

8. Projects/ Programs and Provincial Tourism Development Plans

8.1 Priority Projects and Programs

In accordance with the development strategies, priority projects and programs are identified in the following Table 8.1.1. The implementation schedule is determined based on the urgency of projects/program implementation, preparedness of the implementation and availability and/or possibility of the financing sources. Tourism is a complicated sector related to almost all kinds of economic activities and natural, cultural and social conditions. Some of the infrastructure development projects such as road development to improve the accessibility between Hue and Da Nang are urgently needed. However, these kinds of projects are not included in this priority list because most of them are already designated as priority status in the national development plan. Implementation of these scheduled projects will contribute to the tourism development as well.

Locations of the priority projects and programs together with tourism development potential areas by province are also described in this chapter.

Development Component

The followings are abbreviations of the plans and programs.

- Market Promotion (**ID**)

According to the market promotion strategy, Tourist Information Centers are recommended to develop facilities in each province in various development measures.

Provide information counters in the major buildings such as airport terminals, and public facilities in the city center.

Provide information counters in conjunction with proposed facilities development of “Visitor Center” and “Roadside Station” in the selected provinces.

- Human Resource Development (**HR**)

Based on the strategy to increase the tourism training capacity, it is recommended to develop tourism schools in the strategic locations.

Tourism Institute of Vietnam to train middle management and supervisors, tour guides and other practical training staff in the Da Nang City.

Tourism College for basic training provision in Khan Hoa Province in conjunction with foundation of a government training school.

- Facility Development (**FT, FA, FS**)

Facility development is composed of three categories of facility development. Each category of facility development is recommended for necessary and strategic occasion of each provincial need based on

the facility development strategies.

Transportation facility development (**FT**) to provide access for tourists such as airport terminal, cruise passenger terminal, Roadside Station proposed as a new facility.

Accommodation facility development (**FA**) for the integrated resort development in the selected provinces.

Service facility development (**FS**) as a supporting facility for potential tourism product development or tourism resource improvement in each province.

- **Resource Management (RM)**

Based on the resource management strategy, particular projects and programs should be applied to the concerned provinces. The projects and programs are mentioned hereunder in the four categories.

Program and project for natural resource conservation and management.

- Integrated Tourism Base Development
- Coastal Management Center Development
- Flood Hazard Mitigation

Program and project for cultural and historical resource conservation and management

- Champa Parks and Site Museums
- Historical Urban Area Management
- Monuments Restoration Promotion Program

Program and project for rural development and social environment conservation

- Village Tourism Supporting Program

Program and project for urban amenity improvement and environment protection

- Historical Urban Area Management
- Coastal Management where urban development is planned

8.2 Implementation Schedule and Investment Cost

8.2.1 Implementation Schedule

Names of projects/programs, locations, implementation bodies are listed in Table 8.2.1 and Table 8.2.2. Projects/programs are classified into three categories by implementation term of project/program; short term (until 2005), medium term (from 2006 to 2010) and long term (after 2011).

8.2.2 Investment Cost

Investment cost is estimated under the following assumptions:

- Including construction, design and supervision, and contingency (exclude land acquisition costs and taxes),
- Including accommodation development cost and others
- Using US\$ / VND exchange rate in the year of 2000.

The total cost of the projects and programs is US\$ 1,320 million. Eighteen percent of the cost will come from public investment, and 82 % is paid by private sector.

Table 8.2.1 Projects/Programs (1)

Code	Name of Project/programs	Location	Period			Implementing Body
			-05	-10	11-	
Institutional Development						
ID1	Vietnam Tourism Promotion Board (VTPB)	Hanoi City, 10 overseas cities	■			VNAT, P's Cs and companies
ID2	Tourist Information Center (TIC)	3 Airports, Visitor Centers, Roadside Stations	■	■		VNAT, CAAV and P's Cs of 11 provinces
Human Resource Development						
HR1	Tourism Institute of Vietnam	Da Nang City	■			VNAT/P's C of Da Nang
HR2	Nha Trang Tourism College	Nha Trang City	□	■		VNAT/P's C of Khanh Hoa
Facility Development: Transportation						
FT1	Airport Improvement Program	Da Nang, Hue, Nha Trang	■	■		CAAV
FT2	Cruise Ship Passenger Terminal	Tien Sa Port	■			VINALINES
FT3	Roadside Station Development	11 provinces	■	■		P's C of 11 provinces
Facility Development: Accommodation						
FA1	Lang Co Tourism Base	Lang Co	■	■		P's C of TT Hue
FA2	Khe Ga Cape Tourism Base	Ham Thuan Nam	□	■	■	P's C of Binh Thuan
Facility Development: Service Facilities						
FS1	Traditional Handicraft Improvement	Hue City, Ninh Thuan Province	■	■		P's C of TT Hue & Ninh Thuan
FS2	Phong Nha Cave Nature Park	Phong Nha	■			P's C of Quang Binh
FS3	Cultural Museum Information Network	11 provinces	■	■		MOCI/11 P's Cs
FS4	Visitor Center Development	Hue City, Hoi An, Nha Tran	□	■		P's C of TT Hue, Quang Nam and Khanh Hoa
FS5	Hue-Danang Tourism Train Operation	Hue & Da Nang	□	■		VR (and company)
FS6	Nha Trang Marina	Nha Trang City	□	■		P's C of Khanh Hoa
FS7	Coastal Cycling Road Network	7 Provinces	□	■	■	7 P's Cs
Resources Management						
RM1	Forbidden Purple City Monuments Restoration	Forbidden Purple City in Hue Citadel	□	■		MOCI/ P's C of TT Hue
RM2	Village Tourism Supporting Program	One village each in 10 Provinces	□	■	■	MARD/Local P's Cs
RM2 (A)	My Khe Coastal Village Tourism	Quang Ngai Province	□	■		P's C Quang Ngai
RM3	My Son Archeological Park	My Son	■			P's C of Quang Nam
RM4	Hue Urban Management (TOR)	Hue Citadel/Royal Tomb	■			P's C of Hue City
RM5	Hoi An Urban Management (TOR)	Hoi An Town	■			P's C of Hoi An
RM6	My Khe - Non Nuoc Coastal Area Development	Da Nang City	■	■		P's C of Da Nang
RM7	Nha Trang Coastal Management Center	Nha Trang City	■			MOSTE/P's C Khanh Hoa
RM8	Champa Parks and Site Museums Program	11 provinces	□	■		P's Cs of 11 provinces
RM9	Hoi An Flood Hazard Mitigation (TOR)	Thu Bon River	■			MOWR/P's C Quang Nam

