

characteristics and images more strongly to the world, by means of producing more clear-cut brochures and maps. The tourist image of "identified tour circuit of old Cham culture" should be established.

(2) Quang Ngai - An mountain - My Khe, or Quang Ngai - Sa Huynh tour route

This route is identified as one of beach resort tourism. At this route, producing brochures and maps is needed first. So far, this route seldom appear in itineraries issued by overseas travel agencies, but only some special interest tourists visit this route. For the sake of the near future, when a new town "Van Tuong" will be constructed with the Dung Quat port, this route should be acquainted to tour operators in advance.

(3) Hue Citadel and its vicinities' Nguyen Dynasty's relics tour circuits

These circuits are also identified as one of cultural tourism. Therefore, the target markets and the means of tourism promotion are the same as for the "Da Nang - Hoi An - My Son tour circuit". The tourist image of a "quiet and beautiful, old capital" should be established.

(4) Quang Tri - DMZ - ethnic minority people's village tour circuits

These circuits are identified as one of the mixed form of wartime-relics and village tourism, which is categorized as special interest tour. The target markets are veterans of the war mainly in U.S.A., and tourists who have interest in village tourism all over the world. The tourist image of "green and peaceful Mother Earth" should be established.

(5) Lang Co - Bach Ma National Park recreation zone

This zone is identified as one of the mixed forms of beach and highland resort tourism. The target markets are Western Europeans, North Americans and Japanese. This zone will be a newcomer, but the beauty of Lang Co beach is recognized by almost all visitors. Therefore, if the news of the construction of recreation facilities in the zone is spread widely, there is potential for tourist repeaters. At the time, strong appeals are needed to all over the world by means of tourism promotion activities, such as public relations, advertising and so on. The tourist image "sunshine blue sea and cool green highland" should be established.

11.3.5 Resource Management

1) Establishment of Governmental Policy

It is eternally common that there are paradoxical aspects between tourism development and resource protection. Excessive tourism development damages resources, and overprotecting regulations on resources have a negative impact on the tourism industry. But, however significant those natural, historical or cultural resources are, there is no sense in protecting those resources, since human beings are isolated from them. Therefore, under those circumstances, the government should state its policies in considerable advance in the form of laws as follows. Owing to the establishment of these laws, the Vietnamese nation's awareness of resource management could be exalted.

(1) Establishment of a Natural Parks Law

The natural parks law aims at protecting places of outstanding scenic beauty and natural life of flora and fauna, while encouraging the Vietnamese nation to utilize them, thereby contributing to the nation's health, recreation and culture. Under the law, two kinds of natural parks may be set up. One is national parks which are already set up in Viet Nam, like the Bach Ma national park, and the other is provincial natural parks which are scenic and natural-resource-plaintiful areas designated as such, and administered by provincial governments in accordance with their respective ordinances. In this law, a zoning policy should be specified as "special protection

zone" for protected natural resource zone and "intensive use zone" for major visitor services. In the study area, Lang Co Beach, Hai Van Pass and My Khe Beach in Quang Ngai province, and so on would be nominated for the provincial natural park.

(2) Establishment of a Law for Protection of Cultural Properties

Cultural properties of great value, either tangible or intangible, should be specified by the central government under "a law for protection of cultural properties". According to this law, various cultural properties having great value in Viet Nam, specifically in the Central Region, are classified and designated under the specific criteria so that they are appreciated by all Vietnamese as well as foreign people. Moreover, the identification of these cultural properties could become strong element in tourism promotion. The classification is as follows:

a) National Tangible Cultural Properties

Structures, paintings sculptures, applied arts, calligraphy, ancient documents and other tangible properties, which are of great historical or artistic value, or serve as archaeological sources.

b) National Intangible Cultural Properties

Arts and skills employed in drama, music and applied arts and other such properties greatly valued historically or artistically.

c) National Folk-Cultural Properties

Habits and customs related to food, clothing and shelter, occupations, religions, events, and the like; or clothes, tools, houses and so on employed in these activities, provided they are essential to furthering an understanding of the history of the Vietnamese people's life-style.

d) National Monuments

Ancient tombs, ruins of castles, ancient residences, and other historic remains, which are historically or scientifically of considerable value; gardens, bridges, ravines, coasts, mountains and other places of scenic beauty, valued greatly artistically or for people's enjoyment; or animals, plants, and minerals, which are of significant value scientifically.

e) National Groups of Historic Structures

Traditional structures of exceptional value, which, in harmony with the environment, form a historical atmosphere.

2) Observance of the principle of resource management

Resources should be sustainable for the future ages, with compatibility with tourism promotion. The principal concept for tourism development and resource management is adoption of a zoning system that classifies the site into five zones, either for big scale in natural resources or small scale in cultural resources, as follows:

(1) Resource protection zone

It is an area, in which tourism facilities and accommodations are prohibited to locate, on a large scale. In a similar way, touching resources such as exhibits could be forbidden on a small scale.

(2) Wild land, and low use zone

It is an area, in which also accommodation construction is prohibited, but some tourism facilities construction is allowed as a buffer zone, on a large scale. This zone could be applied to setting the passageway for visitors, on a small scale.

