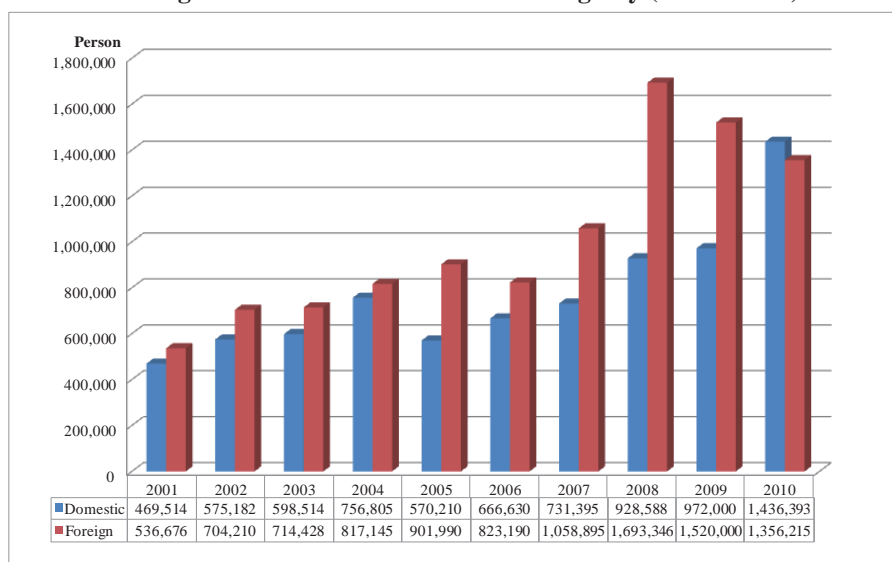
Tourist arrivals

Visitor to the Halong Bay was increased considerably in the past ten years from 1,006,190 in 2001 to 2,790,955 in 2010 with increase of 178% in the period of ten years. In 2011, the number of visitor to Halong Bay was reached to 2,899,239 as shown Figure 4-4. According to comparison of visitor numbers between Quang Ninh and Halong Bay in 2011, about 45% of visitor to Quang Ninh visit Halong Bay. Regarding comparison between foreign and domestic tourist in Halong Bay, foreign tourist dominated except for 2010. The numbers of foreign visitor to Halong Bay in 2009 and 2010 were decreased due to impact of global financial crisis. An average growth rate of number of international tourists visiting Ha Long is 12.8%/year for 2001-2010. This figure for domestic tourist is 14.3%/year.



Source: DCST

Figure 4-4 Tourist arrivals to Halong Bay (2001 – 2011)



Source: DCST and HBMD

Figure 4-5 Domestic and Foreign Tourist arrivals to Halong Bay (2001 – 2010)

Length of stay

According to the result of the baseline survey on tourism sector conducted by the project in 2010, the average length of stay in the Ha Long bay area for international visitors is approximate 2.1 days, for domestic visitors is approximate 2.7 days. Another tourist survey called “Tourist Questionnaire Survey in Halong Bay” conducted by the Project in 2012. Comparison of tourist data in two surveys, the average length of in Ha Long Bay in 2012 were 2.4 days for international visitors (increased 0.4 days) and 2.9 days for domestic visitors (increased 0.3 days). Vast majority of visitors travel to the Ha Long bay area for holiday visit, with most of them accommodating in Ha Long city and some overnights in boats on the bay. The data of the length of stay for visitor in Halong area from the baseline survey was quite different from the data from the tourism statistics of DCST. It is assumed surveyors interviewed mostly tourists who were spending more than one day and not interviewed day tripper during the survey.

Tourist arrivals to Halong Bay by site

HBMD has been collecting data of visitor for 6sites in Halong Bay by selling of checking entrance tickets. These sites include Thien Cung-Dau Go Cave, Sung Sot Cave, Titop Island, Me Cung Cave, Cua Van Floating Culture Center, Cong Do area and Vong Vieng. According to visitor data, the most popular site for visitor among sites in Halong Bay was Thien Cung-Dau Go Cave, which are totalled 1,171,660 with 51% of total visitors in 2011. The second and third popular sites were Sung Sot Cave (604,161) and Titop Island

(520,751) with share of 26% and 23%, respectively. Other sites, Me Cung Cave, Cua Van Floating Culture, Cong Do area are less than 12,000 visitors a year with less than 0.5% of total visitors due to relatively distant areas by day excursion tourist boat.

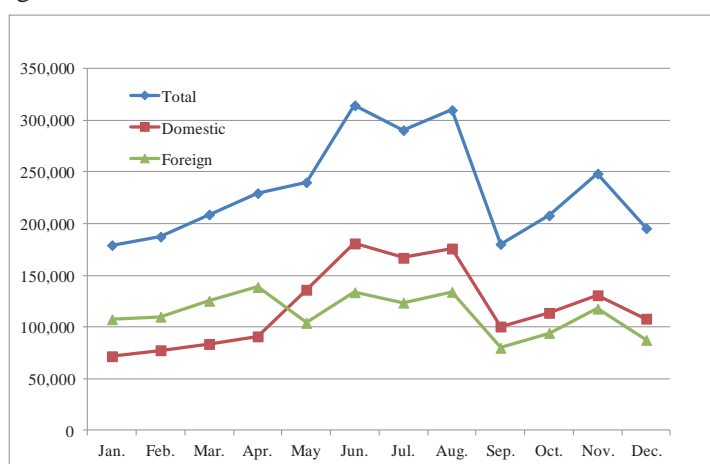
Table 4-1 Tourists visiting in Halong Bay by Site (2009-2011)

Name of site	2009	%	2010	%	2011	%
Thien Cung – Dau Go Cave	1,002,194	51.6%	1,211,687	53.6%	1,171,666	50.4%
Sung Sot Cave	502,573	25.9%	534,251	23.6%	604,161	26.0%
Titop Island	413,309	21.3%	489,228	21.6%	520,751	22.4%
Me Cung Cave	16,553	0.9%	10,066	0.4%	11,857	0.5%
Cua Van Floating Culture Center	4,198	0.2%	7,829	0.3%	6,578	0.3%
Cong Do Area	2,406	0.1%	9,311	0.4%	10,032	0.4%
	1,941,233	100%	2,262,372	100%	2,325,045	100%

Source: HBMD

Tourist arrivals to Halong Bay by month

Number of tourists visiting Halong Bay by month in 2010 shows in Figure 4-6. The large number of domestic tourist visiting was August with the total of 175,965 during tourist peak season from May to August. The largest number of foreign tourist visit to Halong Bay was April with the total of 138,716. September was the lowest number of foreign tourist with the total of 79,836.



Source: HBMD

Figure 4-6 Domestic and Foreign Tourist arrivals to Halong Bay by Month in 2010

4.2 Tourism business

(1) Accommodation

Accommodation is one of the largest sectors of the tourism industry in Quang Ninh province and the Halong Bay. In 2012, there are 768 registered accommodations with 11,754 rooms in the Quang Ninh province. This includes two 5-star hotels, ten 4-star hotels, fifteen 3-star hotels, thirty five 2-star hotels, twenty two 1-star hotels, one hundred standard hotels and five hundred four guest houses. Guest house and standard hotel are large share among accommodation, 65.6%, 23.4%, respectively.

By comparison of accommodation between Quang Ninh province and Halong City, the majority of the accommodation in Quang Ninh province is located in Ha Long bay. 4- and 5-star hotels are only established in Halong City. In Halong City, standard hotel and guest house are dominated. In terms of room in Halong City, 4-star hotel is the largest number of room with the total of 1,535.

In Halong city, many hotel development projects have been planned and being implemented. It is expected to increase the number of accommodation in Halong City. Mong Cai Town is a border area to China and attracts private investment for commercial, trading and tourism businesses, the number of accommodation will be increased in the future.

One of the most specific and important accommodation characteristic in Halong Bay is the boat accommodation, which is explained in next section.

According to statistic data provided by of Department of Culture, Sport and Tourism, in 2009, the average annual occupancy rate of the hotels and guesthouses is approximate 62 percent. However during the summer holiday season and at public holidays, the accommodations are fully occupied in Halong City.

Table 4-2 Accommodation in Quang Ninh and Halong City (2012)

Type of accommodation	Quang Ninh Province				Halong City			
	No. of Hotel (a)	Share	No. of Room (b)	Share	No. of hotel (c)	(c)/(a)	No. of Room (d)	(d)/(b)
5star	2	0.3%	209	1.8%	0	0.0%	0	0.0%
4star	10	1.3%	1,535	13.1%	10	100.0%	1,535	100.0%
3star	15	2.0%	1,152	9.8%	15	100.0%	1,152	100.0%
2star	35	4.6%	1,329	11.3%	27	77.1%	1,015	76.4%
1star	22	2.9%	493	4.2%	11	50.0%	212	43.0%
Standard (Non star)	180	23.4%	3,068	26.1%	93	51.7%	1,387	45.2%
Guest house	504	65.6%	3,968	33.8%	151	30.0%	1,226	30.9%
Total	768	100%	11,754	100%	307	40.0%	6,527	55.5%

Source: DCST

(2) Tourist boat business operator

Tourist boat company

There are 86 registered private tourist boat companies in Quang Ninh province. 5 governmental bodies own and operate tourist boat in Quang Ninh province. The number of boat possession by boat company varies from 23 to 1 depending on the size of company. Currently, there is Ha Long Tourist Boat Sub-association in Quang Ninh Tourism Association with total of 15 members. Besides the sub-association, another boat association will be established by other boat companies.

Number, type of tourist boats in Halong Bay

The tourist boats have also played a big role in contributing to the success of tourism in Halong Bay. In Halong Bay, two types of tourist boats, day excursion boat and overnight stay boat, are registered and operated. According to DCST, the total number of registered tourist boat is 509 consisting of 329 day excursion boats and 180 overnight stay boats in May, 2012. The total number includes under the repairing of tourist boat.

In No. 716/QD-UBND, Decision on Operation Management of Tourist Boats for Halong Bay Excursion and Overnight Stay, issued in 15th March 2011, the regulation on classification of tourist boats are stated with four classes, Standard, Third class, Second class and Third class. According to DCST, many tourist boats are not meeting requirement for classification of tourist boat. At present, regulation on classification of tourist boats and other sections in the Decision has been reviewed and amended. Capacity of tourist boat for day excursion and overnight stay are varies from 8 passengers to 99 passengers, which is resisted depending on size of boat at DCST as summarized in Table 4-3. Majority of day excursion boats are passenger capacity from 30 to 49. The largest number of day excursion boat is the capacity of 48 passengers with the total of 235 boats. For overnight stay boat, the majority of the overnight stay boats are passenger capacity from 30 to 49. The capacity of 48 passengers is the largest share among overnight stay boat with the total of 65 boats, which is same as the day excursion boat.

Table 4-3 Capacity and Number of Tourist Boats in Halong Bay

Day excursion boat			Overnight stay boat		
Capacity of passenger	No. of boat	Remark	Capacity of passenger	No. of boat	Remark
From 12 to 15	4		From 8 to 15	37	15 passenger: 31 boats
From 16 to 29	26	25 passenger: 14 boats	From 16 to 29	24	
From 30 to 49	298	40 passenger: 30 boats 48 passenger: 235 boats	From 30 to 49	114	48 passenger: 65 boats
From 50 to 99	3		From 50 to 80	5	
Total	329			180	

Source: DCST

Characteristic of day excursion boat and overnight stay boat

Day excursion boat is popular for both domestic and foreign tourists in Halong Bay. The day excursion boat installed required facilities for tourist such as rooms for resting and dining, toilet, open deck. The day excursion boat provides 4 to 8 hours for cruising and visiting islands and caves in Halong Bay.

Route type	Cruising routes
Tourism route 1	Tourist Wharf – Van Canh Park: Thien Cung – Dau Go – Cho Da – Ba Hang fishing village – Ba Hang Cave – Dinh Huong – Trong Mai – Hoa Cuong fishing village
Tourism route 2	Tourist wharf – Park of caves: Soi Sim – Ti Top – Sung Sot Cave – Me Cung Cave – Bo Nau Cave – Luon Cave – Trong Cave – Trinh Nu Cave and Dong Tien Lake
Tourism route 3	Tourist wharf – Centre for cultural activities: Cua Van fishing village – Cultural Centre for Cua Van fishing village – Tien Ong Cave – Ba Ham – Ba Men Temple – Anh Du – Truc Forest
Tourism route 4	Tourist wharf – Gia Luan (Cat Ba, Hai Phong): Cho Da – Ba Hang fishing village – Dinh Huong – Trong Mai – Hoa Cuong fishing village

Source: Decision on amendment, additions to some articles of the Regulation on Operation Management of Tourist Boats for Halong Bay Excursion and Overnight Stay as attached to Decision No. 716/2011 dated 15th March by Quang Ninh PPC (No. 3018, 2011, QD-UBND, 23rd September 2011)



Ben Hai daily excursion boat (Standard)
Source: Huong Hai Junk official website



Bedroom of Huong Hai cruise (3*)

Figure 4-7 Photos of day excursion boats in Halong bay

Overnight stay boat is popular especially for foreign tourist spending from 2days to one week. Currently, 180 overnight stay boats are operated in Halong Bay, Overnight stay boat is one of most attractive services in Halong bay especially for high spender and honeymoon segments. Overnight stay boat provide fine dining service, kayaking tour, visiting caves, islands and floating fishing villages. Overnight stay boat is mainly operated for foreign tourist.

(3) Other tourism services and facilities

Tourism services and facilities such as restaurant, souvenir shop, travel agency, transportation company and tour information center are available in Halong city. Current situation of these services and facilities are summarized below.

Restaurant

In Halong city, 90 restaurants are registered at DCST and operated consisting of 57 restaurants in Bai Chay, 27 restaurants and 6 floating restaurants in Hong Gai. Most of restaurants in Halong City are Vietnamese food. Floating restaurants in Hong Gai are popular for local people and visitors with serving sea food. Western and other type of foods are very limited and available in the standard hotels and some large restaurants in the city. Local restaurants needs improve service quality and hygiene condition to serve foreign tourist. It is necessary to have more variation on food menus and restaurant especially in Bai Chay area.

Souvenir shop

There are 13 souvenir shops in Halong city, 8 in Bai Chay and 5 in Hong Gai. Wood, stone and coal sculpture, designed clothing, painting are sold at souvenir shops. Many retails are operated at night market in Bai Chay, however, most of products are low quality and poor design, and brought from outside of Halong area and also imported from China through Mong Cai town.

Travel agents and tour operators

There are 24 travel agents and tour operators in Quang Ninh province consisting of 17 in Halong city, 6 in Mong Cai town and 1 in Uong Bi town. Most of travel agents and tour operators in Halong city have receiving local and foreign tourist from travel agents in Hanoi and Ho Chi Min City. According to the baseline survey, most of travel agents and tour operators in Halong city have limited information about tourism resources and tourism activities in Halong area. They are not active for promotion and do not have brochure or promotional materials about Halong area.

Transport company

In Quang Ninh province, there are three types of road transportation services, bus service on fixed routes (28 companies), bus, van, taxi on request (45 companies), and contracted transport service (14 companies). These transportation services are operated by private companies in Halong city and other cities and towns. Halong city connects to major cities and towns by bus transportation within Quang Ninh. There are many bus services between Hong Gai and Bay Chay area in Halong city. Metered taxi is available in anywhere in Quang Ninh province. Bus transportation is mostly used for domestic visitors. Foreign tourists are using bus, van or taxi arranged by travel agent.

Tourist information center

In Halong bay, there are two tourist information centres, one is located in the Bai Chay tourist port and operated by the HBMD, and the other is operated by DCST near the Royal Amusement Park along the Bai Chay beach area.

Tourist information center (TIC) by HBMD is a part of the tourist boat harbour complex, which also includes ticket sales and a few souvenir stalls operated by local residents. TIC offers internet service with some explanation about features of Halong Bay. However, TIC is not utilized for tourist due to insufficient function and operation as TIC.

Tourist information center (TIC) by DCST has information counter, free internet service and meeting space inside of the building. It is necessary to improve quality and quantity of tourism information and services with development of tourism information materials in Halong area. Toilet facility for visitor should have in the function of TIC. There are many tourists coming to Halong bay in the weekend. TIC should be opened in the weekend.

4.3 Tourism resources and products

(1) Overview of tourism resource and product

In Halong area, the main tourism resource is Halong Bay, which is recognized twice as World Natural Heritage, in 1994 for the exceptional and universal value of the landscape and in 2000 for the universal value of karst geology. In 2012 Halong Bay was recognizes as one of seven new natural wonders of the world. Tourism resource in Halong Bay are various shape of inlands, caves, sea, beaches, tropical green forests, marine and coastal ecosystems, floating fishing villages, relics and festivals.