Note: □ = Preparation, ■ = Implementation of Project

Source: JICA Study Team

Table 8.2.1 Projects/Programs (2)

Code	Name of Project/programs	Classification for IEE	Quang Binh	Quang Tri	TT Hue	Da Nang	Quang Nam	Quang Ngai	Binh Dinh	Phu Yen	Khanh Hoa	Ninh Thuanh	Binh Thuan	Others
Institutional Development														
ID1	Vietnam Tourism Promotion Board (VTPB)	A												■
ID2	Tourist Information Center (TIC)	A	■	■	■	■	■	■	■	■	■	■	■	■
Human Resource Development														
HR1	Tourism Institute of Vietnam	B				■								
HR2	Nha Trang Tourism Collage	B									■			
Facility Development: Transportation														
FT1	Airport Improvement Program	C			■	■					■			
FT2	Cruise ship passenger terminal	C				■								
FT3	Roadside Station Development	B	■	■	■	■	■	■	■	■	■	■	■	■
Facility Development: Accommodation														
FA1	Lang Co Tourism Base	C			■									
FA2	Ke Ga Cape Area Tourism Base	C											■	
Facility Development: Service Facilities														
FS1	Traditional Handicraft Improvement	A			■									■
FS2	Phong Nha Cave Nature Park	C	■											
FS3	Museum Information Network	A	■	■	■	■	■	■	■	■	■	■	■	■
FS4	Visitor Center Development	B			■		■				■			
FS5	Hue - Da Nang Tourism Train Operation	C			■	■								
FS6	Nha Trang Marina development	C									■			
FS7	Coastal Cycling Road Network	B			■	■	■	■	■		■		■	
Resources Management														
RM1	Forbidden Purple City Monuments Restoration	B			■									
RM2	Village Tourism Supporting Program	A	■	■	■		■	■	■	■	■	■	■	■
RM2(A)	My Khe Coastal Village Tourism	A						■						
RM3	My Son Archeological Park Improvement	B					■							
RM4	Hue Urban Management (TOR)	C			■									
RM5	Hoi An Urban Management (TOR)	C					■							
RM6	My Khe - Non Nuoc Coastal Area Development	C				■								
RM7	Nha Trang Coastal Management Center	B									■			
RM8	Champa Parks and Site Museums Program	B	■	■	■	■	■	■	■	■	■	■	■	■
RM9	Hoi An Flood Hazard Mitigation (TOR)	C					■							

Source: JICA Study Team

8.3 Economic Impact Analysis

Table 8.3.1 shows the total cost of the projects/programs and increases of Value Added compared with the amount in 2000. Increases of Value Added from tourism activity will be US\$ 4,625 million¹; on the other hand, project costs including operation & maintenance cost will be US\$ 856 million. The ratio of increases of Value Added to project costs is 5.4.

8.3.1 Project Cost and Increase of Value Added

(Unit US\$ million, 2000 price)

		2003-2010	Remarks
Benefit	Increases of Value Added	4,625	Compared with Value Added in 2000
Cost	Project/program costs	856	Including O&M cost Exclude residual value
B/C ratio		5.4	

Source: JICA Study Team

Table 8.3.2 shows investment cost, O&M cost, benefit and net benefit by year, and Table 8.3.3 shows costs of projects/programs by year.

Table 8.3.2 Investment Cost, O&M Cost, Benefit and Net Benefit by Year

(Unit US\$ thousandsd, 2000 price)

	Investment			O&M			Residual Value			Benefit	Net Benefit
	Public	Private	Total	Public	Private	Total	Public	Private	Total		
2003	32,380	129,952	162,331	2,267	9,626	11,893				232,085	57,861
2004	34,380	129,952	164,331	4,673	18,723	23,396				321,997	134,269
2005	32,880	129,952	162,831	6,800	27,819	34,619				419,024	221,574
2006	31,847	138,077	169,923	8,084	37,485	45,569				513,364	297,872
2007	27,847	138,077	165,923	9,858	47,150	57,008				614,429	391,498
2008	27,247	138,077	165,323	11,591	56,816	68,406				722,701	488,972
2009	26,547	138,077	164,623	13,274	66,481	79,755				838,695	594,316
2010	26,547	138,077	164,623	14,957	76,146	91,103				962,962	707,235
Total 2003-2010	239,673	1,080,238	1,319,911	71,503	340,246	411,749	152,043	723,626	875,668	4,625,257	2,893,597
	Investment + O&M - Res. Value (1)		855,993					Total Benefit/(1)		5.4	

Source: JICA Study Team

¹ According to data from MPI, 65% of Tourism Receipt is value added in tourism. The figure is used to introduce Value added here.