(3) Tourist promotion zone

It is an area, in which tourism facilities and accommodations are accumulated as a tourist core, on a large scale. This zone could be applied to establishment of visitors facilities, such as libraries, movie or video rooms, demonstration corners and so on, on a small scale.

(4) Tourist zone

It is an area for intensive use, such as major visitor services, in which tourism facilities and accommodations are preferably located, on a large scale. This zone could be applied to establishing restaurants, souvenir shops, lounges and so on, on a small scale.

(5) Service community zone

It is an area, in which several supplementary tourist facilities, such as food, lodging, entertainment, car service, shopping and so on, are located under some specified criteria by local community people, who are interested in resource protection and tourism promotion. This zone is usually spread outside of the entrance gate of the site, on both large and small scales.

3) Resource Management Techniques in a Tourist Attraction

Tourist destinations should always be kept clean, hygienic, and beautiful for the comfort of tourists. Natural as well as cultural resources, should be conserved properly for keeping their attractiveness for a long time. Typical techniques in resource management are as follows:

(1) Minimums of necessary facilities for resource management

a) Setting of Waste Receptacles

For the purpose of maintenance for cleanliness and helping garbage collectors' troubles, setting of waste receptacles not only in tourist sites, but also in town's corners, is international standard. Regular garbage collection from those waste receptacles is also essential.

b) Setting of Public Toilets

Dirtiness and lack of hygienic care are opponents to tourism promotion. It is proposed to set up well-designed and non-smelly public toilets in many tourist spots. Pay toilets are admissible for cleanliness lovers.

c) Setting of Information and Directional Signs

Appropriate natural, historical and cultural information signs could stimulate not only visitors' interests, but also visitors' admiration for the resources. These signs are necessities for tourism promotion, and they should be described in languages, such as French, English and Japanese, following the tourist market countries in the Central Region.

Also, posting of direction signs inside the site as well as on the access roads is essential. The reason is that appropriate direction signs effectively lead visitors to the objective points, and tend to let visitors not to enter the uncontrollable points. Access road signs are very important to promote the number of visitors.

(2) Resource management technique in a natural tourist area

a) Necessary Facilities for Resource Management in a Park-like Tourist area

Resource management in a park-like tourist area, such as My Son Cham Site, at least requires the following tourist facilities, such as vehicular roads, hiking trails, scenic viewpoints, shelters, picnic areas, toilets, waste receptacles, campgrounds, information and directional signs, and small interpretive exhibits, parking lots, and so on.

b) Natural Resource Management Techniques

As one of the management techniques for natural resources, there is a system that only park-operated vehicles are allowed, or only walking or horse riding are permitted in the natural park-like area. Visitors' vehicles must remain at the entrance. Visitors tour the park in park-operated safari type vehicles with qualified guides. In Yosemite National Park in the U.S.A., this technique has successfully been adopted by using two-storied motor coaches.

In the beach and marine environments, it is required to control conflicting uses of the water area by zoning for different types of uses, such as separate zones for swimming, boating, water skiing, and board and wind surfing.

Strict conservation controls must be applied in the use of the natural environment not only on land but also in the sea, such as prohibition of taking precious flora and fauna.

(3) Resource management technique in a historical and cultural tourist area

a) Necessary Facilities for Resource Management in a Historical and Cultural Tourist area

This area includes historical and cultural resources, such as ancient palaces, tombs, temples, pagodas, ruins of castles, ancient residences, groups of historic structures, other historic remains, folk-cultural properties, museums, and so on.

Resource management in this area, at least, requires the following facilities, such as passageway for visitors, shelters or lounges, toilets, waste receptacles, information and directional signs, interpretive exhibits, picnic areas or tables and benches for visitor-use, parking lots, and so on.

b) Historical and Cultural Resource Management Techniques

It is proposed to establish a visitor center complex, which plays important roles as follows:

- Interpretation of the area's historical and cultural resources
- Provision of enjoyable and stimulating visitor experience
- Provision of a setting for historical and cultural education
- Provision of a design alternative to mass erosion of historical and cultural resources, and
- Adding an important tourist attraction complex to others within a destination.

This visitor center complex should be located at or near the main entrance to the site, and be easily accessible to the historical and cultural feature but not infringing on it.

It is secondly proposed to set appropriate circular passageways for visitors in the site, with direction signs. This technique means leading visitors to the objective point without failure and in short time, controlling mass visitors, and preventing visitors from entering unsuitable places, such as unpublished and protected properties. In the narrow space like inside of structures, it is proposed to set the passageways by handrails or guide ropes.

Thirdly, it is proposed to set suitable interpretive sign boards by the properties in multilingual languages. Otherwise, foreign visitors might overlook or misunderstand the precious properties without any impression.

11.3.6 Service improvement

1) Establishment of the philosophy for tourist service improvement

Hospitality plays an important role in tourism. Since a service is provided from people to people, all personnel must be properly trained and educated. However, the service standards of the tourism sector in Viet Nam is still below a satisfactory level with some exceptions, and only few people seem to realize the importance of "service".

In this context, human resources development in the tourism sector would be one of the key

issues for the future tourism development in Viet Nam. It is vital to provide an adequate training system for the personnel engaged in tourism to meet the demand from tourism-related establishments.