Besides Halong Bay in Halong area, there are many cultural and historical resources, such as Bai Tho mountain in Halong city, Yen Tu mountain (cultural and spiritual belief center) in Uong Bi city, Vua Ba temple, Stakes yard of Bach Dang in Quang Yen town, Loi Am pagoda in Hoanh Bo district, Cua Ong temple in Cam Pha city and Cai Bau pagoda in Van Don district. In terms of marine ecological resources, Bai Tu

Long National Park in Van Don District has beautiful islands, Ngoc Vung, Quan Lan and Minh Chau islands with long white sand beach, tropical forest and marine ecosystem which is ecotourism destination. Quang Yen town has coastal mangrove forests.

Tourism products in Halong area are wood, stone and coal sculpture, porcelain, sea shell products and paintings. However, design, quality and originality for tourism product are not sufficient to meet foreign tourist. Fishery and agriculture products are very limited in Halong area.

In the project, tourism resource database for Halong area is developed based on the field survey and reference of relevant documents. Following table is a summary of tourism resources in Halong area.

1. Natural tourism resources	
(1) Land-based tourism resources	
Islands	The system of pyramid limestone mountains with the height 100 - 200m in various beautifully shaped, for example the Trong – Mai isle (fighting cocks), Lu Huong isle, etc. Besides, there are also some rocky mountains partly with soil area where exist thick vegetation, rich reserved surface water, underground water sources, high biodiversity, serving the population and tourism development.
Caves	The typical type is Karst phreatic cave with colorful stalactites, shapes such as grottoes of Thien Cung, Sung Sot, Trinh Nu, Bo Nau, etc.
Beaches	Many small, beautiful beaches with white sand, smooth waves which are suitable for swimming such as Ti Top, Trang Luoi Liem etc., and Two famous beaches attracting many tourists are Tuan Chau and Bai Chay.
(2) Water-based tourism resources	
Surface water resources	Typical type is the marine notch caves such as: Ba Ham Lake, Ba Hang. Sea water is relatively blue, little turbidity. Salinity 21‰ – 22‰ (Rain season) and 32‰ – 33‰ (Dry season).
Underground water resources	Mainly in the area of Cam Pha City. The most value resource is Quang Hanh hot spring which is very good for treatment of various diseases.
(3) Ecosystem	
Tropical evergreen forests	The flora has about 507 species, 351 genres of 110 families of kormobionta, including 17 endemic plant species such as: Ha Long sarsaparilla (Ngu gia bi), Ha Long palms, Ha Long cycas revoluta, Chirita halongensis, Ficus superba var. alongensis, Allophylus leviscens, Alpinia calcicola, etc. The fauna has 66 species of reptile and amphibian, 71 bird species and 22 types of animals.
(4) Marine and coastal ecosystems	<ul style="list-style-type: none"> • Mangrove Ecosystem: 19 species of plants and nearly 500 species of animals • Sea grass ecosystem: 17 species of algae and 17 species of benthos • Rock-reef littoral ecosystem around limestone islands: 423 species of including algae, coral (10 species), snails (60 species), sea snake, varan, sea bird, otter, etc. • Sand beach circumlittoral ecosystem in coastal islands: 116 species • Coral reef ecosystem: 231 corals belonging to 4 classes • Karst lagoons ecosystem • Aquatic ecosystem
2. Cultural tourism resources	
(1) Tangible cultural tourism resources	
Architects, buildings	- Long Tien Temple: built in 1941 with sculptural style of the Nguyen dynasty
Relicts and Monuments	<ul style="list-style-type: none"> • Soi Nhu Culture: 18,000 years - 7000 years, concentrated mainly in the caves of Me Cung, Thien Long and Tien Ong. • Cai Beo culture: 7,000 years - 5,000 years, concentrated mainly in the areas of Cai Beo, Ha Giat, and Giap Khau. • Ha Long culture: 4,500 years - 3,500 years, concentrated mainly in the areas of Soi Nhu, Ngoc Vung. • Poem mountain relic where the poem composed by King Le Thanh Tong was carved on the wall of the mountain. • Dau Go Cave: where wooden stakes were hidden, they were used in a victory battle by the Tran dynasty against the Mongol. A stone stele carved the essay by King Khai Dinh.

Crafts	Coal carving village in Ha Long City, specialised in production of sophisticated souvenir items such coal lion, Trong Mai isle, etc.
(2) Intangible cultural tourism resources	
Festivals	<ul style="list-style-type: none"> • Cua Ong Pagoda Festival: lasts for 3 months starting from 4th January in Lunar calendar. Main Festival day is 3rd February in Lunar calendar. The pagoda is to worship the Prince Hung Vuong Tran Quoc Tang. • Ha Long Carnaval Festival is held every two year, toward the end of April early May, this cultural event attracts tourists with a variety of activities such as marching, art performance, food festivals, etc.
Customs and Lifestyles	<ul style="list-style-type: none"> • Fishing • The method of traditional fishing • Chinese Traditional New Year

Source: Tourism resource database, JET

(2) Evaluation of tourism resources in Halong area

22 tourism sites were selected for evaluation of tourism resources in Halong Bay by working group members in the project. Result of evaluation of selected tourism resources are summarized in Table 4-4 based on the evaluation of tourism resources is eight evaluation criteria as shown Table-4-5.

Table 4-4 Result of Evaluation of Tourism Resources in Halong Area (Selected 22 sites)

	Name	(1) Accessibility	(2) Nature tourism value	(3) Landscape	(4) Cultural and historical value	(5) Economic value	(6) Tourist facilities and services	(7) Environmental impact and condition	(8) Environmental protection	Overall point	Overall rating
1	Cong Do Islet	B	A	A	C	B	C	A	A	18	B
2	Cong Dam floating village and its vicinity	B	C	C	A	B	B	A	A	17	B
3	Vong Vieng fishing village	A	C	B	A	A	A	A	A	21	A
4	Quyem Rong Islet	B	B	A	C	B	C	A	C	15	B
5	Ba Ham Lake	C	A	B	C	B	A	A	A(*)	18	B
6	Tien Ong Cave	A	A	C	A	B	A	A	B	20	A
7	Cua Van fishing village	A	C	B	A	A	A	B	A	20	A
8	Trinh Nu (Virgin) Cave	A	A	B	A	B	C	A	A(*)	20	A
9	Trong (Drum)Cave (Hang Trông)	A	B	B	A	A	A	A	A(*)	22	A
10	Thien Cung Grotto	A	A	B	C	A	A	B	A	20	A
11	Dau Go cave (Hang Đầu Gỗ)	A	A	B	A	A	A	B	A	22	A
12	Cho Da Islet	A	C	B	C	C	C	A	A(*)	15	B
13	Lu Huong Islet (Hòn Lư Hương)	A	C	B	C	C	C	A	A(*)	15	B
14	Soi Sim Island	A	B	C	C	B	B	A	A	17	B
15	Ti Top Island (Đảo Titop)	A	B	C	C	B	B	A	A	17	B
16	Bồ Nâu Cave	A	B**	B	C	C	C	A	A	16	B
17	Sung Sot (Surprise) Cave	A	A	A	C	A	A	B	A	21	A
18	Me Cung (Maze) Grotto	A	A	A	B	B	A	A	A	22	A
19	Ba Hang Fishing Village	A	B	C	A	A	B	B	A	19	B
20	Trong Mai Isle (Fighting Cocks)	A	C	B	C	A	C	B	C	14	B
21	Bai Chay Beach (The burning beach)	A	A	B	C	A	A	C	C	17	B
22	Tuan Chau Beach	A	A	B	C	A	A	A	A	21	A
	Total Point	61	48	43	39	51	48	58	59	407	
	Average point	2.77	2.18	1.95	1.77	2.32	2.18	2.64	2.68	18.50	B

Remark: (*): No action is required at present, (**): Cave only

Source: Tourism resource database, JET

Table 4-5 Evaluation criteria for tourism resources

Evaluation item	Rating	Points	Evaluation criteria
1. Accessibility	A	3	(Good/easy access): Accessible by tourist boat with good jetty/ pier and by car
	B	2	(Convenient): Accessible by boat with jetty/ pier
	C	1	(Inconvenient): Access by rowing boat/kayaking/climbing on foot without jetty/ pier
2. Nature tourism value	A	3	(High): Island with large beach or large karst caves and evergreen forest ecosystem
	B	2	(Middle): Islands with small sandy beach or cave and some vegetation
	C	1	(Low): Island without cave and beach, no significant vegetation
3. Landscape	A	3	(High): Very unique landscape with spectacular view
	B	2	(Middle): Unique landscaper with attractive view
	C	1	(Low): Monotonous landscape, no attractive landscape, deteriorated natural resources
4. Cultural and historical value	A	3	(High): location/site has significant cultural and historical value to attract foreign tourists
	B	2	(Middle): Less known or potential to attract local tourists
	C	1	(Low): No existence of cultural and historical resource
5. Economic value	A	3	(High): Attract many international tourists with various types of tourism attractions and activities
	B	2	(Middle): Attract local tourists, potentials for development of tourism products and tourism activities
	C	1	(Low): Inaccessible area, no tourism activities generating income and employment for local community
6. Tourist facilities and services	A	3	(Good): Abundant tourist facilities and services, including accommodation service
	B	2	(Fair/Satisfied): Modest tourist facilities and services and no accommodation service
	C	1	(Dissatisfied): No service facilities or limited service facilities with improper service and low service level
7. Environmental impact and condition	A	3	(No/less impact): None or relatively low negative impact on tourism resource/site and the surroundings
	B	2	(Fair): causing some negative impacts on tourism resource/site and the surroundings
	C	1	(High impact): causing severe impact on tourism resource/site and the surroundings
8. Environmental protection	A	3	(High): Actual activity for environmental protection is carried out regular basis including water environmental monitoring point
	B	2	(Middle): Only physical measure such as installation of sign board is implemented. Some activities were carried out in the past
	C	1	(Low): No action or ineffective measure is taken.
Total Point		24	

Source: Tourism resource database, JET

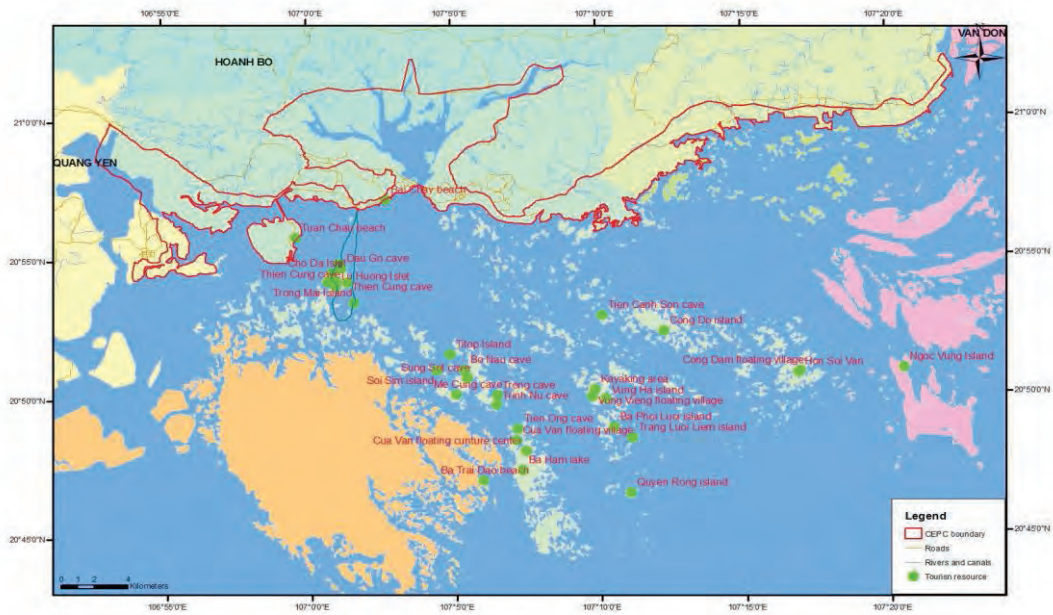


Figure 4 – 8 Map of tourism resources in Halong area prepared in GIS Map

4.4 Assessment of environment for tourist areas (Result of the Baseline Survey)

(1) Current situation of environment

The environment of Halong bay is being polluted under high pressure of socio-economical development including tourism activities in Halong area.

The main sources of environment pollution in Halong bay are included followings:

- Coal mining and transportation
- Aquaculture activities
- Seaport and sea transport activities
- Urbanization
- Industry activities
- Tourism and services activities

The environment of Halong bay is facing with climate change and sea level rise. According to modelling study on “Impact of climate change and sea level rise in Vietnam” carried out by Institute for Meteorology and Hydrology, sea water level in the large area of Halong bay including National parks in Bai Tu Long in northeast of Halong bay and Cat Ba in eastern of Halong bay will rise 1m within next 20-30 years.

According to the baseline survey for tourism sector conducted by the project in 2010, environment in Halong bay area was assessed relatively good by foreign visitors. (Table 4-6 and Table 4-7). However there is a small difference in level of agree and level of assessment between foreign and domestic visitors.

Regarding to the environment and safety in Halong bay, most of international visitors are satisfied with environmental status, however some have complained about environment pollution in some tourism sites such as Sung Sot cave, Ti Top beach. High concentration of visitor exceeded “carrying capacity” at tourist peak time in some tourism sites. This may cause not only uncomfortable feeling for many visitors but also environmental degradation.

Table 4-6 Environment Assessment by International Visitors

Items	Mean	Level of assessment (%)				
		Very bad	Bad	Fair	Good	Excellent
1. Air environment	3.82	0.9	5.5	18.7	43.4	28.1
2. Sea environment	3.55	0.9	8.5	25.1	44.3	17.0

Note: Mean is calculated following score: 0 –No comment; 1 - Very bad; 2 – Bad; 3- Fair; 4- Good; 5- Excellent.

Source: Baseline survey for Tourism Sector, Project for Environmental Protection in Halong Bay

Table 4-7 Environment Assessment by Domestic Visitors

Items	Mean	Level of Assessment (%)				
		Very bad	Bad	Fair	Good	Excellent
1. Air environment	4.24	-	-	8.9	58.4	32.7
2. Sea environment	3.87	1.0	5.0	15.8	57.4	19.8

Note: Mean is calculated following score: 0 –No comment; 1 - Very bad; 2 – Bad; 3- Fair; 4- Good; 5- Excellent.

Source: Baseline survey for Tourism Sector, Project for Environmental Protection in Halong Bay

Environment situation in Halong is also assessed by tourism business (hotel, tour operator, tourism Transportation Company, souvenir shop, and restaurant). Overall environmental assessment by tourism enterprises is summarized in Table 4-8.

Table 4-8 Overall Environmental Assessment by Tourism Business in Halong area

Item	Assessment by tourism business					Mean
	Hotel	Tour operator	Transport company	Restaurant	Souvenir shop	
1. Dust and smoke	2.32	2.53	2.36	2.18	1.50	2.24
2. Noise	2.26	2.47	2.18	2.15	1.38	2.19
3. Garbage on the land	2.68	2.59	2.36	2.16	1.36	2.38
4. Garbage on the sea	2.61	2.56	2.09	2.00	1.27	2.30
5. Oil spread	1.81	2.00	1.55	1.29	1.33	1.71
6. Coral reef exploitation	1.50	1.82	1.20	1.14	1.13	1.45
7. Social evils	2.08	2.24	1.90	2.06	1.56	2.04

Note: Mean is calculated following score: 0 –No comment; 1 - Low; 2 – Medium; 3- High

Source: Baseline survey for Tourism Sector, Project for Environmental Protection in Halong Bay

By overall evaluation of the result of the baseline survey, it is clearly that visitors and tourism businesses are similar environmental assessment for Halong bay that environment in Halong bay is quite polluted by various sources, especially garbage both inland and on the sea. However there are some differences on environmental assessments between different tourism enterprises in each group and between groups for each environmental component. However, it is clearly that most of tourism businesses, especially hotels, tour operators and tourism transports have worried about environmental pollution by “dust and smoke” and “garbage”. Regarding to environmental pollution in Halong area, “noise” and “oil spread” are being of their concerns.

(2) Environmental impact from tourism activities

With increasing demand of tourist business opportunity in Halong bay, tropical forest, mangroves and sea grass beds have been decreased. Jetties and wharves were built for tourist boats in Halong bay. Leakage of oil from tourist boats, wastewater from residential and hotel areas inflow to Halong bay and tourist litter have created pollution problems, which impact on both the aquatic and terrestrial ecosystem of the islands in the bay.

The delicate limestone cave ecosystems are diminishing as tourists visiting the caves break off stalagmites and stalactites.

Litters including bottles are dropped into cave streams. Visitors exhale carbon dioxide, which has a deleterious effect on the caves. The mouths of some caves have been widened to allow for tourist access. This increase in light has led to an imbalance in the delicate links between flora and fauna, and a decrease in the humidity of the caves.

Currently, most of tourism activities in Halong bay can be regarded as low or medium impact tourism activities. For consideration of appropriate tourism activities in Halong bay, tourism activities are classified into three types of tourism activities based on low, medium and high impacts as outlined in Table 4-9. Low impact activities are suitable for responsible tourism. Medium and high impact activities are not suitable for responsible tourism in the Halong bay.