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Table 8.3.3 Cost of Projects/programs (1)
(unit: US\$ thousand, 2000 price)

Code	Name of Project/programs		2003	2004	2005	2006	2007	2008	2009	2010	2010-	Total	Res Value
Institutional Development													
ID1	Vietnam Tourism Promotion Board (VTPB)	Pub Invst	44	44	44	44	44	44	44	44		350	0
		Prv Invst										0	
		Pub om	3	6	9	12	15	18	21	25		110	
		Prv om										0	
ID2	Tourist Information Center (TIC)	Pub Invst				17	17	17	17	17		85	0
		Prv Invst										0	
		Pub om				1	2	4	5	6		18	
		Prv om										0	
Human Resource Development													
HR1	Tourism Institute of Vietnam	Pub Invst		4,000	4,000	4,000						12,000	9,200
		Prv Invst										0	
		Pub om		280	560	840	840	840	840	840		5,040	
		Prv om										0	
HR2	Nha Trang Tourism Collage	Pub Invst				700	700	700				2,100	1,750
		Prv Invst										0	
		Pub om				49	98	147	147	147		588	
		Prv om										0	
Facility Development: Transportation													
FT1	Airport Improvement Program	Pub Invst	11,250	11,250	11,250	11,250	11,250	11,250	11,250	11,250		90,000	60,000
		Prv Invst										0	
		Pub om	788	1,575	2,363	3,150	3,938	4,725	5,513	6,300		28,350	
		Prv om										0	
FT2	Cruise ship passenger terminal	Pub Invst	500	500								1,000	500
		Prv Invst										0	
		Pub om	35	70	70	70	70	70	70	70		525	
		Prv om										0	
FT3	Roadside Station Development	Pub Invst	1,375	1,375	1,375	1,375	1,375	1,375	1,375	1,375		11,000	7,333
		Prv Invst										0	
		Pub om	96	193	289	385	481	578	674	770		3,465	
		Prv om										0	
Facility Development: Accommodation													
FA1	Lang Co Tourism Base	Pub Invst	3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750		30,000	20,000
		Prv Invst	8,125	8,125	8,125	8,125	8,125	8,125	8,125	8,125		65,000	43,333
		Pub om	263	525	788	1,050	1,313	1,575	1,838	2,100		9,450	
		Prv om	569	1,138	1,706	2,275	2,844	3,413	3,981	4,550		20,475	
FA2	Khe Ga Cape Area Tourism Base	Pub Invst				3,750	3,750	3,750	3,750	3,750	11,250	18,750	12,500
		Prv Invst				8,125	8,125	8,125	8,125	8,125	24,375	40,625	27,083
		Pub om				263	525	788	1,050	1,313	2,100	3,938	
		Prv om				569	1,138	1,706	2,275	2,844	4,550	8,531	
Facility Development: Service Facilities													
FS1	Traditional Handicraft Improvement	Pub Invst				400	400	400	400	400		2,000	1,667
		Prv Invst										0	
		Pub om				28	56	84	112	140		420	
		Prv om										0	
FS2	Phong Nha Cave Nature Park	Pub Invst	2,333	2,333	2,333							7,000	5,133
		Prv Invst										0	
		Pub om	163	327	490	490	490	490	490	490		3,430	
		Prv om										0	
FS3	Museum Information Network	Pub Invst	563	563	563	563	563	563	563	563		4,500	900
		Prv Invst										0	
		Pub om	39	79	118	158	197	236	276	315		1,418	
		Prv om										0	
FS4	Visitor Center Development	Pub Invst				600	600	600	600	600		3,000	2,500
		Prv Invst										0	
		Pub om				42	84	126	168	210		630	
		Prv om										0	
FS5	Hue - Da Nang Tourism Train Operation	Pub Invst	2,000									2,000	1,200
		Prv Invst										0	
		Pub om	140	140	140	140	140	140	140	140		1,120	
		Prv om										0	
FS6	Nha Trang Marina development	Pub Invst	250	250	250	250	250	250	250	250		2,000	1,467
		Prv Invst										0	
		Pub om	18	35	53	70	88	105	123	140		630	
		Prv om										0	
FS7	Coastal Cycling Road Network	Pub Invst	11	11	11	11	11	11	11	11	22	88	18
		Prv Invst										0	
		Pub om	1	2	2	3	4	5	5	6	8	28	
		Prv om										0	

Source: JICA Study Team

Table 8.3.3 Cost of project/programs (2)
(unit: US\$ thousand, 2000 price)

Code	Name of Project/programs	2003	2004	2005	2006	2007	2008	2009	2010	2010-	Total	Res Value	
Resources Management													
RM1	Forbidden Purple City Monuments Restoration	Pub Invst	600	600	600						1,800	0	
		Prv Invst									0		
		Pub om	42	84	126	126	126	126	126	126	882		
		Prv om									0		
RM2	Village Tourism Supporting Program	Pub Invst				100	100	100	100	100	500	375	
		Prv Invst									0		
		Pub om				7	14	21	28	35	70	105	
		Prv om									0		
RM3	My Son Archeological Park Improvement	Pub Invst	625	625	625	625	625	625	625	625	5,000	3,667	
		Prv Invst									0		
		Pub om	44	88	131	175	219	263	306	350	1,575		
		Prv om									0		
RM4	Hue Urban Management (TOR)	Pub Invst	600	600	600	600	600				3,000	0	
		Prv Invst									0		
		Pub om	42	84	126	168	210	210	210	210	1,260		
		Prv om									0		
RM5	Hoi An Urban Management (TOR)	Pub Invst	333	333	333						1,000	0	
		Prv Invst									0		
		Pub om	23	47	70						140		
		Prv om									0		
RM6	My Khe - Non Nuoc Coastal Area Development	Pub Invst	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	20,000	14,667	
		Prv Invst	6,500	6,500	6,500	6,500	6,500	6,500	6,500	6,500	52,000	38,133	
		Pub om	175	350	350	350	350	350	350	350	2,625		
		Prv om	455	910	1,365	1,820	2,275	2,730	3,185	3,640	16,380		
TM7	Nha Trang Coastal Management Center	Pub Invst	1,000	1,000							2,000	1,467	
		Prv Invst									0		
		Pub om	70	140	140	140	140	140	140	140	1,050		
		Prv om									0		
TM8	Champa Parks and Site Museums Program	Pub Invst	1,313	1,313	1,313	1,313	1,313	1,313	1,313	1,313	10,500	7,700	
		Prv Invst									0		
		Pub om	92	184	276	368	459	551	643	735	3,308		
		Prv om									0		
TM9	Hoi An Flood Hazard Mitigation (TOR)	Pub Invst	3,333	3,333	3,333						10,000	0	
		Prv Invst									0		
		Pub om	233	467	700						1,400		
		Prv om									0		
Accommodation development		Pub Invst	115,327	115,327	115,327	115,327	115,327	115,327	115,327	115,327	922,613	615,076	
		Prv O&M	8,073	16,146	24,219	32,291	40,364	48,437	56,510	64,583	290,623		
Existing hotel O&M		Prv O&M	530	530	530	530	530	530	530	530	4,237		
Investment total			162,331	164,331	162,831	169,923	165,923	165,323	164,623	164,623	36,147	1,319,911	875,668
O&M total			11,893	23,396	34,619	45,569	57,008	68,406	79,755	91,103	6,728	411,749	
Investment public			32,380	34,380	32,880	31,847	27,847	27,247	26,547	26,547	11,772	239,673	152,043
Investment private			129,952	129,952	129,952	138,077	138,077	138,077	138,077	138,077	24,375	1,080,238	723,626
O&M public			2,267	4,673	6,800	8,084	9,858	11,591	13,274	14,957	2,178	71,503	0
O&M private			9,626	18,723	27,819	37,485	47,150	56,816	66,481	76,146	4,550	340,246	0