It should also be noted that conservation of natural, historical and cultural resources largely depends on those engaged in tourism, such as wardens and attendants of relics and heritage, tourist guides, car drivers and boatmen. Education and training to provide accurate knowledge of environmental, historical and cultural science, as well as market-oriented foreign languages, both for conservation resources and for tourism use, is important. The services provided by well-trained and cultural and environmental conscious tourist guides and tourist resource-related staff will surely promote the image of Viet Nam. Demand for well-trained personnel is supposed to increase in various tourism-related establishments, such as hotels, tour operators and transportation companies.

In addition, enlightenment campaigns for local residents in tourist zones in the study area should not be forgotten.

2) Existing Forms of Education and Training

At present, full-time courses for tourism education or training are as follows:

- There is a state-owned school, "Ha Noi Tourism School", subordinate to VNAT, which was founded on September 1995, in order to train staff working in hotels, tourist guides as well as travel business agency's and hotel's managers for the short-term duration (three months). The certificate of this school issued by the VNAT is valid nationwide and identifies the qualification of the holder. As of October 1995, the courses are for regular staff like eight cooking classes and four table-service classes with 420 students, and reception classes with 170 students. Moreover, in 1996, tourist guide classes and hotel management classes are scheduled to open. This school is one of the technical training institutes.
- As a branch school of Ha Noi Tourism School, there is "Vung Tau Tourism School", which was founded in 1975 with eight vocational classes. Since then up to 1995, 9,271 students were trained for Southern tourism companies. At present, the courses are rather for middle management like accountings, hotel managers, guidance for implementing economic contact and economic reference with 2,205 students.
- As other tourism technical training institutes for long-term duration (three years), there are some state-owned tourism professional colleges, subordinate to the Ministry of Education and Training in Ha Noi and Ho Chi Minh City. The courses are almost all for hotel management, tour guide, travel business agency, receptionist and cooking, on the scale of 120 - 140 students.
- Regarding courses for management and administration, many universities and colleges through the country have tourism departments on the scale of 60 - 80 students. These courses aim at providing the manager level education in a more general form than the professional courses mentioned above.

3) Expansion of Training Institutes in Tourism Education

Development of the tourism sector requires expansion of training capacity at various levels. The following programmes are recommended:

(1) Formalization of Ha Noi Tourism School

As the highest qualified training institute in tourism education in Viet Nam, the Ha Noi Tourism School should be formalized and regularized as follows:

- The contents of curricula should be up graded, and the duration of full-time training courses should be expanded from the present three months to 1 - 4 years, following the difficulties of the course, like four years for hotel management, two years for tour guides, front office operation and house keeping and laundry, and one year for food

and beverage service.

- For comprehensive tourism education, the course of tourism sales and promotion should be added to existing courses for the duration of two years. Tourism trade is never sustained without sales and promotion activities.
- As for the teaching staff, experts should be invited from tourism advanced countries, specifically from Vietnamese market countries, such as France, U.S.A., Japan and so on.
- Financial shortages at this school could be subsidized by in partly tourism tax revenue, which could be newly established at tourism-related facilities, such as hotels, restaurants, admission-fee-charging tourist spots and so on all over Viet Nam, at the rate of two or three percentage of the receipts.

(2) Opening the Central Region Tourism School as a Branch of Ha Noi Tourism School

It is quite reasonable to open the Central Region Tourism School as a branch of the Ha Noi Tourism School, for the following reason:

- This region is designated as the third socio-economic development zone in Viet Nam,
- One of the three main pillars for the socio-economic development of this region is tourism development,
- One of the most important themes of the tourism development is manpower or human resource development, and
- Human resource development for tourism promotion is realized by tourism education.

The management mechanism and the contents of curricula at this school might be the same as those of the main campus, but tour guide courses should be emphasized at this school in response to the strong demand from tourism business circles.

4) Adoption of International Cooperation in Tourism Training

The system of international cooperation in tourism training should be adopted and promoted on multilateral as well as bilateral basis.

(1) Utilization of advanced countries' official tourism development institutes for developing countries

In advanced countries, there are some governmental or quasi-official international tourism development institutes, which have been established for conducting surveys and studies fundamental to the promotion of international tourism in developing countries. It is very efficient to adopt these systems through the official diplomatic procedures with foreign countries, specifically with Vietnamese inbound tourist market countries, such as France, U.S.A., and Japan.

(2) Practical training of leading tourism-related personnel in Japan

In Japan, there is a non-profit foundation by the name of the International Tourism Development Institute of Japan (ITDIJ), which provides technical assistance in the field of tourism, in line with Japan's tourism policy and as part of Japan's overseas development assistance. Another important ITDIJ function is to train tourism-related personnel in developing countries both by dispatching Japanese experts to help establish or improve those country's tourism growth, and by receiving trainees from those countries. The outline of the mechanism is as follows:

(a) Dispatch of experts is carried out in the following ways:

- Governmental base: The dispatch is carried out, under Japan International Cooperation

Agency (JICA) sponsorship, in response to a request from the countries concerned. ITDIJ is involved in the selection and dispatch of the experts in cooperation with JICA and the ministries concerned. The mechanism for dispatch of experts starts from the Vietnamese official request to the Japanese Embassy in Ha Noi as the first step.