Table 4-9 Impact Rating for Tourism Activities in Halong Bay

Low Impact Tourism Activities	Medium Impact Tourism Activities	High Impact Tourism Activities
- Scenic sightseeing - Swimming - Snorkelling - Hiking/trekking on islands - Wildlife viewing - Diving - Sea kayaking	- Boat trips - Fishing trips - Caving - Wind surfing - Motor bike tours on the bank of the bay	- Jet skiing - Water skiing - Speed boating
Allowed in the Halong bay with strict regulations and guidelines.	Allowed in the Halong bay with strict regulations and guidelines.	Prohibited in the Halong bay and extended area.

Source: Baseline Survey for Tourism Sector, Project for Environmental Protection in Halong Bay

(3) Solutions for environment protection in Halong bay

There are several solutions for environmental protection in Halong area, which have been proposed by visitors and tourism businesses from the baseline survey. It should summarize as followings:

- To rise up awareness of stakeholders in tourism about environment; its role in sustainable tourism development.
- To encourage initiatives for environmental protection in tourism activities like reduce waste, save energy and water, etc.
- To encourage use model “3R” in tourism services
- To encourage develop environmental friendly tourism products;
- To develop tourism infrastructure with focusing on waste collection and processing system.
- To develop environmental instructions and regulations for tourism development in Ha Long
- To develop master plan for environmental protection in Ha Long
- To encourage cooperation between stakeholders in environmental protection in tourism development.

5. Issues related to sustainable tourism development

5.1 Obstacle factors for sustainable tourism development

Identified obstacle factors and issues for sustainable tourism development in Halong area were divided into four factor groups as summarized below.

(1) Tourist

- Increasing the number of visitor to QN and Halong: 6.5 million visitors to QN including over 2.3 million of international visitors (Ha Long received a total of 2.9 million visitors) in 2011².
- The inappropriate activities and behavior of tourists: discharging waste, trampling, breaking, writing and drawing on the stalactites and stalagmites in the cave or making degradation the biodiversity of the area.
- Tourist discharges about 0.5 kg of waste and approximately 100 liters of wastewater per trip³
- Many tourist groups deliberate to touch the stalactites and stalagmites to take souvenir photos
- Carving one's name or writing, drawing on cliff
- The stalactites and stalagmites are damaged by CO² emission from dense tourists

(2) Tourism facilities and business

- Bai Chay tourist boat station often receives about 500 boats⁴ that use the wharf for landing or leaving and anchoring. About five thousand tourists arrive per day.
- Food waste and domestic waste: to comply with process of collection and classification on site, transported to inland and treated by the responsible units.
- Many boats do not have equipment for collection and treatment of hazardous liquid waste. Wastewater containing oil is directly discharged into the Bay.
- Operation of boats and vessel in the Halong Bay stirs sediment in the sea bottom making turbid and collides with the marine species, particularly the anchoring on coral reefs, sea grass, etc.
- After each trip, about 50 to 100 kg of garbage and food waste are disposed /boat/day.⁵
- Oil scum spreads widely on the sea surface
- A lot of solid waste such as shell, crab shell, rotten fruit, vegetable even syringe is discarded disorderly along the sea coastline.
- Discharging wastewater from these restaurants into the Bay still is not strictly controlled.
- Untreated wastewater from hotels and guesthouses directly flow into the Bay polluting sea water

(3) Infrastructure system and urban development

- Soil erosion along the coastal area due to land reclamation which makes turbid the sea water, sediment in channels, destructing the tidal flats and mangrove ecosystems
- Mangrove area has lost nearly 2,000 ha in the last 40 years.⁶
- When heavy rains, soil and rocks are washed down, clogging drainage sewers, causing flood in the residential areas around in Halong City.
- Changing of land use increase density of construction

(4) Institutional and environment outside of tourism sector

- Piles (mountains) of waste soil and rock of 200m high, mining pits even about 100m deep.
- Mining solid waste and wastewater pollute the mining areas seriously.
- Pollution to the residential areas from odor, dust and flooding near the South of Trang Bridge Coal Screening Plant; Residential areas of Ha Tu, Ha Phong, Ha Khanh Wards; residential areas near the Deo Sen and Ha Khau Landfill sites.
- Coal mining operation impacts to air environment.
- Untreated wastewater from coal mining operation is discharged directly to rivers and streams, such as the streams of Lo Phong, Suoi Lai, Cua Luc Estuary and Halong Bay
- The operation of ports dredging or ports transportation raises many environmental issues.

² Tourism statistic, DCST

³ Pilot Project for Eco-label for tourist boat in Halong Bay, ART Vietnam, 2011

⁴ Pilot Project for Eco-label for tourist boat in Halong Bay, ART Vietnam, 2011

⁵ Ditto

⁶ Baomoi.com (2011), <http://www.baomoi.com/Quang-Ninh-Han-che-san-doi-lap-bien-lay-dat/148/7265591.epi>

5.2 Advantages and potentials for sustainable tourism development

A number of advantages and potential factors for sustainable tourism development were identified through review of tourism related reports, plans and documents, field survey, baseline survey on tourism sector, the pilot project on ecolabel for tourist boat. Advantages and potential factors for sustainable tourism development are various, ranging from its famous brand name, strategic position in the northern tourism region in Vietnam, distinctive natural tourism resource to going improvement and development of tourism infrastructure. Identified advantages and potential factors for sustainable tourism development are summarized as shown below.

(1) Advantages

1) Strategic position

- Halong City is the center of politics, economy and culture of the Quang Ninh province as well as a big hub of the northern key economic region with favorable natural conditions and social conditions.
- The government has been giving a special priority of state investments in building infrastructures and physical facilities contributed significantly to the economic growth of Halong City and Quang Ninh province.
- Connected road network from Hanoi and Mong Cai, border to China.

2) Brand name and image

- Twice officially recognized as UNESCO World Natural Heritage (1994: landscape value, 2000: value of geology and geomorphology)
- Recognized as one of the New Seven Wonders
- Halong Bay is promoted “Must-see” tourism destination in the north of Vietnam for international tourist.

(2) Potentials

1) Distinctive tourism resources and products

- Ecotourism tours to mangrove forests, tropical rain forests on limestone mountain and caves (Environmental education and conservation activities)
- Visiting floating villages including home stay and experience of daily life of local villages
- Visiting coal mines to learn traditional mining technologies and history of mine industry
- Development of handicraft and souvenir (Huge demands for domestic and foreign tourists)
- Creation of diversified tour programs combination of existing nature and cultural tourism resources/sites within Halong area including Van Don district (Contributing increasing the length of time and stay, reducing concentration of tourists in Halong Bay)

2) Tourism facilities and infrastructures

- Development of 4-5 star hotels and resort for up markets in Bai Chay area in Halong
- Development of aquarium in the costal of Halong Bay for tourism, conservation and educational purposes
- Development and improvement tourism service facilities including visitor center, information center and toilet in Halong area
- Development of Roadside station at suitable location along National Road No. 18.

APPENDIX 2

Implementation Schedule for Proposed Measures for Sustainable Tourism Development of Halong Area

Implementation Schedule for Proposed Measures for Sustainable Tourism Development of Halong Area

Strategy	Approach/Measure	Implementing agency/ organization	Source of funding	Implementation period											
				Short		Mid			Long						
				2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
Strategy 1 Enhancement of management capacity for sustainable tourism development	Approach 1-1: Development of tourism area management plan for Halong area														
	Measure 1-1-1: Preparation of the zoning plan and management guideline for tourism development in Bai Chay and Hung Thang areas	Halong City, DOC, DCST, DPI	QNPPC	■	■										
	Measure 1-1-2: Identification of solution for unfinished tourism development and pending tourism facilities, and preparation of strict and effective approval and monitoring system of land leasing for tourism facilities and development of planned tourism facilities in Bai Chay and Tuan Chau	Halong City, DOC, DCST, DPI	QN PPC		■	■	■								
	Measure 1-1-3: Preparation of tourism site management guideline for major islands in Halong Bay	HBMD	QNPPC	■	■										
Strategy 2 Development of legal and institutional framework, and policy for supporting ecotourism	Approach 2-1: Institutional framework and policy for ecotourism development														
	Measure 2-1-1: Formulation of regulation on promotion of Ecotourism in Quang Ninh	DCST, HBMD	QNPPC	■	■										
	Measure 2-1-2: Formulation of policies, institutional framework and incentives for promoting ecotourism activities	DCST, HBMD	QNPPC		■	■	■								
Strategy 3 Protection of tourism resources	Approach 3-1: Optimum operation and management of tourist boat														
	Measure 3-1-1: Control of tourist boat access and boat stay areas at major islands at peak time	HBMD	QNPPC	■	■										
	Approach 3-2: Strengthen of environmental protection for people in floating villages														
	Measure 3-2-1: Training on use of wool knitted scourer, sorting waste and composting waste for floating villages	Women's Union, HBMD, residents of floating villagers	QNPPC	■	■										
	Measure 3-2-2: Lecture on environmental protection and activities for floating villages	HBMD, HLEEA, NGO, University	QNPPC		■	■	■	■							
	Measure 3-2-3: Monitoring of sea water quality by using Secchi disk	HBMD, residents of floating villagers	QNPPC		■	■	■	■	■						
	Measure 3-2-4: Support for preservation of traditional culture of fishing village	HBMD.	QNPPC, Halong City		■	■	■								
	Approach 3-3: Improvement of local wastewater treatment facilities with proper management														
	Measure 3-3-1: Upgrading operational capacity of local wastewater treatment facility and sewerage collection system	DOC, Halong City	DOC, Halong City, ODA Loan		■	■	■	■							
	Approach 3-4: Strengthen inspection and monitoring of pollution level at sea port and anchoring sites in Halong														
	Measure 3-4-1: Development of guideline of inspection and monitoring of tourism resources and pollution level at tourist sites, wharf and jetties and anchoring site in Halong Bay	HBMD, DONRE	QNPPC		■										
	Measure 3-4-2: Training of inspection and monitoring activities based on guideline	HBMD, DONRE	QNPPC			■	■	■							
Measure 3-4-3: Reporting monitoring and inspection data and information to relevant departments and boat companies	HBMD, DONRE	QNPPC			■	■	■	■	■	■	■	■	■	■	
Strategy 4	Approach 4-1: Development of ecotourism program														

Strategy	Approach/Measure	Implementing agency/ organization	Source of funding	Implementation period																		
				Short		Mid			Long													
				2013	2014	2015	2016	2017	2018	2019	2020	2021	2022									
Development of sustainable tourism products	Measure 4-1-1: Development of eco tour to Trang Luoi Liem and Hon Quyen Rong, Ba Ham Lake	HBMD and tourist boat company	Private, HBMD																			
	Measure 4-1-2: Development of community based Eco-tour in Cong Dam area, Cua Van, Vong Vieng (floating villages)	HBMD and tourist boat company in cooperation with Cong Dam, Cua Van, Vong Vieng villages	Private, HBMD																			
	Measure 4-1-3: Development of community based eco-tour at Yen Lap Lake and Loi Am Mountain area	DCST, Halong city in cooperation with local community	Private, DCST																			
	Measure 4-1-4: Boat tour in mangrove area with mangrove planting in Quang Yen town and Bai Chay bay	Quang Yen town, Halong city, local community in cooperation with tour operator	Private, HBMD																			
	Measure 4-1-5: Study tour for unique values of Halong area (landscapes, geography, geomorphology, biodiversity, culture and history)	HBMD, DCST in cooperation with relevant local gov.	Private, HBMD																			
	Measure 4-1-6: Development of nature and educational boat tour by tourist boat company	Halong Boat Association, boat companies, local people of floating villages	Private, HBMD																			
	Approach 4-2: Creation of tour network																					
	Measure 4-2-1: Development of tour programs combining existing and new tourism sites in Halong area and its surrounding areas with public, private and community participation	HBMD, DCST in cooperation with relevant local gov. tour operator and local communities	DCST, local gov., private																			
	Approach 4-3: Establishment of nature and ecotourism narrator certification and training system																					
	Measure 4-3-1: Training and issue of certificate for Halong Eco-tour narrator	DCST, HBMD, University, training institutions	Private, HBMD																			
	Approach 4-4: Training on ecotourism product development and marketing for local tourism business																					
	Measure 4-4-1: Preparation of standard guideline for development, operation and marketing of ecotourism product for local tourism business	HBMD, DCST, local gov. authorities	Private, DCST																			
	Measure 4-4-2: Seminar and workshop for development, operation and marketing of ecotourism product for local tourism business	HBMD, DCST	Private, DCST																			
	Approach 4-5: Development of tourism products with utilizing local resources																					
	Measure 4-5-1: Development of local tourism products with design and quality guideline	DCST	Private, DCST																			
	Measure 4-5-2: Training program on design, development and marketing for tourism products from utilizing available local resources	DCST	Private, DCST																			
Strategy 5 Upgrading service and quality of tourism facilities and business	Approach 5-1: Training on customer services and hospitality for tourism business																					
	Measure 5-1-1: Training on improvement of customer services and hospitality for local tourism business	DCST, Quang Ninh Tourism Association	Private, DCST																			
	Approach 5-2: Introduction of Eco-grading system for accommodation (Green Lotus)																					
	Measure 5-2-1: Encouragement of accommodation facilities in Halong area to apply Green Lotus label	VNAT, DCST	Private, DCST																			
Approach 5-3: Introduction of Eco-label "Blue Sail" for tourist boats in Halong Bay																						

Strategy	Approach/Measure	Implementing agency/ organization	Source of funding	Implementation period													
				Short		Mid			Long								
				2013	2014	2015	2016	2017	2018	2019	2020	2021	2022				
	Measure 5-3-1: Finalization of developing Eco-label for tourist boats in Halong Bay	DONRE, DCST, HBMD	Private, DCST	■													
	Measure 5-3-2: Recognition of "Blue Sail" tourist boats and PR on Ecolabel for tourist boat		Private, DCST		■												
	Approach 5-4: Upgrading visitor facilities in Halong Bay and Bai Chay area																
	Measure 5-4-1: Development of tourist information counter and space for presenting feature of Halong Bay by applying audiovisual system in tourist information center at Bai Chay Tourist Wharf	HBMD in cooperation with DCST	HBMD			■											
	Measure 5-4-2: Installation of display on feature of history, culture and nature of Halong area at tourist information center in Bai Chay	DCST in cooperation with HBMD and relevant local gov. authorities	DCST			■											
	Measure 5-4-3: Development of roadside station in Bai Chay area	DOC, DOT, DCST in cooperation with Halong City, other local gov. authorities and tourism business operators	DCST, DOT, Halong City		■												
	Measure 5-4-4: Improvement of display at small exhibit space for tourist in Vong Vieng floating village	Operator of facility	HBMD		■												
	Measure 5-4-5: Utilization and updating tourism database at tourism information center including training	DCST	HBMD, DCST	■													
	Measure 5-4-6: Improvement, maintenance and management of toilet facilities for tourist at tourist sites and floating villages in Halong Bay, and Bai Chay area	Halong City, facility operators	DCST, HBMD, Halong City		■												
Strategy 6 Propaganda and promotion of sustainable tourism	Approach 6-1: Development of brand name and image creation for sustainable tourism destination in Halong area (Halong Bay)																
	Measure 6-1-1: Development of brand name and slogan of sustainable tourism destination for Halong area	DCST in cooperation with HBMD and relevant dept. and Halong city and relevant local governments	HBMD, DCST		■												
	Measure 6-1-2: Propaganda on media, press conference for brand name, logo and slogan of sustainable tourism destination for Halong area	ditto	HBMD, DCST		■												
	Approach 6-2: Development of information and data of tourist information on websites for tourist and market needs																
	Measure 6-2-1: Updating information and data on floating villages, other major tourist sites in Halong Bay on existing website of HBMD	HBMD	HBMD, DCST		■												
	Approach 6-3: Promotion and marketing for Halong area as sustainable tourism destination				▨												
	Measure 6-3-1: Development of tourism information and promotion materials for tourist and tour company	DCST, HBMD, relevant local gov. authorities	HBMD, DCST, Private		■												
	Measure 6-3-2: Promotion on sustainable tourism destination of Halong area through mass media	Ditto	HBMD, DCST		■												
	Measure 6-3-3: Holding promotion seminars and events for sustainable tourism destination of Halong area in Halong, Hanoi, Ho Chi Minh and other areas	Ditto	HBMD, DCST			■											