Source: JICA Study Team

8.4 Initial Environment Assessment (IEE)

8.4.1 Classification of the Projects/ Programs on the Environmental Viewpoint

Twenty-six (26) projects/ programs are proposed in the Study. These projects/ programs are categorized into three (3) types as shown in Table 8.4.1.

8.4.2 IEE for Each Project/ Program

Type A: Projects/ programs which have no environmental impact

Type A projects/ programs are mainly institutional ones, so that they do not include building/ facility construction. Therefore, environmental impacts of Type A projects/ programs are not occurred.

Type B: Projects/ programs required to discuss with DOSTE

This type of the projects/ programs is mainly small-scale building construction/ improvement and park preparation/ improvement. Therefore, environmental impacts of Type B projects/ programs will not be occurred. However, the project/ program proponents should be discussed with DOSTE in each province.

Type C: Projects/ programs required to implement EIA

This type of the projects/ programs has the possibility to affect the environment. Table 8.4.2 shows environmental impacts of each project/ program. All projects/ programs are required to prepare EIA in accordance with Vietnamese EIA regulations.

Table 8.4.1 Projects/ Programs Classification on the Environmental Viewpoint

Type A: Projects/ programs which have no environmental impact
ID1: Vietnam Tourism Promotion Board (VTPB)
ID2: Tourist Information Center (TIC)
FS1: Traditional Handicraft Improvement
FS3: Cultural Museum Information Network
RM2: Village Tourism Supporting Program
Type B: Projects/ programs required to discuss with DOSTE
HR1: Tourism Institute of Vietnam
HR2: Nha Trang Tourism College
FT3: Roadside Station Development
FS4: Visitor Center Development
FS7: Coastal Cycling Road Network
RM1: Forbidden Purple City Monuments Restoration
RM3: My Son Archeological Park
RM7: Nha Trang Coastal Management Center
RM8: Champa Parks and Site Museums program
Type C: Projects/ programs required to implement EIA
Type C-1: Airport development
FT1: Airport Improvement Program
Type C-2: Railway development
FS5: Hue - Da Nang Tourism Train Operation
Type C-3: Port development
FT2: Cruise Ship Passenger Terminal
FS6: Nha Trang Marina
Type C-4: Tourism development
FA1: Lang Co Tourism Base
FA2: Khe Ga Cape Tourism Base
FS2: Phong Nha Cave Nature Park
RM6: My Khe - Non Nuoc Coastal Area Development
Type C-5: River Management
RM9: Hoi An Flood Hazard Mitigation
Type C-6: Urban Management
RM4: Hue Urban Management
RM5: Hoi An Urban Management

Source: JICA Study Team

Table 8.4.2 Environmental Impacts by Each Projects/Programs

Type of projects/ programs		Environmental items					
		C-1: Airport development	C-2: Road & train development	C-3: Port development	C-4: Tourism development	C-5: River Management	C-6: Solid Waste Management
Social environment	Resettlement				■	■	■
	Economic activities	■	■	■	■		
	Traffic/ public facilities	■	■	■	■		■
	Split of communities						
	Cultural property		■		■		
	Water rights/ rights of common			■	■	■	
	Public health condition						■
	Waste			■	■	■	■
	Hazard (risk)						
Natural environment	Topography/ geology			■	■	■	
	Soil erosion				■		
	Groundwater						■
	Hydrological			■	■	■ ■	■
	Coastal zone			■ ■	■ ■	■	
	Fauna/ flora	■		■ ■	■	■	■
	Meteorology						
	Landscape			■	■	■	■
Pollution	Air pollution						■ ■
	Water pollution			■	■	■	■ ■
	Soil contamination						■
	Noise/ vibration	■					
	Land subsidence						
	Offensive odor						■ ■

Note: ■■: The environmental items to which special attention has be paid. They might cause serious impacts that may affect the project formation depending on the magnitude of the impacts and the possibility of the measures.

■: The environmental items which may have a significant impact depending on the scale of project and site conditions.

No mark: The environmental items requiring no impact assessment since the anticipated impacts are, in general, not significant.

Source: JICA Study Team

8.5 Provincial Tourism Development Plans

8.5.1 Introduction

The provincial plans illustrated as strategic tourism development for the provinces of the study area are reflected in the proposed projects and programs. Recommended tourism products and target market direction are considered based on the development strategies aforementioned.