- Private base: The dispatch is carried out through ITDIJ in response to requests from the Japanese private sector. Part of the cost is covered by a subsidy provided by the Ministry of Transport in Japan.

(b) Accepting Trainees is carried out in the following ways:

- Governmental base: Trainees are received in response to a request from the countries concerned. The training programmes include seminars and on-the-job training and are carried out by ITDIJ in close cooperation with JICA and the ministries concerned.

Two major training programmes carried out by ITDIJ are:

- * An annual "Comprehensive Tourism Seminar" involving government officials in the tourism field from approximately 18 countries.
- * A six month tourism training course as part of "the Malaysia Look East Policy" in cooperation with the Malaysian government.

The mechanism for accepting trainees starts with the Vietnamese official request to JICA Ha Noi office or the Japanese Embassy in Ha Noi as the first step.

- Private base: Trainees are received in response to requests by the Japanese private sector. Subsidies are provided by the Japanese government and the training programmes are carried out in cooperation with ITDIJ.

5) Implementation of Enlightenment Campaigns for Local Residents in Tourism Promotion Zone

(1) Implementation of routine enlightenment campaign for tourism promotion

Tourism promotion could reach success by cooperation with all tourism-related people. Because of the principle of all members' participation, the enlightenment campaign must be simple, routine and practical. In this context, it is proposed to implement a "Five-S campaign" by all tourism-related people in the study area as follows:

- Subject: "Speedy, Sure, Sincere, Sanitary and Satisfactory tourist service" campaign
- Participants: All people tourism-concerned in the four provinces
- Implementation term: From September 1997 to August 1998
- Host: Tourist Service Improvement Committee (TSIC, provisional name), which is composed of 16 representatives from the four provinces, who are engaged in tourism-related governmental and private sectors
- Method: First, TSIC has to survey and study by themselves about what speedy, sure, sincere and satisfactory tourist service is, and produce an manual of Vietnamese tourist service. Second, TSIC has to deliver copies of this manual and campaign posters to all participant offices concerned. Third, a practical campaign could be arranged and implemented by the host of TSIC. In this method, the key is that the survey and study should not be implemented by foreigners, but by the Vietnamese themselves.

(2) Implementation of civil enlightenment campaign for tourism promotion

The tourism industry makes good progress through the cooperation of local residents living in the tourism promotion zone. Therefore, it is proposed to implement a civil enlightenment campaign in the tourism promotion zone, such as Hue and Hoi An, so that the campaign does not infringe on the local residents' livelihood as follows:

- Object: Enlightenment of tourism to local residents,
- Participants: All local residents who are interested in inbound tourism, but not

compulsory.

- **Implementation time:** About two or three hours on a tourist off-peak day every three months, from September 1997 for some time,
- **Host:** TSIC
- **Method:**
 1. The form should be an enjoyable meeting style including amusement.
 2. The contents should be a kind of presentation of the cases of successful tourist towns in foreign countries, such as Warsaw in Poland, Skansen in Sweden, Miami in U.S.A. (Art Deco building style), and Kyoto, Kanazawa and Kurashiki in Japan, with audiovisual aids, such as motion pictures, videos, slides and overhead projectors, photographs, maps, posters, and so on.
 3. Commentators should be selected from any knowledgeable persons of experience, who visited to the theme towns, regardless of whether they are Vietnamese or foreigners. They could be voluntarily recruited by means of asking for cooperation from various organizations in Viet Nam.
 4. The presentation should not be professional, but general, easy to understand and pleasant, because the audience are almost all local residents.

11.3.7 Facilities development

As a result of our survey in the target area, the following seven projects and programmes are proposed for feasibility. They are:

- Conservation of cultural and historical assets
- Tourist base/resort development - at beaches (Lang Co, Nam O, My Khe and China Beach, My Khe Beach complex in Quang Ngai and Sa Huynh) and highland (Bach Ma)
- Hue old town tourist service improvement and beautification
- Hoi An tourist town development plan
- Village tourism development plan
- Tourist sites, visitor facility/service improvement project, and
- Museum and cultural center development.

1) The Integrated Tourism Development Projects and Programmes

Although seven projects and programmes are proposed as above, for the purpose of immediate effect, the integrated tourism development projects and programmes are proposed as follows:

(1) Development goal

By way of comprehensive structure of sophisticated and diversified tourist area, the goal is to transform the study area into one of the most attractive destination in Viet Nam.

(2) Background and Justification

Currently, approximate only one fifth of all international visitors to Viet Nam enter the Central Tourist Zone.