APPENDIX 3

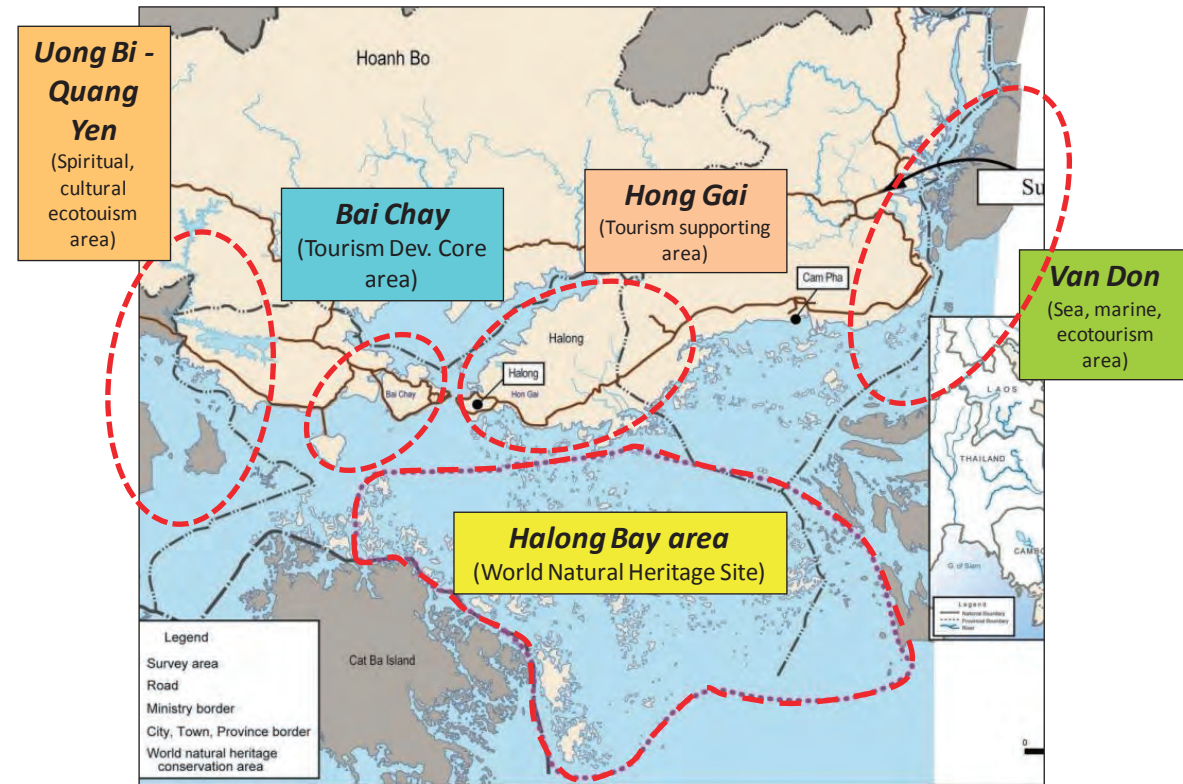
STRATEGIES AND MEASURES

FOR

SUSTAINABLE TOURISM DEVELOPMENT IN HALONG AREA

Strategies and Measures for Sustainable Tourism Development of Halong Area

Tourism Development Direction in Quang Ninh Province



Vision and Goal

Vision

Sustainable Tourism Destination

‘Reconciliation’ of Tourism Development and Environmental Protection in Halong Bay

Goal

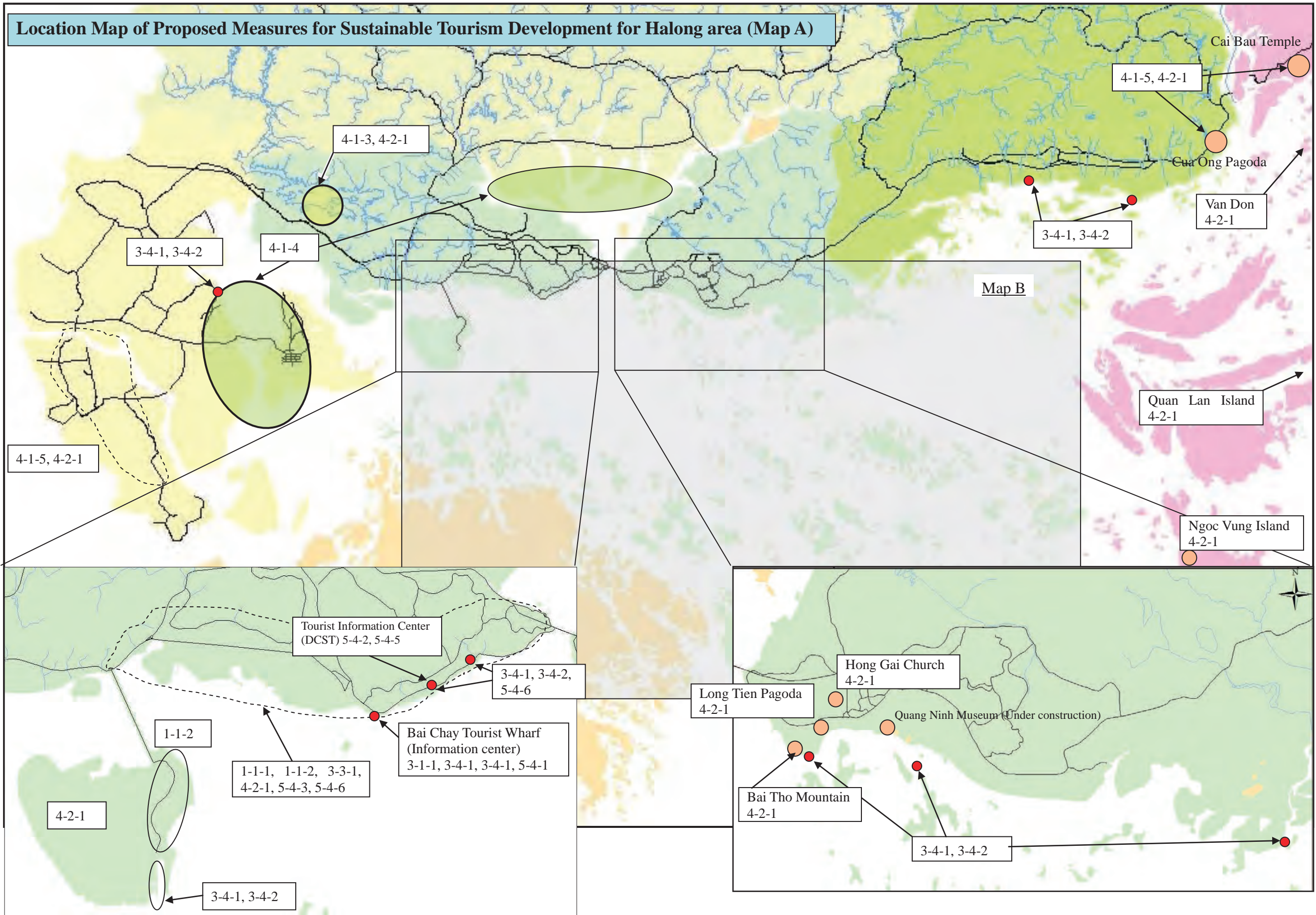
Shift from Mass Tourism to Sustainable Tourism

Structure of Vision, Goal, Strategies and Measures for Sustainable Tourism Development

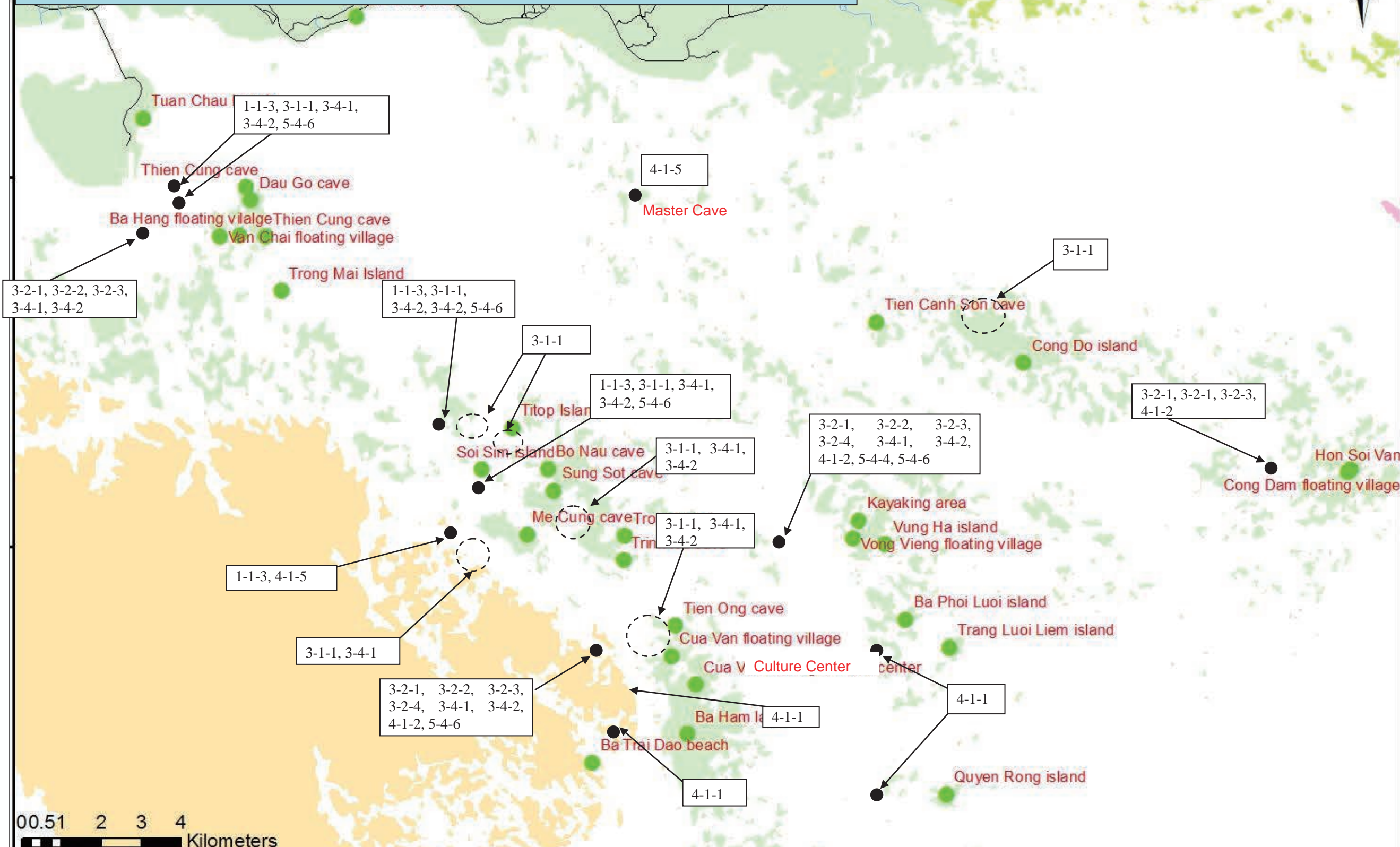


Strategies

- Strategy 1:** Enhancement of management capacity for sustainable tourism development
- Strategy 2:** Development of legal and institutional framework, and policy for supporting ecotourism
- Strategy 3:** Protection of tourism resources
- Strategy 4:** Development of sustainable tourism products
- Strategy 5:** Upgrading service and quality of tourism facilities and business
- Strategy 6:** Propaganda and promotion of sustainable tourism



**Location Map of Proposed Measures for Sustainable Tourism Development for Halong area
(Map B: World Nature Heritage area)**



0 0.5 1 2 3 4 Kilometers

Strategy 1: Enhancement of Management Capacity for Sustainable Tourism Development

Current Situation (issues, obstacles and potentials)

Various negative issues identified in Bai Chay and Hung Thang areas



Illegal parking and car parking on sidewalk (Bai Chay)



Broken pavement of pedestrian walkway (Bai Chay)



Ongoing Halong Marina Project (Hung Thang area)



Persistent local shoe-shiner (Bai Chay)

Negative tourism assets in Bai Chay and Tuan Chau Island



Unfinished accommodation (Tuan Chau Island)



Stopped operation (Bai Chay area)



Unfinished accommodation

Causing negative impact on environment, tourism resources and tourists at major islands in Halong Bay



Congestion of tourist boat at Jetty, congested with tourist (Thien Cung-Dau Go cave)



Graffiti on the surface of limestone cave by visitors



Congestion of tourist boat at jetty (Sung Sot)



Poor condition of facility (Titop Island)

Necessary Actions

Preparation of the zoning plan and management guideline for tourism development in Bai Chay and Hung Thang area (Measure 1-1-1)

- Checking and assessment of current land use, road and street sidewalk and existing tourist facilities and infrastructure
- Identification of areas, sites and facilities for improve and redevelopment
- Preparation of zoning plan for tourist areas
- Preparation of management guideline for designated zone areas including safety measures for tourist
- Preparation of management guideline
- Holding workshop on zoning plan and management guideline
- Implementation of zoning plan and management guideline

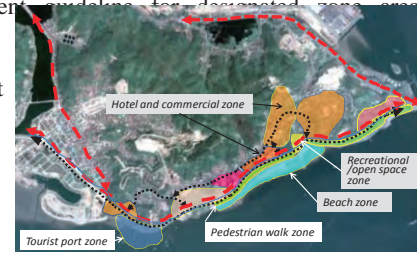


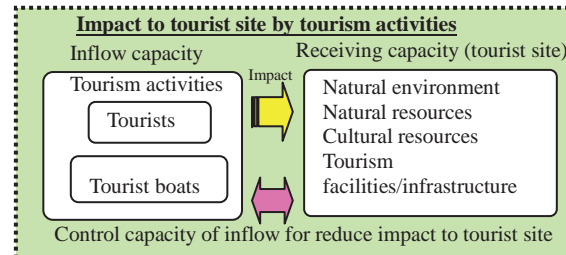
Image of zoning (Bai Chay area)

Identification of solution for unfinished tourism development and pending tourism facilities, and preparation of effective approval and monitoring system of land leasing for tourism facilities and tourism development in Bai Chay and Tuan Chau (Measure 1-1-2)

- Amendment of present law on development and land leasing
- Establishment of penal regulation for land owner and developers
- Termination of contract agreement on land leasing and development
- QN PPC recovers neglected lands and unused facilities from land owners
- Proposing alternative plan for tourism development by DCST or relevant departments
- Proposed alternative land used for other tourism facilities
 - Visitor center
 - Roadside station
 - Aquarium
 - Handicraft center
 - Green open space

Preparation of tourism site management guideline for major islands in Halong Bay (Measure 1-1-3)

- Inspection and monitoring conditions of tourist resources, facilities and tourist areas at each island
- Identification of negative factors at each island
- Estimation of carrying capacity for tourist at each island
- Preparation of site management guideline at each island
- Workshop on operation of site management guideline
- Methodology for estimation of carrying capacity (ecological capacity)
- Confirmation of capacity of tourism facilities/infrastructure (Jetty, toilet)
- Number of tourist boat and visitors to island (daily, peak time)
- Identification of negative factors to environment, tourism resources



Expected Situation after Actions



Direction signage (Paylessimages, www.paylessimages.jp)



Beach area with clean and safe management (Ecchu-Hida Tourism Association in Japan, http://ecchu-hida.jp)



Tourist gathering place (Fisherman's Wharf in San Francisco: www.ebiken.net/archives/44)

Use of land for other tourism facilities



Aquarium (Facilities including environmental education) (Aquamarine Fukushima, www.marine.fks.ed.jp)

Roadside station (Parking space, resting facility, toilet, tourist information, etc.)



Tomiura Road side station in Japan, Minami-bousou City, (www.mboso-etoko.jp)

Parking is a part of parking space development in Bai Chay area proposed under the CEPC.

Tourist sites, facilities and tourism resources are effectively managed with sustainable manner according to tourism site management guideline.

Negative impacts on tourism resources, sea water and nature environment caused by congestion of tourist boats and tourists landing islands is reduced during the tourist peak time and season.



Tourist jetty in Ishigaki Island, Japan



Public toilet at tourist site (http://rest.jp)

Overall Outputs and Factors for Achievement of Strategy

1) Improved and redeveloped tourism areas and improved capacity by zone plan with following the requirement of Coastal Environmental Protection Corridor (CEPC)

- Solved negative issues on tourism development and alternative use of wasted land and building facility for tourism facilities for tourist and local communities

-Effective management of environment and tourism resources at islands by Reduce negative impacts to natural environment and tourism resources by site management guideline by HBMD

Strategy 2: Development of Legal and Institutional Framework, and Policy for Supporting Ecotourism

Current situation (issues, obstacles and potentials)

Tourism Activities in Halong area



Traditional boat tour by fishing villager



Kayaking in the Halong Bay



Visiting floating village

Tourism activities in Halong area are mainly visiting floating villages, riding traditional boat by local community and kayaking organized by boat companies



Trial mangrove eco-tour in Quang Yen Town conducted under the project



Ecoboat in Halong Bay (vietnamtourism.com.vn)



Minh Chau Island in Van Don District (Potential site for ecotourism)



Forest in Loi Am mountain in Hoanh Bo District (Potential site for ecotourism)

Policy, legal and institutional issue related to ecotourism

- QNPPC gives priority to develop and promote ecotourism in Halong Bay and other areas
- No legal framework (decision) and incentives for development and promotion of ecotourism in QN.
- Ecotourism guide system (ecotourism narrator) is not established.
- No ecotourism association in QN
- Plans and projects for ecotourism in QN have implemented as planned.
- Halong Environmental Education Association (HLEEA)* is in the process of establishment in Halong area.