Existing tourism development plans or investment plans prepared by each province have been considered in terms of international tourism promotion in combination with priority development in the context of proposed strategies and supplemental domestic tourism development.

8.5.2 Planning Component of Provincial Plans

Tourism product and target market direction

Most of alternative tourism products such as ecotourism and adventure tourism have been generated by special interest-tourists of small volume. On the other hand, conventional tourism products such as beach resort staying, cultural and historical sightseeing bring forth tourists in middle to mass-size volume. In the concerned Provincial Plans, the direction of target market is recommended for each tourism product that is formulated by market category such as international tourists, Chinese tourists and domestic tourists. The potential market of Chinese tourists as an emerging market has been considered.

Projects and Program

The strategic development components that are common to the all provinces of the study area are categorized as shown below, and each category is abbreviated.

- Market Promotion (ID)
- Human Resource Development (ID).
- Facility Development (FT, FA, FS)
- Resource Management (RM)

Development Program

Development programs of each project and program for the provinces are formulated by phasing a strategy as follows.

Target years and phasing of the Provincial Plan are classified into;

- Short-term development by the year 2005
- Medium-term development by the year 2010
- Long-term development after the year 2011

8.5.3 Quang Binh Province

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions	
Population: person	793,900	Major Tourism Resources	<ul style="list-style-type: none"> • Phon Nha-Ke Bang Nature Reserve (Cave) • Da Nhay Beach • Nhat Le Beach • Vo Nguyen Giap Memorial House • Bang Hot Spring
Population density: person/km ²	99		
GRDP per capita: US\$	193		
Sector GRDP: agriculture (share %) : fishery, forestry	30.6 9.4		
: industry	16.4	Hotel Guests (international guest)	92,759 (1,372)
: services, retail	43.6	Hotel Bed-nights (ave. length of stay)	114,072 (1.2)

Source: Statistical Year Book 1999, General Statistical Office, Quang Binh Province.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Phong Nha cave tour	⊙ (SIT)	●	●
	Troc river cruising (Phong Nha Cave)	⊙ (SIT)	●	●
	Bang stream and hot spring recreation	○	—	●
Beach Recreation/Resort	Nhat Le and Quang Phu beach	○ (NC)	—	●
Cultural Historical Sightseeing Tour	Vietnam hero's memorial houses	—	—	⊙
	Vietnam War's memorial places	—	—	⊙
	Arem Ethnic Minority Villages tour	○ (SIT)	—	○
Event Festival	Village festival in Cahn Duong, Ha	—	—	●

Note: ● = First Priority, ⊙ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tours, NC = Neighbours Countries (Laos, North East of Thailand)

Source: JICA Study team.

Development projects and programs

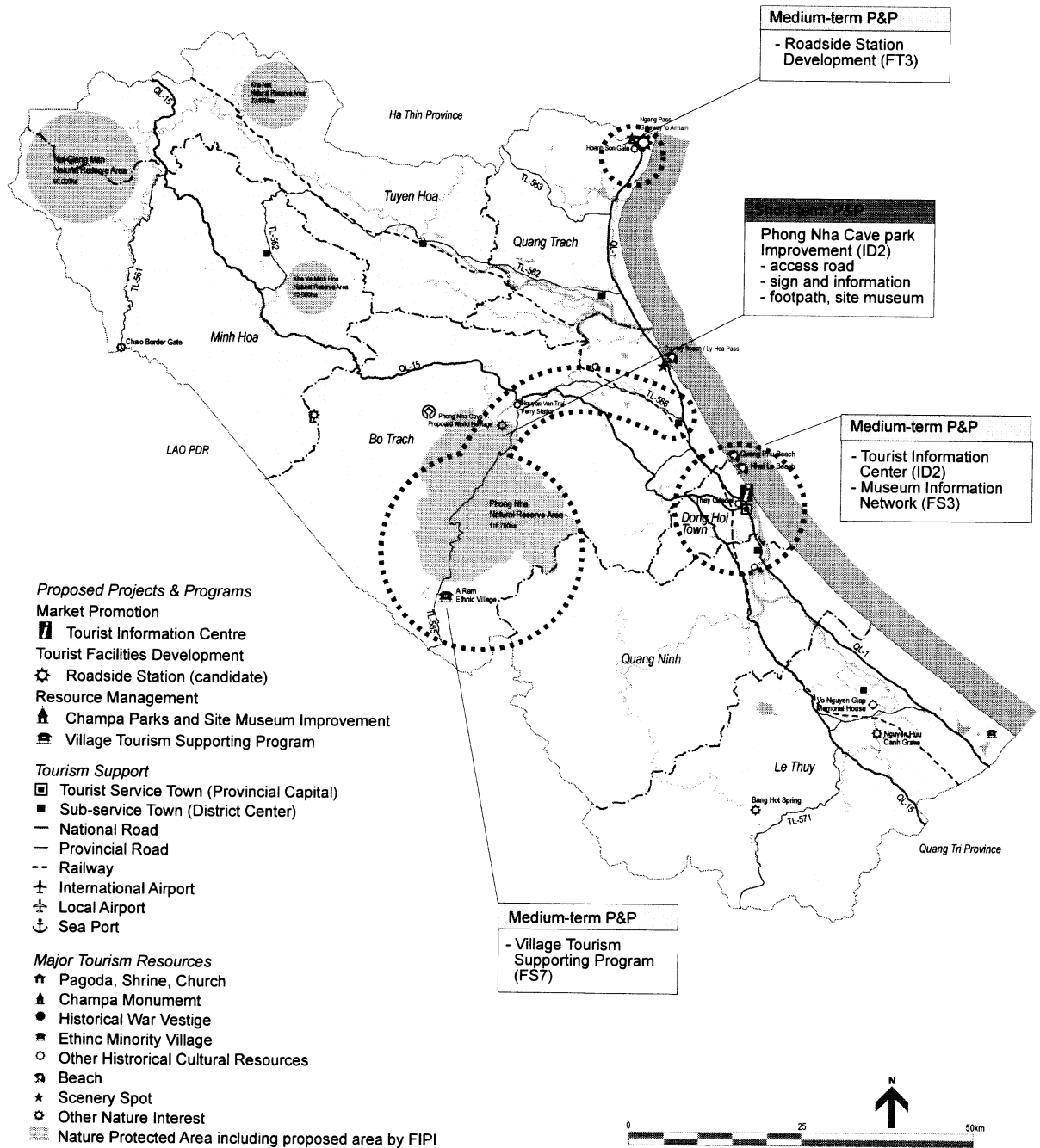
Proposed Development Projects and Programs