(3) Objectives

- a) **Tourist Sites, Visitor Facility/Service Improvement Project (1996-2005)**
 - Improvement of walkways and characterization by a parklike setting at My Son Cham site.
 - Construction of parking Lots, restaurants and a cultural center for tourists, and additionally improvement of the infrastructure and beautification in Hoi An Town.
 - Improvement of Da Nang City - Hoi An - My Son Roads for large-sized sightseeing

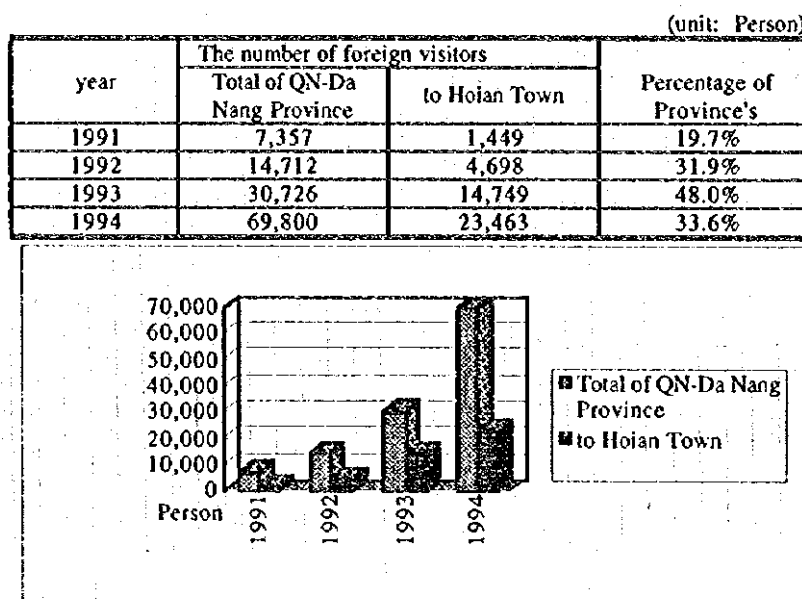
buses.

- Creation of a Vietnamese gold coast on Non Nuoc Beach including Marble Mountains, US army site and the Han River sides.
- Construction of parking lots, observation platforms and restaurants at the top of Hai Van Pass.
- Improvement of entrance path, piers, parking lots at Thien Mu, Khai Dinh and Minh Mang Pagoda/Tomb, including characterization by a parklike setting and construction of comfortable visitor facilities.
- Restoration of ruined structures and setup for a re-creation system of the Nguyen Dynasty times in the Palace.

b) Hoi An Tourist Town Development Plan (2000-2005)

- Restoration of the old town landscape including repair and removal of existing structures and private houses.
- Removal of electric cables into the underground.
- Preparation and restoration of the Thu Bon riverside so as to remind bygone days.
- The establishment of a tourism training center for residents.

Table 11.16 & Figure 11.11 The Number of Foreign Visitors to Hoi An



(Source: Quang Nam-Da Nang Province Tourism Department)

c) Lang Co Beach Tourist Area (T.P.Z.) Development Plan (2000-2010)

- Accumulating tourism facilities, such as tourist accommodations, provision of food and drink, transport services, tourism information and supporting services, public services, and shopping.
- Establishment of preferential institutions, such as preferential taxation for investment including preferential custom tax for certain import goods, and creation of preferable conditions for local medium and small firms.
- Preparing environmental and sanitary infrastructure, such as drainage system and waste disposal system.
- Upgraded road facilities with parking amenities between the seaside and the lagoon.
- Characterization of all the area in form of a park, including purification of the lagoon water.
- Opening the base of facilities for diversified water recreation activities on both sides of the

sea and the lagoon.

(4) Outputs

- Increase of foreign exchange earnings
- Improvement of local people's income
- Provision of employment opportunities
- Increase of government receipts
- Enhancement of visitor's satisfaction

2) Tourism Promotion Zone (TPZ)

For the purpose of more progressive tourism facilities development, the idea of "Tourism Promotion Zone (TPZ)" is proposed as follows:

(1) Functions of TPZ

The tourism promotion zone, which is a designated tourism core area accumulating tourism facilities, aims at:

- Accumulating tourism facilities
- Controlling environmentally negative impacts by providing public infrastructure
- Providing effectively necessary public services
- Effectively providing infrastructure, and
- Restraining land speculation.

Accordingly, the following functions should be attached :

- Tourist accommodation
- Provision of food and drink
- Transport services
- Tourism information and supporting services
- Public services, and
- Shopping.

Table 11.17 lists examples of possibly necessary facilities in accordance with the functions.

Table 11.17 Examples of Necessary Facilities in the Tourism Promotion Zone

Function	Examples of Facilities
Accommodation	Hotel, Lodge, Tent site, Camping Site
Food and Drink	Restaurant, Fast Food Shop, Bar, Entertainment
Transport Service	Car Parking, Bus Station, Gasoline Stand, Rental Car Shop, Car Repair and Parts Shop
Tourism Information and Supporting Service	Tourist Information Center, Travel Agent Office, Tourist Guide, Equipment, tool, or machine Rental Shop, Pro shop
Public Service	Post Office, Clinic, Police Box(Station), Bank, Fire Station
Shopping	Souvenir Shop, Glossary Store, Drug Store

(Source: JICA Study Team)

(2) Designation of the tourism promotion zone

The tourism promotion zone should be designated for the following area :

- An area, which should support the tourism zone as a core
- An area, in which severe negative environmental impact is highly expected to occur, and
- An area, which had better accumulate tourism facilities and accommodations.