Remark: *) HLEEA includes activities for promoting ecotourism and environmental education.

Necessary Actions

Formulation of regulation on promotion of Ecotourism in Quang Ninh (Measure 2-1-1)

For effective promotion of ecotourism in Halong area, Provincial government of Quang Ninh should establish legal system such as Decision on regulation for promotion of ecotourism in QN.

Preparation of Decision (Proposed)

- Establish working group and committee including academics, representatives of relevant tourism business operators and local communities
- Review and study relevant regulations on tourism and ecotourism
- Prepare draft regulation (Decision) on promotion of ecotourism
- Holding working group and committee meetings
- Finalization of Decision by DCST and the committee
- Submission of the finalized Decision to QN PPC for approval

Contents of Decision on regulation for promotion of Ecotourism in QN (Proposed)

- Objective
- Definition of ecotourism
- Basic policy for promotion of ecotourism
- Measures to promote the development and implementation of eco-tour (resource survey, guide training, information gathering, holding seminar/workshop, PR activity, Ecotourism award, information provision (website, brochure))
- Establishment of Ecotourism association
- Responsibility of relevant departments in QN PPC, local government and institutions to involve ecotourism activities

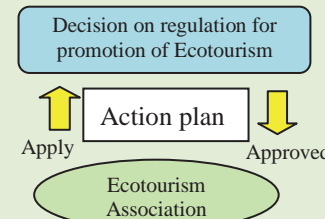
Formulation of policy, institutional framework and incentives for promoting ecotourism activities (Measure 2-1-2)

Establishment of Ecotourism Association in QN or local level (Proposed)

- 1) Preparation of legal document
 - Mission, policy, activities, funding source
 - Membership and responsibilities
- 2) Members
 - QN: Members will be included DCST, HBMD, DONRE, DOET, Youth Union, Women Union, QN Tourism Association, Tourist Boat Association, ect.
 - Local level: Relevant departments. in local government tourism business operators, representatives of local communities, ect.
- 3) Preparation of action plan and schedule by established ecotourism association

Support for local ecotourism associations by QN PPC in the Decision (proposed)

- Technical support on preparation and implementation of eco-tour
- Training of narrator
- PR on website and brochure
- Financial support



Expected Situation after Actions

Preparation and implementation of promoting ecotourism activities in Quang Ninh by DCST, HBMD with relevant departments and stakeholders based on the Decision



Ecotour in mangrove area (Quang Yen Town)



Kingfisher (http://destiny.cocolog-nifty.com/blog/cat20847120/index.html)



Bird watching (http://gazoo.com)



Fishing farming at floating village



Experiences in fishing with fishermen (Photos from Indochina Junk)

Effective supporting measures for preparation and operation of ecotourism activities

After approval of action plan submitted by Ecotourism Association, various eco-tours are planned and implemented by local ecotourism operators in collaboration with Ecotourism Association. Following measures are provided for support of local ecotourism operator by relevant sections at DCST, HBMD, other institutions and private tour company.



Training for local narrator (*)



Technical advice for implementation of eco-tour



Seminar and workshop (*)



Promotion of eco-tours on QN Ecotourism website

Photos : *) Ministry of Environment, Japan (www.env.go.jp/nature/ecotourism)

Overall Outputs and Factors for Achievement of Strategy

1) Establishment of legal system to support and promotion of ecotourism by government side in coordination with legal framework of environmental education

2) Local ecotourism associations have opportunity to receive support for development and implementation of ecotourism activities including support of Halong Environmental Education Association in terms of environmental education

Strategy 3: Protection of Tourism Resources

Current Situation (issues, obstacles and potentials)

Popular and congested boat tour routes in Halong Bay at tourism peak time

- Share of 2 routes: Route 1: 50%, Route 2: 43%
- Ave. trips/tourist boat/day: 1.9 trips (during peak days, April-July 2012)

Popular day excursion tour routes by tourist boat in Halong Bay

Congested with tourist boats at Thien Cung-Dau Go Jetty at tourism peak time

Congested with tourist boats at Ba Ham fishing village

Degrading water environment by floating floating villages in Halong Bay

- Degrading water environment of Halong Bay are causing by living life of floating villages such as dumping waste to the sea and lack of knowledge on importance of environmental protection
- Relocation of floating houses in Halong Bay will be planned and implemented according to the Relocation Plan by Halong Municipal PC

Floating houses in Cua Van fishing village

Primary school in Cua Van

Limited capacity of wastewater treatment facility in Bai Chay area

- Current demand of operational capacity for wastewater treatment in Bai Chay area is over the capacity of existing wastewater treatment facility (3,500m³/day).
- Causing flood and over flow of sewage during the rain due to insufficient maintenance and development of sewage system (clogged sewage by waste, broken sewage)

Bai Chay Wastewater Treatment facility

Pollution factors and impacts affecting tourism resources, tourist sites and natural environment in Halong Bay

Untreated wastewater flow into the Bay (next to the night market at Than Nien Beach)

Garbage and waste scattered near Than Nien Beach

Oil scum on surface of sea from tourist boat (Thien Cung-Dau Go Jetty)

Tourist boat in Halong Bay
Source: Final report for development of eco-label for tourist boat in Halong Bay, 2012

Floating waste on the sea
Source: Final report for development of eco-label for tourist boat in Halong Bay, 2012

Necessary Actions

Control of tourist boat access and boat stay area at major islands at peak time (Measure 3-1-1)

- Review of data on the number of tourist boat visiting major islands
- Survey on tourist boat at jetty of major islands during tourist peak season and peak time.
- Consideration of max. capacity (number) of tourist boats based on existing condition of jetty and its facilities
- Setting regulation on number of receiving tourist boats at each jetty and number boat for boat tour routes.
- Improvement of jetties and related facilities
- Preparation of operation and management plan
- Guidance to regulation to relevant depts. and boat companies.
- Training of staff in charge of control and safety for tourist boat
- Implementation of control and safety management for tourist boat based on operation and management plan

Training on used of wool knitted scourer, sorting waste, composting waste and composting waste for floating villages (Measure 3-2-1)

Training on use of wool knitted scourer (Photos: JICA Grass Roots Halong Bay Project)

Lecture on environmental protection and activities for floating villages (Measure 3-2-2)

Monitoring of sea water quality by using secchi disk (Measure 3-2-3)

Support for preservation of traditional culture of floating villages (Measure 3-2-4)

Upgrading operational capacity of local waste treatment facility and sewage collection system (Measure 3-3-1)

- Review of proposed feasibility study on improvement of waste water treatment facilities and sewage system
- Survey on operational conditions of the existing waste water treatment facilities and sewage system
- Prepare the investment project
- Planning and design, improvement of construction work
- Operation and maintenance of the facilities

Development of guideline for inspection and monitoring of tourism resources and level of pollution at tourist sites, jetties and anchoring site in Halong Bay (Measure 3-4-1)

- Design method of inspection and monitoring activities and select sampling sites
- Parameters for sample analysis
- Design guideline for inspection and monitoring at selected sites
- Holding workshop on guideline for inspection and monitoring activities

Training of inspection and monitoring activities based on the guideline (Measure 3-4-2)

- Preparation of training plan for inspection and monitoring activities
- Preparation of training manual
- Holding training workshop for inspection and monitoring activities
- Training by OJT

Reporting monitoring and inspection data and information and relevant departments and boat companies (Measure 3-4-3)

- Compilation of analyzed data and information and data input
- Preparation of reporting system
- Reporting to relevant departments and boat companies

Expected Situation after Actions

Regulation of tourist boat operation (apply during peak seasons/days):

- 1) Route:
No. of maximum boat operation per fixed time periods for Route 1 and 2: XX, XX
- 2) Jetty (Capacity)
Number of maximum receiving tourist boat at jetties (Thien Cung-Dau Go, Sun Sot, Ti Top) for anchoring: XX
- 3) Anchoring area for overnight stay boat
Number of receiving tourist boat at anchoring areas for overnight stay boat
- 4) Time schedule for Route 1 and route 2 according to maximum tourist boat operation

Impact to tourism resources and natural environment at major islands by tourist boat and tourist, number of complain and accident is reduced.

Reduce impact to sea water and fishes by discharging washed water using wool knitted scourer. This is also economic benefit for villagers (Reduce expenditure for purchase of water due to less consumption of water for washing dishes)

People in floating villages are aware of important of environmental protection in Halong Bay by providing lecture on environmental protection and become responsible for management of waste

People in floating village are aware of water quality by monitoring of water transparency by using secchi disk

Traditional culture of floating villages in Halong Bay is preserved as tourism resource. Negative impacts to the sea water is reduced by relocation of floating houses of floating villages in Halong Bay

Image of circulation of water system (*)
Source: *) www.jica.go.jp/project/syria/0800735/

Discharging treated wastewater (www.doboku.pref.nagasaki.jp)

Discharged treated wastewater to the sea and river (*)

Map of pollution level at water monitoring sites in Halong Bay (Proposed image) (30 sampling sites in Halong area by HBMD and DONRE)

Monitoring and inspection data and information are utilized for evaluation of implemented measures for environmental protection and preparation of measures for solution on reduction environmental pollution and impacts at tourist sites in Halong Bay

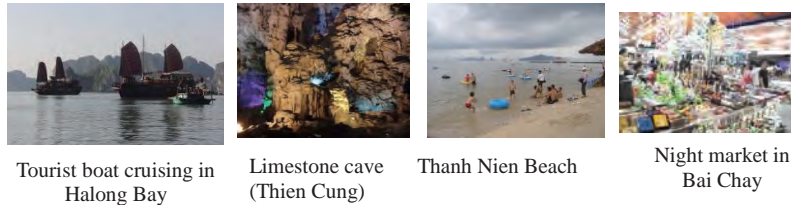
Overall Outputs and Factors for Achievement of Strategy

- 1) Regulated operation of tourist boat in Halong Bay during the peak seasons and days
- 2) Reduced impacts to natural environment of Halong Bay by floating villages and enhanced awareness of environmental protection by villagers
- 3) Tourism attraction of visiting floating floating villages is maintained and managed by relocated fishing villages
- 4) Solved issues on degradation of water environment and flooding by wastewater in Bai Chay area
- 5) Level of pollution at major tourist sites and areas are regularly monitored, inspected and reported with reference to Integrated Environmental Management Plan for Halong Bay

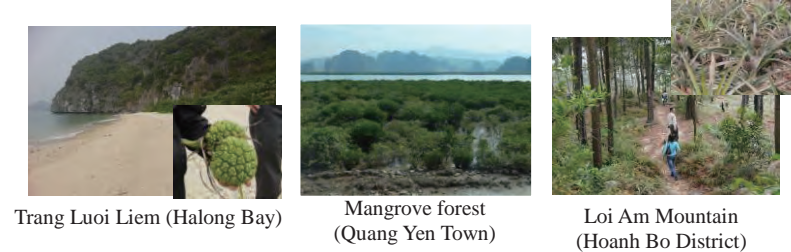
Strategy 4: Development of Sustainable Tourism Products

Current Situation (issues, obstacles and potentials)

Major tourism resources and attractions in Halong Bay area
(Limited tour programs and attractions for international tourist destination in Halong area)



Potential nature and ecotourism sites



Existing and potential historical and cultural tourism sites



Tourism products sold in Halong area (Potential for Branding Image)



Necessary Actions

Development for diversification of tour programs

Eco-tour to Trang Luoi Liem, Hon Quyen Rong, Ba Ham Lake area (Measure 4-1-1)

Community based eco-tour programs in Cong Dam Cua Van, Vong Vieng floating villages (Measure 4-1-2)
Yen Lap Lake and Loi Am Mountain Area (Measure 4-1-3)
Boat tour in mangrove area (Quang Yen Town) (Measure 4-1-4)

- Kayaking in mangrove area
- Bird watching, study of marine species
- Environmental education

Bird watching
<http://gazoo.com>



Study tour for unique values of Halong area (landscapes, Geography, geomorphology, biodiversity, culture and history) (Measure 4-1-5)

Nature and educational boat tour by tourist boat company (Measure 4-1-6)

- Targeting for environmental conscious tourist and students

Training on ecotourism program development and marketing for local tourism business

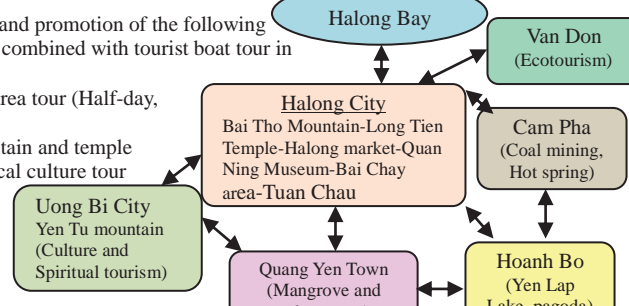
Preparation of standard guideline for development, operation and marketing (Measure 4-4-1)

Holding seminar and workshop (Measure 4-4-2)

Development of tour programs combining existing and new tourism sites in Halong area and its surrounding area with public, private and community partnership (Measure 4-2-1)

Development and promotion of the following optional tours combined with tourist boat tour in Halong Bay

- Halong city area tour (Half-day, One day)
- Yen Tu mountain and temple
- Mangrove-local culture tour (Quang Yen Town)
- Ecotourism/ beach resort (Van Don)



Establishment of Halong Eco-tour certification system Training and issues of certificate for Halong Eco-tour narrator (Measure 4-3-1)

- Design of nature and eco-tour narrator certification system
- Development of training program and exam for eco-tour narrator
- Preparation of trainers' eco-tour narrator training manuals
- Implementation of narrator training
- Provision of the eco-tour narrator certificate



Training
(www.pref.osaka.jp/hokubunm/osirase/1101ei sei.html)

Development of tourism products with utilizing local resources

Development of local tourism products with design and quality guideline (Measure 4-5-1)

- Identification of available and potential materials for development of tourism products
- Setting criteria on design and quality standard for local tourism product
- Development of design and quality guideline for local tourism product including branding product
- Establishment of committee for operation and management of design and quality guideline for local tourism product

Training program on design, development and marketing for tourism products from utilizing available local resources (Measure 4-5-2)

Expected Situation after Actions

Halong area became the ecotourism destination.

Increase the number of tourist coming to Halong area for participating eco-tour.

Nature, historical and cultural value of Halong area is enhanced through eco-tour.

Local communities increase income through involvement of eco-tour programs.

- The guideline helps to develop, operate and marketing of ecotourism products for local tourism business operators, travel agents and boat companies.
- The number of ecotourism products will be increased and the ecotourism products will be diversified in Halong area.

- Increase length of stay for foreign tourist in Halong area 2 days -> 3-4days

- Increase the number of tourist areas visiting tourist areas outside of Halong city and economic benefit through tourism
- Cooperation among local governments and local tourism business sectors are strengthening in terms of promotion of local tourist sites and receiving tourists.

- Interpretation, operation and management for nature and ecotourism tour is secured.

- Increase employment and income of local communities by training of nature and ecotourism narrator..



Nature guide (Toyota Shirakawa-Go Eco-Institute, Japan)

- Design, quality, packaging and utilization of local resources for tourism products by local craftsmen and product producers are improved.
- Increase earnings from sales of tourism products in Halong area.
- Local brand products are developed.



Chocolate



Pineapple Jam
(www.chibayaa.com/SHOP/00660517.htm)

Overall Outputs and Factors for Achievement of Strategy

1) Various eco-tours are developed and operated in Halong area with involvement of local communities with following protection of mangrove area in Coastal Environmental Protection Corridor (CEPC)

2) Tour programs combining existing and new tourism sites are attracted tourists and local tourism business operator.

3) Eco-tour program in Halong area is secured in term of management, operation and interpretation.

4) Various tourism products utilizing local resources and local brand products are developed and attracted for tourists.

Strategy 5: Upgrading Service and Quality of Tourism Facilities and Business

Current Situation (issues, obstacles and potentials)

Major constraints in the human resources for tourism sector (hotels, restaurants, tourism transports) in Halong area:

- 40% of employees in tourism sector were trained, but not meeting requirements (Total employees: 25,000, DCST)
- Low-grade hotels, non-star hotel, guesthouse and restaurant:
- Lack of service skill and knowledge on customer service and hospitality
- Provision of service is not equivalent to value and quality
- Lack of management skill for managers and management staff in tourism sector

Green Lotus Eco-Label is one of environmental protection standard and sustainable development measures using effective resources, energy, contribute to preserve heritage, develop industry, cultural-social locality and sustainable tourism development for applying tourism accommodation in Vietnam.

- The project for the Green Lotus Eco-label was planned and implemented by Hotel Dept., Ministry of Cultural, Sport and Tourism (MCST) from 2009 to 2012.
- First target hotel grade: 3-5 stars
- Second target hotel grade: all grades
- The Green Lotus Eco-label is one of important measures for contributing sustainable tourism development in Halong area.