Category	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Don Hoi	□	■		Quang Binh Ps'C
FT3	Roadside Station Development	Ngang Pass	□	■		QB Ps'C/ MOC
FS2	Phon Nha Cave park improvement	Phong Nha Cave	■			MARD/ QB Ps'C
FS3	Museum Information Network	Museums in Quang Binh	□	■		QB Ps'C/ MOCI
RM2	Village Tourism Supporting Program	Villages to be selected		□	■	QB Ps'C/ MARD

Note: □ = Preparation, ■ = Implementation, ID = Institutional Development, FT = Transportation Improvement, FS = Service Facilities Development, RM = Resource Management

Source: JICA Study team.

Figure 8.5.1 Proposed Development Plan for Quang Binh Province



Source: JICA Study team

8.5.4 Quang Tri Province

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions	
Population: person	573,300	Major Tourism Resources	<ul style="list-style-type: none"> • Ke Sanh Combat Base • Vinh Moc Tunnel • Ben Hai River, Hien Luong Bridge • Trung Son National Cemetery • Da Klong Nature Reserve
Population density: person/km ²	125		
GRDP per capita: US\$	219		
Sector GRDP: agriculture (share %) : fishery, forestry	32.4 6.4		
: industry : services, retail	11.2 50.0		
		Hotel Guests (international guest)	25,836 (2,932)
		Hotel Bed-nights (ave. length of stay)	34,466 (1.3)

Source: Statistical Year Book 1999, General Statistical Office, Quang Tri Province.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Dakrong Nature Reserve expedition	○ (SIT)	—	○
	Quang Tri river rafting	○ (SIT)	—	○
	Khulu stream and hot spring recreation	○ (NC)	—	⊙
Beach Recreation/Resort	Cua Tung, Cua Viet and My Thuy beach	○ (NC)	—	●
Cultural Historical Sightseeing Tour	Vietnam War's memorial places (DMZ)	●	○	⊙
	HCM Trail historical route trekking	—	—	●
	Ethnic Minority Villages tour	○ (SIT)	—	⊙
Event Festival	Village festival in Thuong Phuoc	—	—	●

Note: ● = First Priority, ⊙ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tours, NC = Neighbours Countries (Laos, North East of Thailand)

Source: JICA Study team.

Development projects and programs

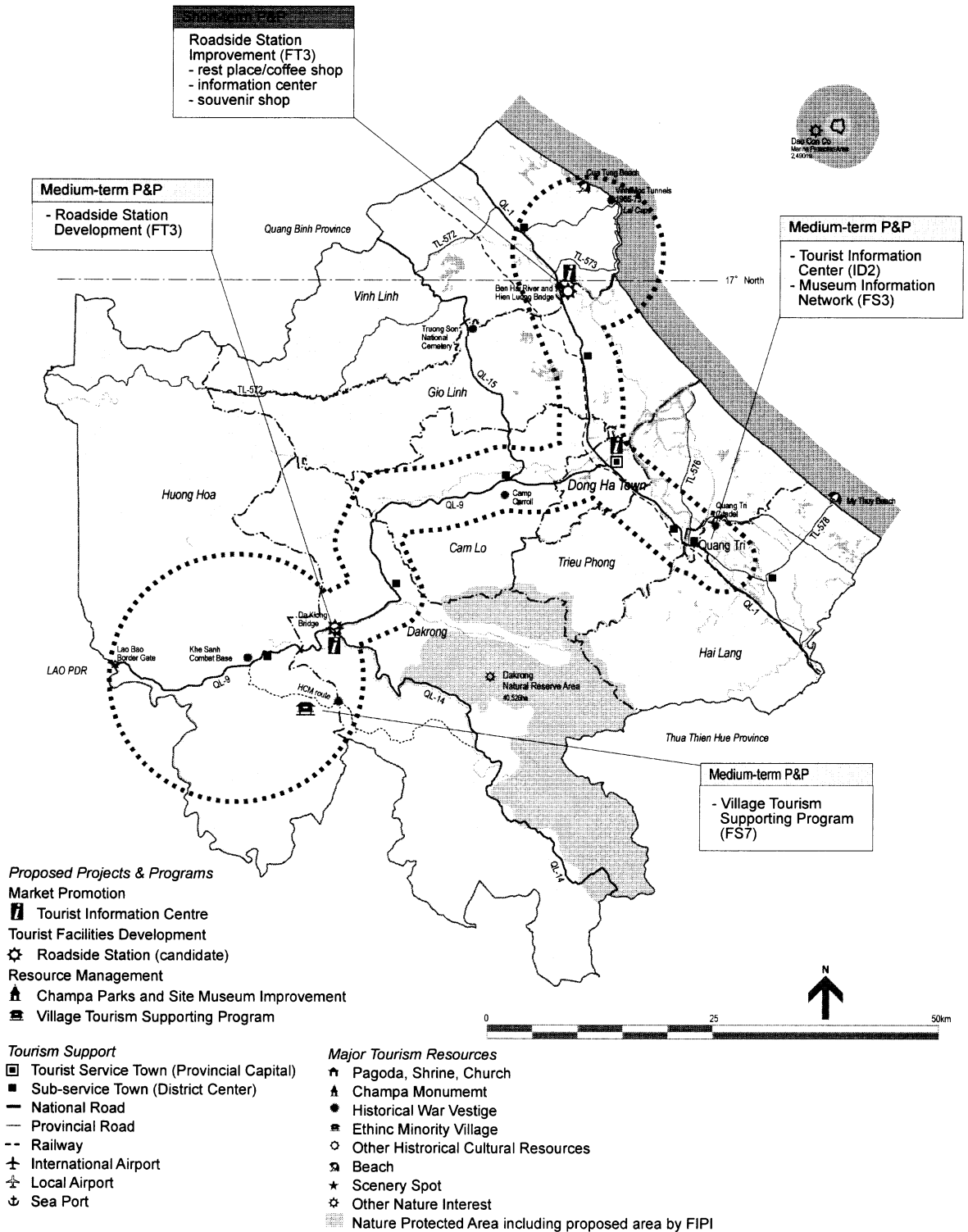
Proposed Development Projects and Programs