(3) Structure of the tourism promotion zone

a) Land Preparation and Subdivision

The development body of the tourism promotion zone carries out land preparation and subdivides the land. For land preparation, tree felling must be minimized, in order to maintain the natural landscape, especially in forest areas.

b) Building Control

Building control should be carried out in the zone, in order not only to create an appropriate atmosphere for the tourism place, but also to protect against pollution and provide disaster prevention. Standards of building control should include the following points of view :

- Land use intensity control (floor-area ratio and so on)
- Landscape control (height control, setback, building line and so on), and
- Environment and disaster prevention (necessary equipment with capacity).

c) Environment and Sanitary Infrastructure

To restrain pollution from the zone, sanitary infrastructure such as drainage system and waste disposal system should be provided by the public sector. For this end, the public sector should prepare the following facilities and infrastructure with a centralized system :

- Waste water collection main route
- Centralized waster water treatment facilities
- Waster water discharging facilities
- Garbage collection system, and
- Landfill site.

d) Cost Allocation of Development

(a) Cost sharing of land preparation of commercial and public sites

To secure private investment for commercial facilities and provide public sites, the land price or lease price by type of activity should be set up differently. The cost of public service and commercial sites will be put partly on the price of the accommodation sites.

(b) Cost allocation of preparation of basic infrastructure

To implement smoothly infrastructure provisions in the zone, a certain portion of infrastructure projects should be included in the price of the land price.

e) Preferential Institutions in the Tourism Promotion Zone

Instead of relatively higher land cost and relatively strict environmental control adapted in the zone, taxation incentives should be prepared as outlined below :

(a) Preferential taxation for investment

An investor, who carries out a tourism project in the zone should be granted certain preferential taxation. Although the contents and level of the preferential taxation must be determined through careful consideration of the balance with the taxation system of other industries, the following items are listed on a preliminary basis :

- Shortening of the depreciation period
- Preferential custom tax for certain import goods, and
- Extension of the tax free period.

(b) Creation of preferable conditions for local medium and small firms

To encourage local medium and small scale tourism business, a new loan type with preferential

conditions should be created by Central Government. A credit guarantee by the public sector might be another system to be adopted to lift the creditability of local medium and small firms.

11.4 LONG LIST OF PROJECTS AND PROGRAMMES

According to the master plan for tourism development in Viet Nam (1995-2010), the general guidelines on the tourism development project in the central region of Viet Nam are narrowed down to three points as follows:

- Preservation and exploitation of architectural cultural heritage
- Preservation and exploitation of natural heritage along the axis of Hue - Lang Co - Hai Van - Son Tra - Da Nang, along the littoral from Nam O bay to the ancient city of Hoi An, and
- Development of road tourism with Lao and Thailand via the trans-Asia road to Myanmar, Malaysia and Singapore.

Accepting the above, the study area plans the following projects:

11.4.1 In Quang Tri Province

- Inter-Asian Roads exploiting (through Lao Bao gate No.9)
- Cua Tung beach investment; hotel, restaurant, sea sport service and so on, entertainment centers complex (15 ha)
- Song Hieu Hotel construction with 150 rooms 3 star standard
- Forest tourist center in Da Krong, 60 km in western of Dong Ha town
- Hotels and restaurants construction at the International border gate
- Entertainment center in Chung Chi, Khe May (Western of Dong Ha town)

11.4.2 In Thua Thien Hue Province

- Bach Ma - Lang Co - Canh Duong tourist area: Construction of modern hotels, sea sport sites, etc. Safe and wonderful beaches. Bach Ma mountain of 1,400 m high. Temperate climate. Diverse flora and fauna. Joint-venture. Project holder: Hue Tourism Department.
- Lang Co Beach Hotel: Construction of 3 -4 star hotel. Safe and fine beaches with many sea specialties. Joint venture.
- Tourist resort for medical care by My An by mineral water: Construction of a convalescent home, medical services for workers and foreigners. Mineral water source with a content of H₂S cataplasms, flow: 3.5-18.4 l/s 60°C natural well for medical care. The location is 9 km from Hue center. Joint venture. Project holder: The province's labour union.
- The project of golf course at Vong Canh Hill: Joint venture. To build a golf course and recreation facilities on an area of 70-80 ha. Project holder: Hue Tourism Department.
- Con Hen tourist site: Re-building of hotels to international standards. Marvelous dune by side of Huong river, in northeastern Hue. Project holder: Hue Tourism Department.
- Construction and improvement of Thuan An hotel, Tan My hotel and Nguyen Hue hotel

- No7 and others to international standards: situated in Hue city, convenient for business. Project holder: Hue Tourism Department.
- Thuan An Beach tourist zone: Re-construction of hotels, beaches, and recreation areas. Joint venture. Safe and picturesque beaches 12 km from Hue's center. Project holder: Hue tourism Department.
- Thuy Tien lake tourist resort: Construction of tourist site. convenient location next to Thuy Tien lake. Thien An hill, in the southwestern Hue. Project holder: Hue Tourism Department.
- Improvement of Huong river tourist resort at No.51 Thuan An: Improvement of the hotel to international standard. Convenient location in Hue's center, nine km from Thuan An beach.
- Construction and improvement of hotel No.8 at Hung Vuong road, hotel No.5-7 at Hoang Hoa Tham Road: Turning into modern and comfortable hotels. Situated in the center, suitable for business. Project holder: House trading and development company, and Hotel and service trading company.