Development of Eco-label system for tourist boat in Halong Bay was planned and implemented as a pilot project under the JICA Halong Project from 2011 to 2012.

Eco-label system for tourist boat is one of important Measures for enhancement of environmental protection in Halong Bay and contributing sustainable tourism development in Halong area.



- Required criteria by label (Proposed):
- 1 Blue Sail label (9 baseline, 3 incentives criteria)
 - 2 Blue Sail labels (10 baseline, 4 incentive, 2 advance criteria)
 - 3 Blue Sail labels: (10 baseline, 6 incentive, 4 advance criteria)

Further development on the Eco-label system is required for introducing the Eco-label system for tourist boats in Halong Bay.



Existing visitor facilities in Halong Bay and Hong Gai areas as international tourist destination



Tourist information center at Bai Chay (DCST) (Closed in weekends)



Tourist information center at Bai Chay Tourist Wharf (HBMD) (Not fully utilized space for TIC)



Public toilet at Ti Top Island (Lack of maintenance and unsafe for visitor access to the toilet)



Public toilet near Thanh Nien Beach (Temporary closed)



Super ecology toilet (Operated only tourism season)



Display of traditional fishing gears at Vong Vieng Fishing village (No explanation for displays)

Necessary Actions

Training on improvement of customer services and hospitality for local tourism business (Measure 5-1-1)

- Needs survey on customers service and hospitality for training targets
- Preparation of contents for training program for target groups
- Nomination of trainers and lectures for training
- Preparation of materials for lecture and training
- Preparation of action plan for training program and schedule
- Conduct training programs



Training for staff of restaurant (Quang Ninh Portal, Oct. 11, 2011 <http://quangninh.gov.vn>)

Encouragement of accommodation facilities in Halong area to apply Green Lotus label (Measure 5-2-1)

- Holding meeting for preparation of guidance with authorized agency
- Arrangement of guidance (venue, materials, invitation)
- Customization/ harmonization of the standards/ criteria into the local context
- Holding workshops to introduce the Green Lotus Eco-label to local accommodation businesses
- Facilitating registration of local businesses in the Eco-label program



Image photo of seminar (www.e-fpc.jp/seminar)

Finalization of developing Eco-label for tourist boats in Halong Bay (Measure 5-3-1)

- Tourist boat survey
- Case study and survey on international eco-label
- Development of eco-label criteria, procedure and logo based on outputs of the pilot project
- Formulation and finalization of legalization of Eco label
- Establishment of label awarding body
- Capacity development of authorized agency for Eco label certification



<http://bienggocruise.com/>

Recognition of "Blue Sail" tourist boats and PR on Eco-label for tourist boat (Measure 5-3-2)

- Marketing and promotion of eco label
- Nomination and selection of "Blue Sail" tourist boat for awarding
- Facilitation of evaluation process of the awarding agency
- Preparation of prize and recognition ceremony
- PR on recognition of "Blue Sail" tourist boats through mass media



Upgrading visitor facilities in Halong Bay and Hong Gai area

Development of tourist information counter and space for presenting feature of Halong Bay by applying audiovisual system in tourist information center at Bai Chay Tourist Wharf (Measure 5-4-1)

Installation of display on history, culture and nature of Halong area at tourist information center in Bai Chay (Measure 5-4-2)

Development of roadside station in Bai Chay area (Measure 5-4-3)

- Development of the roadside station is proposed by Output-3 (Land use plan)
- Design and location of the roadside station need to have coordination with DOT, DCST and relevant departments.

Improvement of display at small exhibit space in Vong Vieng fishing village (Measure 5-4-4)

Utilization and updating tourism database at tourism information center including training (Measure 5-4-5)

Improvement, maintenance and management of toilet facilities for tourist at tourist sites and floating villages in Halong Bay and Bai Chay area (Measure 5-4-6)



(TIC at Haneda Airport, Tokyo (<http://tokyobay.keizai.biz/headline/photo/127>))



Image design of roadside station (http://www.mlit.go.jp/road/station/road-station_inst.html)

Expected Situation after Actions

Level of customer service, hospitality and communication skill in English in Halong area is improved by training.

Level of satisfaction on customer service in tourism business by tourist is increased. (Confirmed by tourist survey.)

No. of claim on service at accommodation, restaurant and shop by tourist is reduced.

-Negative impacts to the nature environment for Halong Bay from accommodation will be reduced

-Awareness on environmental protection, energy saving, and sustainable tourism management in hotel industry is enhanced.

-Green lotus label contributes for "Green Growth strategy in Quang Ninh".

-Increase the number of tourist boat in Halong Bay applying Eco-label for tourist boat and receiving the Eco-label

-Decrease impact to environment of Halong Bay by tourist boat

-Eco-label for tourist boat gives an image of environmental conscious tourism transportation for tourist with quality service by staff and upgraded environmental friendly facilities and equipment.

-Blue Sail Eco-label contributes for "Green Growth strategy in Quang Ninh".

Improvement of Tourist Information Center (TIC) at Bai Chay Tourist Wharf:

Tourists can receive information on tourist boat cruising and unique feature of Halong Bay from the TIC and is enhanced awareness on environmental protection in Halong Bay by presenting information and activities of environmental protection in Halong Bay at TIC.

Development of Roadside Station in Bai Chay in Halong area:

Roadside station is a rest facility for driver and visitors coming to the area including car park, information counter, exhibition space, rest room, meeting hall, restaurant, shop selling local products and souvenir and work place to develop and process local specialty products.

-Benefit for local business and community groups to participate in community development and selling local products at the roadside station

-Increase employment opportunity and revenue from selling products.

-Tourist enhances awareness on environmental protection and sustainable tourism development by visiting the exhibition space.



(Photos: Tomiyama Roadside Station, Minimiboso City, Chiba, Japan)

Public toilets in Halong Bay and Bai Chay area:

-Level of sanitary environment and satisfaction using toilet facility for tourist is increased.

-Clean and maintained toilet gives good image on tourist site

Overall Outputs and Factors for Achievement of Strategy

1) Level of service by local tourism business is improved and meeting requirement of standard.

2) Tourism business sector (accommodation, tourist boat company) are eager to apply and operate business based on requirement of eco labels.

3) Existing tourism service facilities are improved for meeting requirement and new tourism service facilities are introduced for benefit of tourists, local business and communities.

Strategy 6: Propaganda and Promotion of Sustainable Tourism

Current Situation (issues, obstacles and potentials)

Brand name and slogan of Halong area

Current image of Halong Bay area:


- Tourist destination of World Natural Heritage Site
- Tourist boat cruise on the Bay
- Unique landscape of Karst islands
- Halong carnival (Recognized only for domestic)

Logo:


- Cock and hen islets
- Sails of traditional Junk tourist boat

Slogan:
No slogan is prepared.


Creating new brand name, logo slogan for sustainable tourism destination of Halong area is one of effective measures to appeal and promote for creating image of Halong area as sustainable tourism destination in Vietnam and overseas




Logo of DCST



Halong Bay with Junk Tourist boat



Halong Carnival
(www.lookatvietnam.com/2011/04)



Cock and hen islets

Tourist information for Halong Bay Management Department

Tourist information and data of tourist sites and resources on website:

- Limited to major tourist sites and resources
- Limited pictures for tourist sites and resources
- No location map
- Limited information for boat tour routes and tour programs

Publication and information materials:

- No information materials for tourist

Statistic data:

- No data on visitor and operation of tourist boat



Website of HBMD

Promotion and marketing for Halong area by DCST

Tourist information materials:

For consumer (visitor):


- Tourist map, brochure and guide book are prepared in Vietnamese, English
- Information materials are not sufficient in terms of contents, design, quality, interpretation in other languages.
- Tourist map, hotel and restaurant guidebook are not updated.
- No brochure or tour guidebook by type of activity

For media and tourism business operator:

- Use same materials for promotion and marketing of Halong area to media and tourism business operator
- Necessary to develop various tourism information and promotion materials

Major promotion activity

- Halong Bay was promoted at 2012 Expo in Yeosu, Korea2012
- Tourism promotion during Halong Carnival in April
- Tourism promotion at the event of East Asia Inter-Regional Tourism Forum (FATOF)



Tourist information materials for Halong Bay and Quang Ninh

Necessary Actions


Development of brand name and slogan of sustainable tourism destination for Halong area (Measure 6-1-1)

- Preparation of plan of brand name, logo design and slogan
- Design of local brand logo (Subcontract to designer)
- Receiving comments and opinions on design of brand naming, logo and slogan from relevant stakeholders
- Revising and finalization of brand name, logo design and slogan
- Submission of prepared brand name, logo design and slogan to QN PPC for approval and registration
- Preparation of regulation on usage of brand name, logo design and slogan and licensing system

Incredible, enjoyable, memorable, sustainable tourism destination, Halong (Catch phrase, sample)

PR on media, press conference for brand name, logo and slogan of sustainable tourism destination for Halong area (Measure 6-1-2)

- Preparation of plan for PR and press conference
- Design of PR on brand name, logo and slogan for media (Subcontract to designer)
- PR on brand name, logo and slogan for media
- Arrangement of venue for press conference

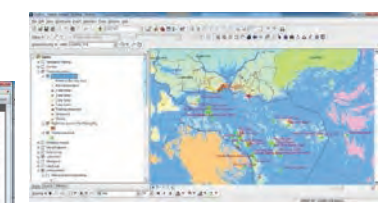


Press conference of New 7 Wonder, (Quang Ninh Portal site)

Updating information and data on floating villages, other major tourist sites in Halong Bay on existing website of HBMD (Measure 6-2-1)

- Confirmation of updating data and information
- Collecting necessary data and information for updating of website
- Conduct survey on collecting necessary data and information
- Preparation of data and information for website
- Updating work for data and information on the website
- With utilizing tourism Resource database

Inventory of tourism resource in Halong Bay (Prepared by WG-3)



Developed tourism resource map in Halong Bay by ArcGIS prepared by WG-3

Development of tourism information and promotion materials for tourist and tour company (Measure 6-3-1)

- Preparation of plan and work schedule for development of tourism information materials (Tourist map and leaflet of general tourist information for Halong area, leaflets on area specific information, tourism product, eco tour, activities, DVD)
- Collecting data and information for development of materials
- Photo shooting
- Design of information materials (translating foreign languages)
- Producing and printing of material

Ecotour brochure (Hoi An Cultural Ecotour www.hoianecotour.com/Brochures.html)

Promotion on sustainable tourism destination of Halong area through mass media (Measure 6-3-2)

- Preparation of plan for PR activities
- Design and description of PR on sustainable tourism destination
- PR (Advertisement) for mass media

Holding promotion seminars and events for sustainable tourism destination of Halong area in Halong, Hanoi, Ho Chi Minh and other areas (Measure 6-3-3)




Expected Situation after Actions

- Image and attractiveness of Halong area as sustainable tourism destination is enhanced by creating brand name, logo design and slogan for sustainable tourism destination of Halong area.
- Created brand name, logo design and slogan will be utilized for authorized local tourism product and tour programs, which is beneficiary for tourism product producers, shop owners and tourism business operators.
- Increase number of up markets and environmental conscious tourist to Halong area
- Increase the number of tourist to Halong with visiting not only Halong Bay area, but also other tourist sites and resources in Halong area.



Exhibition of the Branding Products


- Attractiveness of Halong Bay as UNESCO World Natural Heritage Site will be enhanced by updating website.
- Tourists and users can receive updated information and data on tourism resources, facilities, tour programs and events through the website.
- The number of tourist visiting tourist sites, tourism facilities and tour program introduce in the website is increased.



Booth of QN

Products

- DCST and tour companies in Halong area can promote Halong area as "sustainable tourism destination" for various markets and countries by developed various tourist information and promotion materials.
- Tourist can have diversified tourism information and tourism attractions including eco tours from tourist information materials.
- Length of stay for tourists and number of repeater to Halong area will be increased.
- Halong area recognizes not only UNESCO World Natural Heritage site with enjoying tourist boat tour in Halong Bay but also sustainable tourism destination with diversified tourism products through PR on mass media, promotion events and seminars.
- Awareness of environmental protection for Halong area by tourist, tourism business operator is enhanced. Investment for sustainable tourism development with partnership of local tourism business is promoted and increased.



Overall Outputs and Factors for Achievement of Strategy

- 1) Created new image of sustainable tourism destination for Halong area and its promotion activities are attracted up market and environmental conscious tourists
- 2) Attractive and various tourism information on Halong Bay are disseminated through updated and upgraded website of HBMD.
- 3) Promotional capacity of DCST is enhanced by developing various tourism information and promotion materials and promotion activities.

Attachment-4

The Proposal of the Halong Environmental Education Association (HLEEA)

**Proposals on a Draft of the Comprehensive
Strategies and Actions for EE&PR
in Quang Ninh**

February 2013

WG-4: EE&PR

Table of Contents

Abbreviation.....	i
Backgrounds of Necessity of the Comprehensively Strategies and Actions for EE&PR.....	1
Purposes of the Comprehensive Strategies and Actions for EE&PR	1
Strategy 1 Developing the Joint-Integrated Activities	2
Action 1.1 Organizing Environmental Education Planning Unit (EEMU)	2
Action 1.2 Introducing budgetary compilation of comprehensive EE	2
Action 1.3 Using Environmental Fund for EE.....	3
Strategy 2 Developing Information Transmission Capacity	3
Action 2.1 Designating EE-Spots	3
Action 2.2 Holding ECO-Network Meeting	3
Strategy 3 Introducing Priority Resource Allocation	4
Action 3.1 Arranging information on current status of EE activities by areas and targets.....	4
Action 3.2 Setting intensive areas and targets for EE	4
Strategy 4 Developing Citizen Participation Program	4
Action 4.1 Establishing assistance programs to voluntary activities of EE	4
Action 4.2 Introducing EE-community award in intensive areas.....	5
Strategy 5 Seeking for Cost Performance of Activities.....	5
Action 5.1 Introducing benchmarks	5
Action 5.2 Monitoring benchmarks	5
Strategy 6 Designing Institutional Arrangements	6
Action 6.1 Making Quang Ninh EE decisions	6
Attachment-1	7
Attachment-2.....	8

Abbreviation

DCST	Department of Culture, Sport and Tourism
DOET	Department of Education and Training
DONRE	Department of Natural Resources and Environment
ECO-Net	ECO-Network Meeting
EE	Environmental Education
EE&PR	Environmental Education and Public Relations
EEMU	Environmental Education Planning Unit
ESC	ECO-Stars Club
HBMD	Ha Long Bay Management Department
HLEEA	Ha Long Environmental Education Association
JET	Japanese Expert Team
JICA	Japan International Cooperation Agency
SDM	Secchi Disk Movement
The project	The Project for Environmental Protection in Halong Bay
VND	Viet Nam Dong
WU	Provincial Women's Union
YU	Provincial Youth Union

Backgrounds of Necessity of the Comprehensive Strategies and Actions for EE&PR

To protect environment of the world heritage site of Ha Long bay, it is necessary to implement building awareness campaign or movement targeting tourists. However, it is more essential to let citizens know their local environment before it. The citizens should be aware of issues of the local environment and proud of their environmental protection activities (ECO). It is indispensable to create conditions so that the citizens can have higher level knowledge of their local environment and are able to explain it to tourists with confidence. It can be the vision or goal of EE&PR that many of Quang Ninh people can say “We pursue not only economic development but also conservation of the local environment and resources, such as Ha Long Bay, for the next generation”, with their strong awareness. In order to build the citizen’s strong awareness and to create the conditions, EE&PR should be strategically implemented targeting the citizens.

Until now, a lot of environmental protection activities and EE&PR have been implemented individually or jointly by concerned bodies, such as local government departments or social unions in Quang Ninh. Especially joint activities by concerned bodies have been more important to effectively implement EE&PR with same purposes and targets. Through the joint activities, concerned bodies can share experiences and ideas.

Quang Ninh province has enhanced environmental protection of the Ha Long Bay. As one of countermeasures, “The Green Grow Strategy of Quang Ninh Province” is under preparation. In line with the trend of the activities, it is expected that concerned departments or social unions jointly implement EE&PR for the environmental protection under Quang Ninh province but it is also necessary to actively share the experiences with domestic and international communities. Information transmission of environmental protection to the world would lead to sustainable tourism development of Quang Ninh.

In the above-mentioned backgrounds, Ha Long Environmental Education Association (HLEEA) is under preparations for establishment based on experiences of “The Project for Environmental Protection in Halong Bay (the Project)” funded by JICA. HLEEA is composed of main bodies, such as DONRE, DOET, YU and WU that have played main roles of EE&PR. Volunteers also join the association. It is expected that HLEEA will play a central role of EE&PR in Quang Ninh. In order for HLEEA to fulfill itself and realize building awareness of Quang Ninh people, the comprehensive strategies and actions for EE&PR in Quang Ninh are required.