Category	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Don Hoi	□	■		Quang Tri Ps'C
FT3	Roadside Station Development	Ben Hai river, Dakrong	■	■		QT Ps'C/ MOC
FS3	Museum Information Network	Museums in Quang Binh	□	■		QT Ps'C/ MOCI
RM2	Village Tourism Supporting Program	Villages to be selected	□	■		QT Ps'C/ MARD

Note: □ = Preparation, ■ = Implementation, ID = Institutional Development, FT = Transportation Improvement, FS = Service Facilities Development, RM = Resource Management

Source: JICA Study team.

Figure 8.5.2 Proposed Development Plan for Quang Tri Province



Source: JICA Study team

8.5.5 Thua Thien Hue Province

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions		
Population: person	1,045,100	Major Tourism Resources	<ul style="list-style-type: none"> • Hue Citadel, Royal Tombs (World Heritages) • My An Hot Spring • Thua An Beach, Lang Co Beach • Bach Ma National Park • Hai Van Pass (Bac Hai Van Scenery Area) 	
Population density: person/km ²	209			
GRDP per capita: US\$	242			
Sector GRDP: agriculture	22.0			
(share %) : fishery, forestry	6.0			
: industry	25.4	Hotel Guests (international guest)	388,835 (156,205)	
: services, retail	46.6	Hotel Bed-nights (ave. length of stay)	731,790 (1.9)	

Source: Statistical Year Book 1999, General Statistical Office, Thua Thien Hue Province.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Bach Ma National Park nature tour	⊙ (SIT)	○	⊙
	Phong Dien Nature Reserve nature tour	○ (SIT)	—	○
	Huong river cruising (Royal Tombs)	●	●	●
	My An hot spring sanatorium	⊙	○	●
	Tam Giang-Cau Hai wetland eco-tour	○ (SIT)	—	○
Beach Recreation /Resort	Lang Co beach recreation and resort	●	●	●
	Thua An beach recreation	○	—	●
	Canh Duong beach recreation	○	—	⊙
Cultural Historical Sightseeing Tour	Conventional Nguyen Dynasty Tour	●	●	●
	Cham Historical Site Tour	○ (SIT)	—	⊙
	Handicraft Village Tour	⊙	○	⊙
	Traditional temples pilgrim tour	—	—	●
	A Luoi District Ethnic Villages tour	○ (SIT)	—	○
Event Festival	National Level New Cultural Festival	⊙ (SIT)	○	●
	International Cultural and Sports Event	⊙ (SIT)	⊙ (SIT)	●
	Traditional Village festivals	○ (SIT)	—	●
	International Convention and Exhibition	⊙ (SIT)	⊙ (SIT)	⊙ (SIT)

Note: ● = First Priority, ⊙ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tours

Source: JICA Study team.