11.4.3 In Quang Nam Da Nang Province

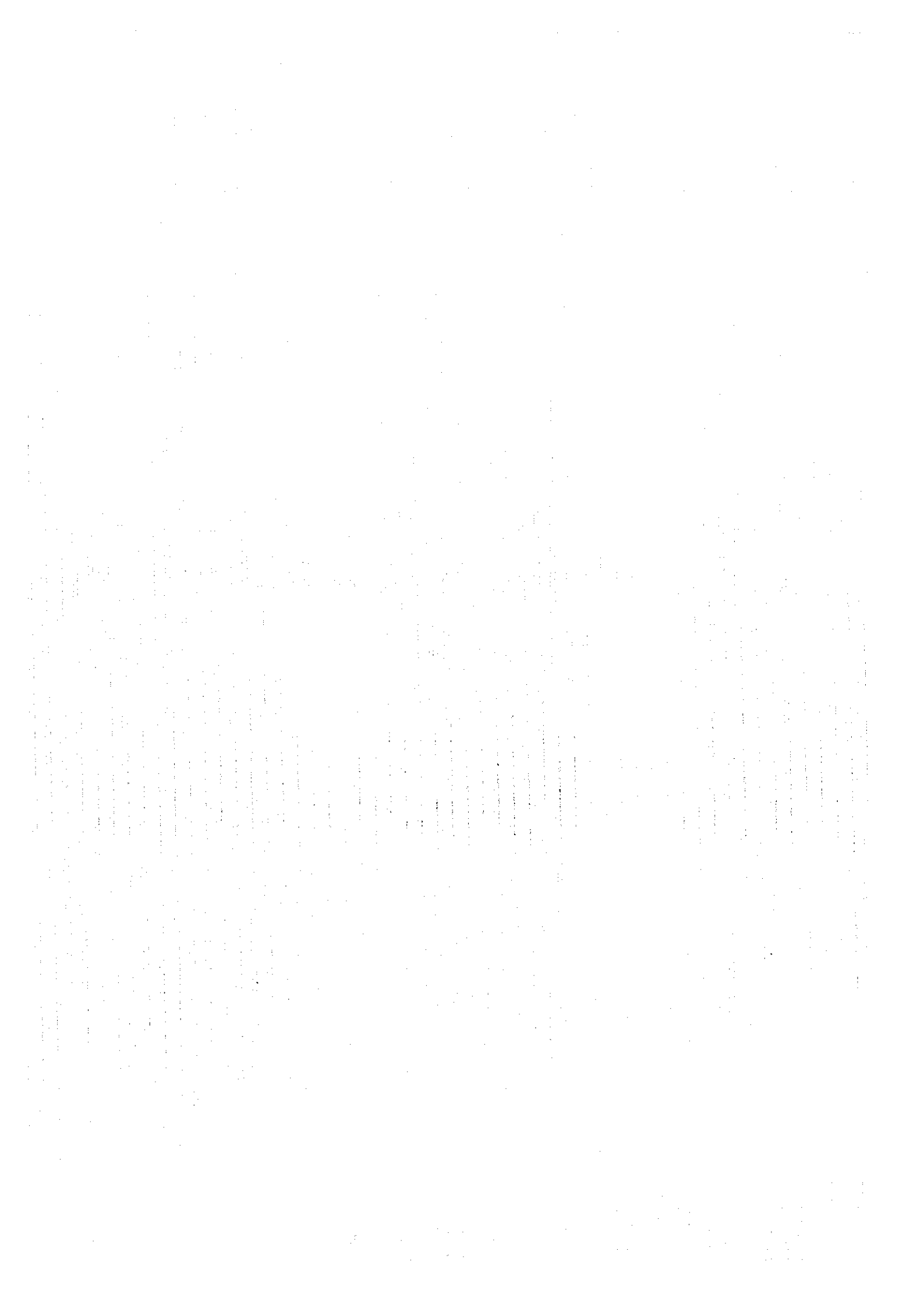
- Hai Van tourism village: Beach at the foot of Hai Van Pass, 15 km from Da Nang. 50 ha. To build a tourism village consisting of 50-100 bungalows with entertainment service in climbing and sea tour. Equity contribution: Viet Nam 30 % and foreigner 70 %. Joint-venture time is 45 years. Estimated capital is US\$ 40 mil.
- Da Nang tourism park: Near Han river, 1 km from Da Nang down town. 30 ha. To construct Viet Nam national village - entertainment facilities - 50 bungalows - restaurants - gift shops. Equity contribution: Viet Nam 30 % and foreigner 70 %. Joint-venture time is 40 years. Estimated capital is US\$ 20 mil. Project holder: Da Nang tourism service company.
- Bana tourism resort (Golf court and so on.): 30 km south of Da Nang, former relax villas of French, height level 1,400m. 50 ha. at mountain foot, 10 ha. at peak. Construction plans are golf court, 50 bungalows, tourism villas, entertainment facilities of climbing, hunting, tennis. Equity contribution: Viet Nam 30 % and foreigner 70 %. Joint-venture time is 45 years. Estimated capital is US\$ 100 mil. Project holder: Quangnam Da Nang tourism service company.
- Phu Ninh Lake tourism resort (first-class tourism village): 65 km south of Da Nang, scattered with small island. Total surface acreage: 3,400 ha. Nice view. Hot-water stream helpful for relaxation and treatment. Construction plans are first-class tourism village consisting of 200 rooms, entertainment facilities in boating, swimming, camping, hunting and restaurants. Area in use is 500 ha. Estimated capital: US\$ 30 mil. Joint-venture time: 40 years. Equity contribution: Viet Nam 30 %, foreigner 70 %. Project holder: Tamky Commercial Company.
- Central Hotel in Da Nang center: In Da Nang center, facing to Trung Vuong theatre, appropriate for constructing hotel. 11,100 Sqm. Construction plan is 20-story hotel, 300 rooms, 50 offices for lease, supermarket, restaurant, discotheque, tennis court, swimming pool. Estimated capital: US\$ 70 mil. Joint-venture time is 40 years. Equity contribution: Viet Nam 35 %, foreigner 65 %. Project holder: Quangnam Da Nang tourism service company.
- Da Nang Ocean research center: Nam O beach, 4 ha. Construction plan is Ocean research institute with a 100 rooms hotel, tennis court, swimming pool. Estimated capital is US\$ 30 mil. Joint venture time 40 years. Equity contribution: Viet Nam 30 %, foreigner 70 %. Project holder: Quangnam Da Nang tourism service company.
- Xuan Thieu tourist resort. Beach 10 km west of Da Nang, in Hoa Vang District. 9 ha.