Purposes of the Comprehensive Strategies and Actions for EE&PR

Based on the above mentioned backgrounds, the purposes of the strategies and actions can be consolidated as follows:

To effectively and efficiently implement EE&PR in Quang Ninh

To arrange the conditions so that HLEEA can play a central role of EE&PR in Quang Ninh

Components of the Comprehensive Strategies and Actions for EE&PR

Strategy	Action
1. Developing the Joint Integrated Activities	1.1. Organizing Environmental Education Planning Unit (EEMU) 1.2 Introducing budgetary compilation of comprehensive EE 1.3 Using Environmental Fund for EE
2. Developing Information Transmission Capacity	2.1 Designating EE-Spots 2.2 Holding ECO-Network Meeting
3. Introducing Priority Resource Allocation	3.1 Arranging information on current status of EE activities by areas and targets 3.2 Setting intensive areas and targets for EE
4. Developing Citizen Participation Program	4.1 Introducing supportive measures to voluntary activities of EE 4.2 Introducing EE-community award in intensive areas
5. Seeking for Cost-efficiency of Activities	5.1 Introducing benchmarks 5.2 Monitoring benchmarks
6. Designing of Institutional Arrangements	6.1 Making Quang Ninh EE decisions

Strategy 1 Developing the Joint-Integrated Activities

One of reasons to establish HLEEA is to continue and further develop joint-integrated activities of EE&PR, such as Mobile-EE and ECO-fair. The joint-integrated activities are conducted by multiple concerned bodies that have different experiences and ideas, such as DONRE, DOET, YU and WU. The joint-integrated activities are thought to have advantages to create better EE&PR with different experiences and ideas.

In addition, it is expected to avoid overlapping activities and consequently lead to effective activities for same purposes that concerned bodies jointly work from planning for the joint-integrated activities.

Action 1.1 Organizing Environmental Education Planning Unit (EEMU)

In order to further develop the joint-integrated activities, it is initially necessary for concerned bodies under QN PPC to share a goal, purposes and targets, plan the activities and evaluate the results. In the planning, it should be discussed what kinds of EE&PR should be implemented as the joint-integrated activities or not.

To organize Environmental Education Planning Unit (EEMU) is proposed for discussion among concerned bodies. The members of the unit are the following concerned bodies that are members of the executive committee of HLEE, official members or associates of HLEEA.

- DONRE
- DOET
- DCST
- YU
- WU
- HBMD

According to need, members of EEC should be added.

Action 1.2 Introducing budgetary compilation of comprehensive EE

Based on the discussion in the above-mentioned unit (EEMU), the budget compilation should be arranged in order to efficiently allocate budget for comprehensive EE&PR, including the joint-integrated activities and independent activities by concerned bodies. A table attached at

the end of the paper (attachment-1) is recommended for the discussion. The discussion with the table enables concerned bodies to find overlapping activities by different organizations and specify what activities should be integrally implemented.

Action 1.3 Using Environmental Fund for EE

Based on proposals from EEPU, the budget should be allocated to HLEEA and other concerned bodies. Especially, Environmental Fund (Decision No 35/2008/QĐ-TTg on Charter of Operation of Vietnam Environmental Fund) should be one of main sources for EE&PR. An image of the allocation of the state budget is shown in the following figure. In addition, it is necessary to help HLEEA to arrange conditions to receive the state budget (e.g. to set up a fund under HLEEA).

Strategy 2 Developing Information Transmission Capacity

In order to efficiently transmit information on environment, to set places to announce or advertise and opportunity is very important. Experiences and results should be shared with other provinces or other countries. The experiences of Quang Ninh province, which has the world heritage site of Ha Long Bay, are useful for other provinces or other countries that address environmental issues of Bays.

In the project, ports of Ha Long Bay have been used as EE-spots for advertisement of Secchi Disk Movement (SDM) or promotion of ECO spirits.

ECO-Network Meeting (ECO-Net) developed in the project can be utilized for the information transmission of results or idea of EE&PR to the world. The ECO-Net is opportunity in which a variety of concerned bodies exchange experiences, ideas and opinions for the better EE&PR. The ECO-Network Meeting enable HLEEA or other concerned bodies to listen to idea or get cooperation from a variety of concerned bodies, including academics and the mass media.

Action 2.1 Designating EE-Spots

Ports and hotels, etc. can be good EE-spots to implement EE&PR targeting tourists. Especially ports should be officially designated as EE-spots so that HLEEA or other concerned bodies can smoothly implement EE&PR at ports in collaboration with HBMD or DCST.

In addition, community halls, billboards of communities and schools can be good EE-spots for residents.

EE&PR should be effectively implemented using EE-spots.

Action 2.2 Holding ECO-Network Meeting

ECO-Net should be held once or twice per year. Lessons and learning, good model of EE&PR should be introduced in ECO-Net.

In accordance with topics or purposes, participants should be decided. It can be held at provincial level, nationwide level or international level.

HLEEA can be one of main organizers of the ECO-Net.

Strategy 3 Introducing Priority Resource Allocation

It may difficult to implement EE&PR for all areas and people of Quang Ninh because budget and manpower are limited for EE&PR. It needs to annually specify intensive areas and targets of EE&PR in order to efficiently use limited budgetary and human resources.

Action 3.1 Arranging information on current status of EE activities by areas and targets

To prioritize areas and target to allocate the resources of EE&PR, information on current status of EE&PR should be arranged by areas and targets. It is better to visualize the current status with info-graphics or tables so that concerned bodies can easily analyze it. Here “targets” means bodies or groups that have different generations, genders, or businesses, etc.

Action 3.2 Setting intensive areas and targets for EE

Based on the current status of EE&PR, intensive areas and targets should be set annually with a plan. Willingness of leaders who live, study or work should be also considered for the decision of them because the willingness is one of the most important factors to implement successful EE&PR. The willingness for EE&PR should be clarified by a survey targeting community leaders. From the high potential areas and targets should be selected as intensive areas and targets. At end of a year, it should be decided if intensive areas and targets should be changed or not for the next year based on evaluation of the progress and performance of EE&PR.

Strategy 4 Developing Citizen Participation Program

There are limitations for only local authorities or social unions to implement EE&PR. In order to expand EE&PR activities, volunteers of citizens are very important from the view point of manpower and EE&PR with a sense of ordinary people. Actually the project has been supported by approximately 20 volunteers. However, assistance programs are necessary to develop voluntary activities in the future. There are some types of assistance, such as technical assistances to develop capacities of volunteers and financial assistances for their activities.

To implement EE&PR in communities (wards/ communes), if communities do not have willingness or positive mind for EE&PR, it cannot be successfully done. It is very necessary to let communities have ownership of EE&PR and to make formation that HLEEA or other concerned bodies that implement EE&PR do not request communities to implement it but they should be requested by communities.

Action 4.1 Establishing assistance programs to voluntary activities of EE

Assistance programs should be arranged to develop technical capacity of volunteers. In the project, one-day ECO lecture courses were held targeting potential volunteers by inviting academics. After the courses, the participating students became members of a volunteer group, ECO-Stars Club (ESC). These kinds of programs should be developed more. In addition, transportation service and financial assistance for materials of EE&PR are also necessary. Criteria and ways to provide volunteers with the direct or indirect assistances should be discussed.

Action 4.2 Introducing EE-community award in intensive areas

In order to let wards or communes have ownership of EE&PR, they should be obliged to build awareness of their residents and motivated by an incentive system, such as competition among wards or communes.

For example; In the first year, three wards as selected as intensive areas to compete raising awareness and enhancing environmental knowledge of residents. Some materials are provided the communities with so that they can enhance environmental knowledge of their residents. If they want, they can request HLEEA to hold Mobile-EE in their areas. The performance of the three wards is measured by a survey at end of the year. A ward that has highest performance is awarded as a EE-community. Wards that have lower performance are possibly intensive areas still in the next year.

Strategy 5 Seeking for Cost Performance of Activities

To enhance EE&PR in Quang Ninh, funding sources should be used effectively. Questing for cost performance of EE&PR means maximizing raising of environmental awareness under limited budget. To measure the cost performance, benchmarks and the monitoring system are necessary. The benchmarks help the concerned bodies to make the budgetary plan of EE&PR.

*Benchmarks here mean indicators to measure the cost performance of activities of EE&PR.

Action 5.1 Introducing benchmarks

The following benchmark can be measured to clarify how many people are involved by each activity. It is difficult to simply compare benchmarks between different activities because different effective is made depending on types of activities. However, benchmarks of the same or same-type activities can be compared among activities or between years. It is possible to improve EE&PR by analyzing results and causes of the benchmarks. Examples of the benchmark are shown in the attachment-2.

Number of involved participants/ Cost (VND) or

Costs (VND)/ Number or involved participants

Change in environmental awareness and eco-friendly behavior of people can be clarified as annual performance of implemented EE&PR by the following bench marks.

Change rate of environmental awareness level/ Cost (VND)

Change rate of eco-friendly behavior level/ Cost (VND)

Action 5.2 Monitoring benchmarks

Especially the benchmarks of change in environmental awareness and eco-friendly behavior should be monitored before and after implementation of EE&PR in target areas. At end of a year, the benchmarks taken and analyzed, and the results of analyzing benchmarks should be reflected for the next year plan with improvement of methods of EE&PR.

Strategy 6 Designing Institutional Arrangements

In order to give effect to the above-mentioned strategies and actions for EE&PR, institutional arrangements should be all together or individually designed by a decision or instructions at the provincial level.

Action 6.1 Making Quang Ninh EE decisions

In line with the above-mentioned strategies and actions for EE&PR, items that should be included in a decision or instructions at the provincial level are shown as follows:

- ST1: To organize Environmental Education Planning Unit (EPU)
- ST1: To introduce budgetary compilation of comprehensive EE
- ST1: To use Environmental Fund for EE
- ST2: To designate spots for EE&PR, including obligation of concerned bodies that manage the designated spots for EE&PR
- ST2: To hold ECO-Network Meeting for enhancement of information transmission capacity to share results and experiences of EE&PR with domestic or international communities
- ST3: To set intensive areas and targets for EE&PR, including criteria of selecting areas and targets
- ST4: To introduce assistance programs for voluntary activities of EE&PR, including criteria of selecting activities for the assistance
- ST4: To introduce competition and awarding programs to encourage communities to implement EE&PR
- ST5: To introduce, monitor and publicize cost-performance benchmarks for EE&PR

Attachment-1

Image of a budgetary plan sheet for the comprehensive EE&PR

Unit: VND

Concerned bodies	EE&PR Activities					Total
	Mobile-EE	SDM	ECO-fair	ECO-Net	
HLEEA						
DONRE						
DOET						
DOST						
HBMD						
YU						
WU						

Attachment-2

Based on experiences in the project, cost efficiency of each activity of EE&PR is estimated in the following table.

Activities	Expected number of targets per time	Costs per time	EE&PR Costs per person or boat
	persons or boats	VND	VND/ person or boat
	a	b	c=b/a
Mobile-EE at communities or schools	90 persons	1,900,000	21,111
Mobile-EE on a boat	40 persons	6,300,000	157,500
Secchi Disk Movement and Promotion of Eco-label (training of captains and crews)	20 boats	2,100,000	105,000
ECO-lecture Course (enhancement of knowledge of volunteers and leaders)	50 persons	32,000,000	640,000
ECO-fair	1,000 persons	95,000,000	95,000
Information letter to key organizations	1,000 persons	10,500,000	10,500
Website (monthly updating)	1,000 persons	1,100,000	1,100

A Draft of Operations Guide of HLEEA

February 2013

WG-4: EE&PR

Table of Contents

Abbreviation.....	i
Purposes of the Operations Guide.....	1
Spirits of the Members	1
Annual Schedule	1
Operation1: How to make Plans.....	2
Operation2: How to finance	3
Operation3: How to implement the Joint-integrated Activities.....	3
Operation4: How to develop Human Resources	3
Operation5: How to evaluate Activities	4
Operation6: How to sustain the organization	5

Abbreviation

DCST	Department of Culture, Sport and Tourism
DOET	Department of Education and Training
DONRE	Department of Natural Resources and Environment
EE	Environmental Education
EE&PR	Environmental Education and Public Relations
HBMD	Ha Long Bay Management Department
HLEEA	Ha Long Environmental Education Association
OP	Operations Guide
QNPPC	Quang Ninh Provincial People's Committee
The project	The Project for Environmental Protection in Halong Bay
VND	Viet Nam Dong
WU	Provincial Women's Union
YU	Provincial Youth Union

Purposes of the Operations Guide

The Operations Guideline (OG) is designed in order for members of the association to properly and smoothly operate and develop the association. This association is a new type of organization in Quang Ninh or even in nationwide. The members then will be required trial and error until the association is stably operated. However, the OG will help the members to realize it.

In addition, the OG should be revised based on the experiences so that new members can smoothly participate in the operations of the association.

Spirits of the Members

All members of the association should be engaged in activities of EE&PR in Quang Ninh with keeping the following spirits in their mind

- To create new ideas
(for further development of EE&PR)
- To integrate ideas
(from different concerned bodies, such as DONRE, DOET, DCST, HBMD, YU and WU)
- To transmit experiences
(from practice to concerned bodies which the members belong to, other provinces and even international communities)
- To pursue cost performance
(in order to preciously use limited financial sources and maximize the performances of activities of EE&PR)
- To realize a vision
(Many of Quang Ninh people can say “We pursue not only economic development but also conservation of the local environment and resources, such as Ha Long Bay, for the next generation”, with their strong awareness and high knowledge.)

Annual Schedule

The members of the managing board of the association have to work in accordance with the following annual schedule.

Table-1 Annual Schedule

February	Drafting a plan on annual activities and budget (by managing board)
March	Consulting the draft of the plan with the executive committee and other key bodies Finalizing the annual plan and getting approval from QNPPC
April-	Implementing activities
August	Holding a briefing session to the core members' organizations and other key concerned bodies
August-	Continuing activities
October- November	Evaluating implemented activities
December	Reporting EE&PR to the executive committee and other key concerned bodies Holding workshop with inviting other concerned bodies

Operation1: How to make Plans

Firstly, the members need to make the draft of the annual activity plan in consideration of the following points.

- To review implemented activities and evaluate the performance of them for the discussion on activities of the plan
- To discuss how to improve quality and cost performance of activities
- To share idea with experiences in each organization to which the members belong
- To introduce new activities in order to avoid a rut (continuation to create new activities)
- To classify the joint-integrated activities implemented by the association and individual activity implemented by other concerned bodies with avoiding overlapping activity
- To list potential activities and specify contents and frequency of activities to implement
- To specify roles of each member for each activity

Table-2 Main Activities of EE&PR

Activities	Contents
Mobile-EE	EE&PR at communities or schools or floating villages or on boards; Business and industries are also targets.
Secchi Disk Movement and Promotion of ECO-label	Activity to disseminate Secchi disks that is a tool to easily measure transparency of water to tourist boats; Information of ECO-label system is also disseminated.
ECO-lecture Course	Lectures to enhance environmental knowledge of volunteers for EE&PR and community leaders; Academics and experts are lecturers.
ECO-fair	An annual wide scale event to disseminate ECO spirits and share results of environmental activities implemented by concerned bodies with the general public with enjoyment
Publicity and Sale of promotion goods & materials	Operation of a website to disseminate related information Dissemination of related information through the mass-media Sale of promotion goods and materials

Secondary, the members need to make a draft of the budgetary plan in consideration the following points.

- To estimate costs by each activity by clarifying what kinds of costs are necessary to implement the activities
- To add cost to develop materials for EE&PR and promotion goods
- To make the budgetary plan on not only expenditure but also income: Main financial sources are subsidies from state budget and sponsors' funds
- To let sponsors know purpose and contents of activities well when receiving the sponsor's fund

Finally, the members are required to finalize the activity and budgetary plan based on the following points.

- To specify activities to implement in consideration of the cost performance and limitation of budget
- To get support from concerned bodies from the stage of planning by adjusting their plans on EE&PR

Operation2: How to finance

To realize planned activities, state budget and contributions or sponsored fund will be main financial sources of HLEEA as it is mentioned in the above part.

Especially to receive the contributions or sponsored funds from private sectors, it is necessary to set a fund tentatively named “Environmental Education Fund” under HLEEA based on Decree 30/2012/NĐ-CP (on organization and operation of social and donation funds).

Operation3: How to implement the Joint-integrated Activities

The joint-integrated activities requires to participation of a variety of concerned bodies and people, including official bodies, business entities and volunteers of the general public. Therefore, get support from them to implement the joint-integrated activities.

To implement especially big scale events, such as ECO-fair, the detailed plan should be prepared to get the cooperation from concerned bodies. The detailed plan includes responsibility of each member and request to the concerned bodies. It is advisable to garner their commitments for implementation of the joint-integrated activities.

Members of the association should keep every activity logs. The log includes date, number participants/ visitors, number of volunteers, advantages and disadvantages, etc.

Support from volunteers is very helpful. However, it is very important to collaborate with them. Especially managers of the association should not use volunteers as just manpower. The collaboration with them means to respect them by introducing their idea and making opportunity for them to enjoy through activities of EE&PR.

Operation4: How to develop Human Resources

At the initial stage (at least half of the year) to establish and operate the association, core members of the association should spend some time for activities of the association. However, it would be difficult for them to continue spending their time for long time because the core members are in the significant position in each organization.

Therefore, it is necessary for each member to develop human resources of EE&PR in each organization of the core members by the following two activities. They would finally lead to reduction in workload of the core members.

1. To hold workshops targeting members of the organizations of the core members, such as, DONRE, DOET, HBMD, YU and WU.
2. To implement On-the-job training by implementing the integrated-joint activities, such as ECO-fair and Mobile-EE, together with members of the organizations.

After human resources development, the trained members of the organization will be able to join the association. Accordingly, the workload of the initial core members of the association will then be reduced.

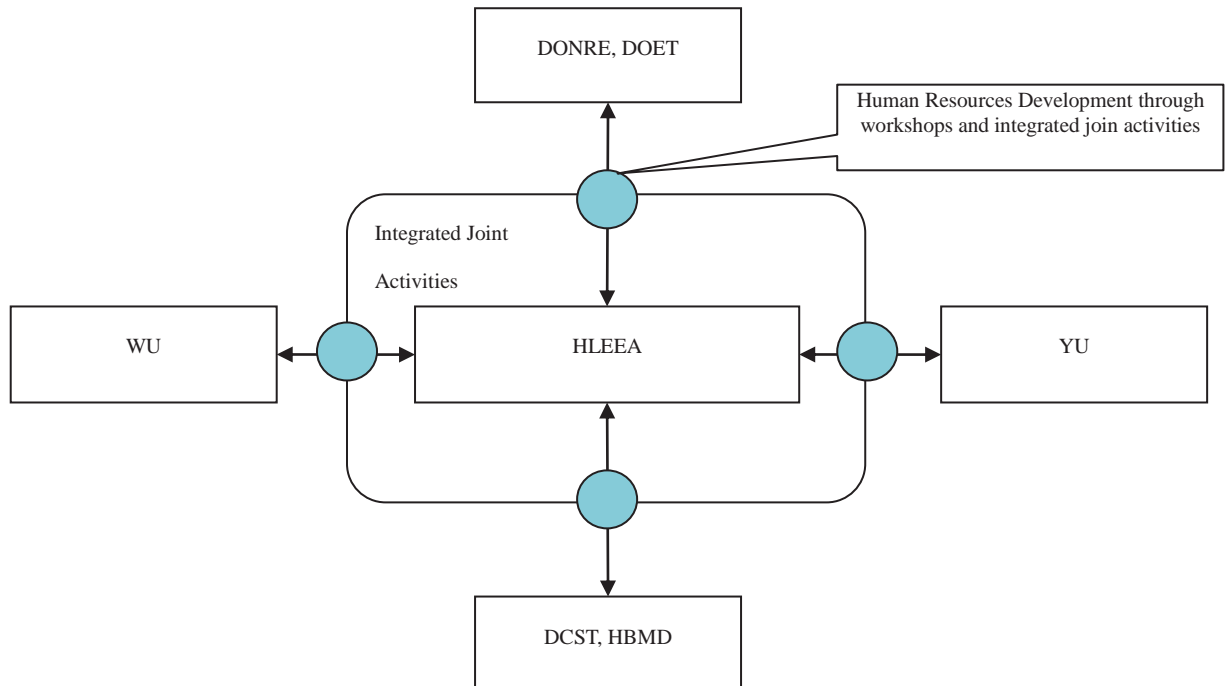


Figure-1 Image of the Human Resources Development

Operation5: How to evaluate Activities

In order to improve activities of EE&PR for realizing the vision, evaluation is inevitable. The evaluation points are as follows:

- Quality of activities
- Preparations for activities
- Cost performance

“Quality of activities” and “Preparations for activities” of the above factors should be discussed among members of the association after every activity.

Regarding “Quality of activities”, it should be analyzed if contents and methods of activities were enough to let people understand something about environment or not. If not enough, countermeasures should be created to improve the activities.

The integrated-joint activities are implemented in cooperation among more than one concerned bodies. It is the evaluation factor of “Preparations for activities” if they could properly conduct activities by playing their roles.

Results of the discussions on the above two points should be summarized every end of the year.

Benchmarks are necessary to evaluate “Cost performance”. The following two types of benchmarks are considered.

1. It should be measured how many people are involved or influenced by activities per cost. The benchmark is as follows:

*Number of involved participants/ Cost (VND) or
Costs (VND)/ Number or involved participants*

To measure the benchmark, the activity log is very important information.

2. Change in environmental awareness and eco-friendly behavior of people should be clarified as annual performance of implemented EE&PR by the following bench marks.

*Change rate of environmental awareness level/ Cost (VND)
Change rate of eco-friendly behavior level/ Cost (VND)*

Surveys are necessary to know change in awareness and behaviors of people before and after implementation of activities of EE&PR.

Operation6: How to sustain the organization

In order for the association to be stably and sustainably operated, the following points are recommended.

1. Members of WG-4 of the Project for Environmental Protection in Ha Long Bay (the project) should be core members of the association. They should commit operation of the association with assignments from the relevant organizations. It is preferable that HBMD and DCST members also join the members because WG-4 has collaborated with them when implementing EE&PR.
2. Commitments from each relevant organization of the members should be ensured. The relevant organizations should commit themselves to appoint the current WG-4 members of the project as members of the association.
3. For some activities of the association, the relevant organizations should arrange manpower in addition to WG-4 members when some activities, such as ECO-fair conducted by the association.
4. Until the association is stably operated, the members and the relevant organizations should not be changed and expanded. One year later, it can be reconsidered.
5. Core activities of the association should be same as EE&PR that have been developed and implemented by WG-4 through the project.
6. Until the association is stably operated, the activities should not be drastically changed and expanded. One year later, it can be reconsidered.
7. The target area of activities by the association should be Ha Long city. But it should be stepwise expanded to other cities in Quang Ninh according to growth of the association.
8. President of the association should be newly selected every two or three years from the core organizations, such as DONRE, DOET, YU, WU, DCST and HBMD in order for the concerned bodies to jointly operate and refresh the association for its sustainability.

Visions of HLEEA [lia]
- Introduction of HLEEA -

February 2013

WG-4: EE&PR

Table of Contents

Abbreviation.....	i
Backgrounds of Establishment of HLEEA.....	1
Outlines of HLEEA.....	1
1. Vision	1
2. Missions and Policies	2
3. Function of the Association.....	2
4. Targets	2
5. Organization Design.....	2
6. Main Activities	4
7. Financial Management	4

Abbreviation

CEM	Committee of Environmental Management
DCST	Department of Culture, Sport and Tourism
DOET	Department of Education and Training
DONRE	Department of Natural Resources and Environment
EE	Environmental Education
EE&PR	Environmental Education and Public Relations
HBMD	Ha Long Bay Management Department
HLEEA	Ha Long Environmental Education Association
QNPPC	Quang Ninh Provincial People's Committee
The project	The Project for Environmental Protection in Halong Bay
WU	Provincial Women's Union
YU	Provincial Youth Union

What is “Visions of HLEEA [lia]”?

“Visions of HLEEA [lia]” is designed to help concerned people understand what HLEEA is. That is because HLEEA may be a new organization to implement Environmental Education and Public Relations (EE&PR) with a variety of members at provincial level in Vietnam. This paper shows what HLEEA try to realize, structure of HLEEA and financial matters, etc.

*HLEEA is an acronym of Ha Long Environmental Education Association that is pronounced as “lia”.

Backgrounds of Establishment of HLEEA

Members of WG-4 (DONRE, DOET, YU and WU) of the Project has developed and implemented a lot of activities of EE&PR in order to establish model activities of EE&PR in Quang Ninh. The members of WG-4 finally came up with necessity to continue these integrated-joint activities for sustainable EE&PR under a certain organization even after the project finishes. The members studied type of the organization to continue the activities of EE&PR, then proposed establishing an association for EE&PR to the 5th CEM held on 6th March 2012 and approved. WG-4 members then have been proceeding with the establishment of the association for EE&PR called Halong Environmental Education Association (HLEEA) in accordance with Degree No. 45/2010/ND-CP.

Outlines of HLEEA

HLEEA is a voluntary organization stipulated by Degree No. 45/2010/ND-CP, and a provincial association that is required at least 50 members (individual or organizational members). The members of WG-4 of the Project will be core members and establish HLEEA involving a diversity of following members.

- QNPPC (individual)
- Local government units (departments, unions, individual)
- Local PC (Halong PC)
- Social unions (unions, individual)
- Communities (Ward PC)
- Citizens (individual)
- Academics (university or college, individual)
- Mass media (associations)
- Social associations (associations)
- Private companies (companies)

1. Vision

HLEEA will realize sustainable development of Quang Ninh with environmental protection in Quang Ninh through EE&PR.

HLEEA will make the world in which QN people can talk to tourists with pride, confidence and knowledge as follows:

“We pursue not only Economic Growth but also Green Growth for the Next Generation”.

2. Missions and Policies

1. To develop sustainable and integrated joint EE&PR by concerned bodies
2. To build awareness and enhance knowledge of people for environment
3. To develop effective and attractive programs and tools of EE&PR
4. To develop and support voluntary organizations for EE&PR

3. Function of the Association

Based on demands or requests of EE&PR from concerned bodies, the association implements the joint-integrated EE&PR in collaboration with the concerned bodies.

4. Targets

4-1. Target Area

Initially Halong city is a main target of EE&PR implemented by the association. According to progress of activities conducted by the association, the target areas will be gradually expanded in Quang Ninh province.

In case that EE&PR is demanded in other cities on occasion of events, such as the environmental day, EE&PR will be implemented.

4-2. Target Bodies

EE&PR will be implemented targeting the following stakeholders. The targets will be stepwise expanded in consideration of capacity of the association.

- Communities
- Schools
- Tourist boats (boat owners, captains and crews)
- Tourists
- Businesses/ Industries
- Floating villages

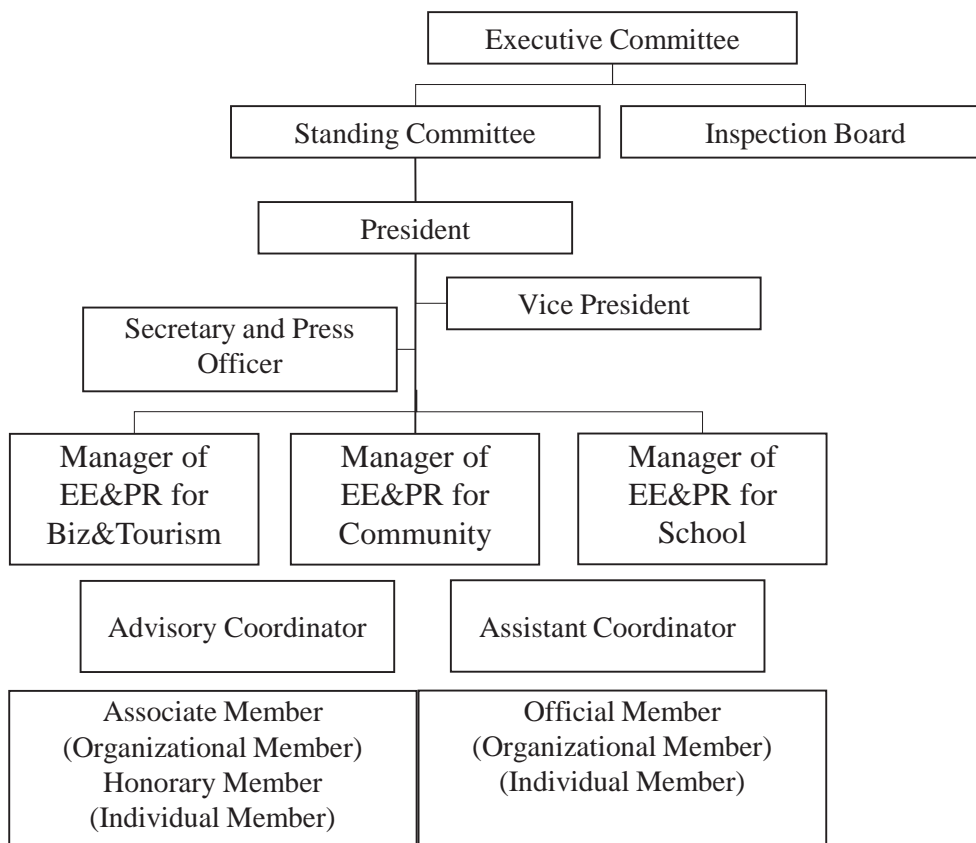
5. Organization Design

5-1. Types of Members

Types of members of the association are as follows:

- Official Individual Members: Individuals that have right to vote in the congress of the association.
- Official Collective Members: Bodies that have right to vote in the congress of the association
- Honorary Members: Individuals that do not have right to vote in the congress of the association.
- Associate Members: Bodies that have do not right to vote in the congress of the association

5-2. Organization Chart



5-3. Roles of Main Units of the Organization

Units	Members	Roles
Executive Committee (EC)	Chairperson: Vice Chairman of QNPPC who are chairperson of CEM of the Project Members: Directors/Vice Directors of DONRE, DOET, YU, WU, HBMD, DCST who are CEM members of the Project	<ul style="list-style-type: none"> - Decide the organizational structure, roles of each unit of the organization - Decide the admission, change and dismiss the members of the EC - Decide the admission of new official organization members and associate members, and on change and dismiss those members; - Direct and inspect the activities of official organization members and associate members, and resolve other problems under requests from the Standing Committee - Organize the Congress of the Association
Standing Committee (ST)	President, Vice President, General Secretary and Heads of the divisions	<ul style="list-style-type: none"> - Determine to establish and set functions, tasks of the Association office, the divisions and sections under the Association, the specialized councils and subordinated organizations. - Direct all the activities of HLEEA and consult EC in extraordinary cases or special cases which are over control and management of ST. (i.e: to apply as the members of another Association, to be invited to join the international event, to be required/invited to hold out-of-plan big event...) -Decide the admission of new individual members; change or dismiss the individual members
Inspection Board	Head: member of ST Members: appointed by EC.	<ul style="list-style-type: none"> - Inspect when having signs of violations to the Association Charter. - Inspect the economic, financial activities and other activities of the Association and the subordinated organizations. - Consider and handle the complaints, denounce letters in accordance with the provisions of Law. - Propose to the EC for review and settle the cases after having conclusions from inspections

5-4 Work Assignment of each Position

Position	Work Assignment
President	To make decision on significant matters related to operations of the association
Vice President	To mobilize and assist the members based on the decision
Secretary and Press Officer	To make periodical information letters, communicate with the mass media and be in charge of accounting
Manager of EE&PR for Biz and Tourism	To plan and manage implementation of Secchi Disk Movement other activities targeting tourist boats, tourists, businesses and industrial sectors
Manager of EE&PR for Communities	To plan and manage implementation of mobile-EE and other activities at communities and floating villages
Manager of EE&PR for Schools	To plan and manage implementation of mobile-EE and other activities at schools
Advisory Coordinators	To coordinate among concerned bodies to plan and implement EE&PR
Assistant Coordinators	To coordinate voluntary activities and assist in implementation of EE&PR, including updating a website under the direction from the advisory coordinators

6. Main Activities

HLEEA will mainly conduct the following activities.

Activities	Contents
Mobile-EE	EE&PR at communities or schools or floating villages or on boards; Business and industries are also targets.
Secchi Disk Movement and Promotion of ECO-label	Activity to disseminate secchi disks that is a tool to easily measure transparency of water to tourist boats; Information of ECO-label system is also disseminated.
ECO-lecture Course	Lectures to enhance environmental knowledge of volunteers for EE&PR and community leaders; Academics and experts are lecturers.
ECO-fair	An annual wide scale event to disseminate ECO spirits and share results of environmental activities implemented by concerned bodies with the general public with enjoyment
Publicity & Sale of promotion goods and materials	Operation of a website to disseminate related information Dissemination of related information through the mass-media Sale of promotion goods and materials

7. Financial Management

7-1. Financial Policy

- HLEEA will introduce indicators of cost efficiency in order to efficiently use budgets for EE&PR.
- HLEEA will expect subsidies (environmental fund, etc.) from the local government at the initial stage of activities, but gradually secure sponsor's funds and other financial sources.
- HLEEA will hold explanatory meetings targeting concerned bodies about planning, including financial plan and evaluation of the performance costs.
- HLEEA will set Environmental Education Fund (EE-fund) stipulated by Decree 30/2012/NĐ-CP (on organization and operation of social and donation funds) in order to properly manage contributions and/or sponsored funds.

7-2. Expected Main Funding Sources

- Subsidy (such as Environmental Fund, etc.)
- Sponsor's fund
- Others (membership fee, incomes from consultation, research, sales of promotion goods or eco-tourism and loans, etc.)