Construction plan is to construct 3 or 4 star hotel consisting of 150 rooms with entertainment facilities of tennis court, swimming pool. Estimated capital is US\$ 25 mil. Joint venture time: 40 years. Equity contribution: Viet Nam 35 %, foreigner 65 %. Project holder: Quang Nam Da Nang tourist company.

- Khetan tourism village (area 200 ha.): 40 km from Da Nang, having small islands, total lake surface area 800 ha. Construction plan is to build tourism village consisting of bungalows, entertainment facilities of boating, camping and hunting. Estimated capital is US\$ 30 mil. Joint venture time 45 years. Equity contribution: Viet Nam 30 %, foreigner 70 %. Project holder: Dailoc commercial company.
- Nuithanh Hotel (area 4 ha.): Location is Nuithanh district including Dung Quat Port, 180 km from Da Nang. Construction plan is to build 100-room hotel, offices for lease, restaurant, tennis court, swimming pool. Estimated capital is US\$ 10 mil. Joint venture time 35 years. Equity contribution: Viet Nam 35 %, foreigner 65 %. Project holder: Nuithanh commercial company.
- Dienngoc tourism village (area 200 ha.): 20 km south of Da Nang, along Nonnuoc beach. Construction plan is to build two hotels consisting of 400 rooms, 100 bungalows, tennis court, golf court and other entertainment facilities. Estimated capital is US\$ 150 mil. Joint venture time 45 years. Equity contribution: Viet Nam 30 %, foreigner 70 %. Project holder: Quangnam Da Nang tourism service company.

11.4.4 In Quang Ngai Province

- To build the tourist complex of An Mountain, the Tra River and My Khe: Construction plan. Two 3-5 star hotels with rooms and 100 villas with 200 rooms at My Khe beach resort. To complete Song Tra hotel (150 beds) in Quang Ngai town by total capital US\$ 1 mil. Those form of investment is by the Article 4 of the law on foreign investment in Viet Nam. Viet Nam party is Quang Ngai Tourism and Service Company. Total capital is US\$ 3 mil.
- To upgrade Sa Huynh tourist area: To increase more 30 beds in Sa Huynh hotel and upgrade the beach. The form of investment and Viet Nam Party are ditto. Total capital is US\$ 1.5 mil.
- To construct new hotels: Thien But Hotel with 200 rooms at Nghia Chanh in Quang Ngai Town, Station Hotel with 100 rooms at Tran Phu in Quang Ngai Town, Van Thong Hotel with 200rooms in Van Tuong city (new city), and Thien An Hotel with 60 rooms at Tinh An in Son Tinh District.
- To construct Son My - Tinh Khe Tourism Service area, which is situated in Tinh Khe commune, Son Tinh district, 16 km from Quang Ngai town to the east and 15~20 km from Dung Quat port and the future Van Tuong city to the north. The area borders Tinh Ky pond to the north, Tra Khuc river to the south, the ocean to the east and residential areas to the west. The area is seven kilometer long and 600 meter wide. It offers tourist activities such as sun-bathing, surfing, historical and revolutionary sites, fishing villages, and other recreational operations. In addition, restaurants, hotels and parks are available, offering excellent sea food specialties. The 163-ha-large tourism-service area includes public service works (5 ha), hotels, restaurants and camping area (20 ha), park, green tree area and sports area (45 ha), water area (60 ha), transportation area (20 ha), fishing villages (13 ha).



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