Development projects and programs

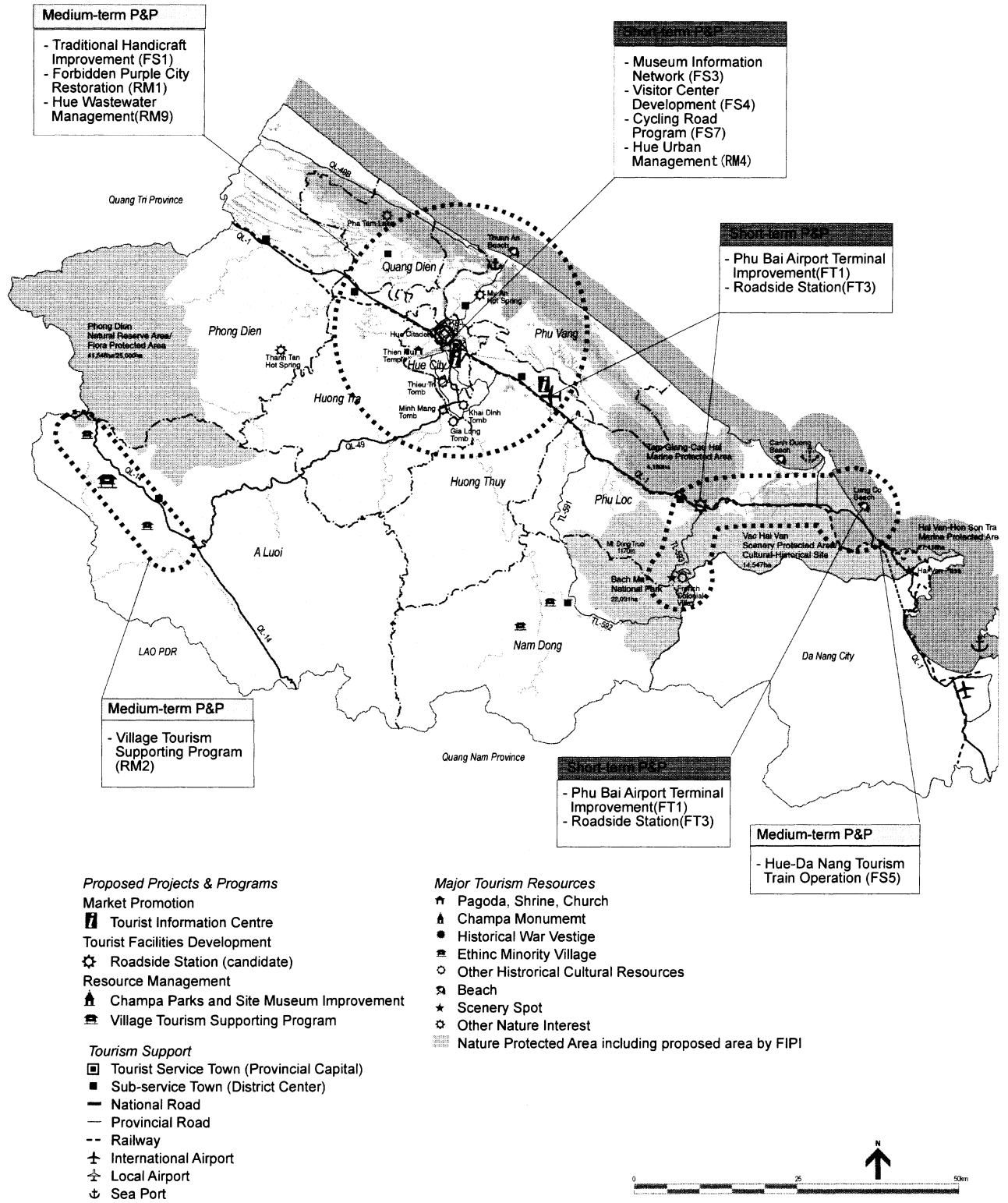
Proposed Development Projects and Programs

Category	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Hue City (Visitor Center)	■			TTHue Ps'C
FT1	Phu Bai Airport Terminal Improvement	Phu Bai District	■			CAAV
FT3	Roadside Station Development	Phu Loc District	■			TTH Ps'C/ MOC
TD4	Lang Co Tourism Base	Lang Co Beach	■	■		TTH Ps'C/ Private
FS1	Traditional Handicraft Improvement	Hue City	■			Hue City Ps'C
FS3	Museum Information Network	Museums in Hue City	■			City Ps'C/ MOCI
FS4	Visitor Center Development	Le Loi st. Hue City	■			Hue City Ps'C
FS5	Hue-Da Nang Tourism Train Operation	Ga Hue – Ga Da Nang	□	■		VR and Private
FS7	(Coastal) Cycling Road Program	Royal Tomb, Lang Co	■	■		TTH Ps'C / MOC
RM1	Forbidden Purple City Restoration	Hue Citadel	□	■		MOC/ TTH Ps'C
RM2	Village Tourism Supporting Program	Villages to be selected	□	■		TTH Ps'C/ MARD
RM4	Hue Urban Management (TOR)	Hue City (Citadel)	■			Hue City/ TTH Ps'C

Note: □ = Preparation, ■ = Implementation, ID = Institutional Development, FT = Transportation Improvement, FS = Service Facilities Development, RM = Resource Management

Source: JICA Study team.

Figure 8.5.3 Proposed Development Plan for Thua Thien Hue Province



Source: JICA Study team

8.5.6 Da Nang City

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions	
Population: person	68.5.,100	Major	• Cham Museum
Population density: person/km ²	548	Tourism	• My Khe, Non Nuoc Beach
GRDP per capita: US\$	857	Resources	• Ban Dao Song Tra Nature Reserve
Sector GRDP: agriculture	2.8		• Ba Na Nature Reserve, Ba Na Tourism Area
(share %) : fishery, forestry	3.2		• Hai Van Pass (Bac Hai Van Scenery Area)
: industry	25.1	Hotel Guests (international guest)	262,598 (66,261)
: services, retail	68.9	Hotel Bed-nights (ave. length of stay)	424,233 (1.6)

Source: Statistical Year Book 1999, General Statistical Office, Da Nang City.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Ba Na Nui Chua Nature Reserve tour	○ (SIT)	—	⊙
	Son Tra Nature Reserve tour	○ (SIT)	—	○
	Han river cruising (to Marble mountain)	⊙	⊙	●
	Phuoc Nhon hot spring sanatorium	○ (SIT)	—	●
Beach Recreation / Resort	My Khe- Non Nuoc beach resort-recreation	●	●	●
	Son Tra area beach recreation	○	—	●
	Nam O- Xuan Thieu beach recreation	—	—	●
	Hai Van-Son Tra diving / fishing tour	—	—	○ (SIT)
	Cham Island diving / fishing tour	○ (SIT)	—	○ (SIT)
	Ba Na mountain recreation and resort	○ (SIT)	—	●
Cultural Historical Sightseeing Tour	Champa Historical Expedition Tour	● (SIT)	⊙	●
	Marble mountain Handicraft Village Tour	●	●	●
	Da Nang-Hue Tourism Train Tour	●	⊙	⊙
	Hoa Bac Ethnic Villages tour	○ (SIT)	—	○
Event Festival	Dinner Cruise Tour (DaNang Bay, etc)	⊙	⊙	○
	International Cultural and Sports Event	⊙ (SIT)	⊙ (SIT)	●
	International Convention and Exhibition	⊙ (SIT)	⊙ (SIT)	⊙ (SIT)

Note: ● = First Priority, ⊙ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tours

Source: JICA Study team.

Development projects and programs

Proposed Development Projects and Programs

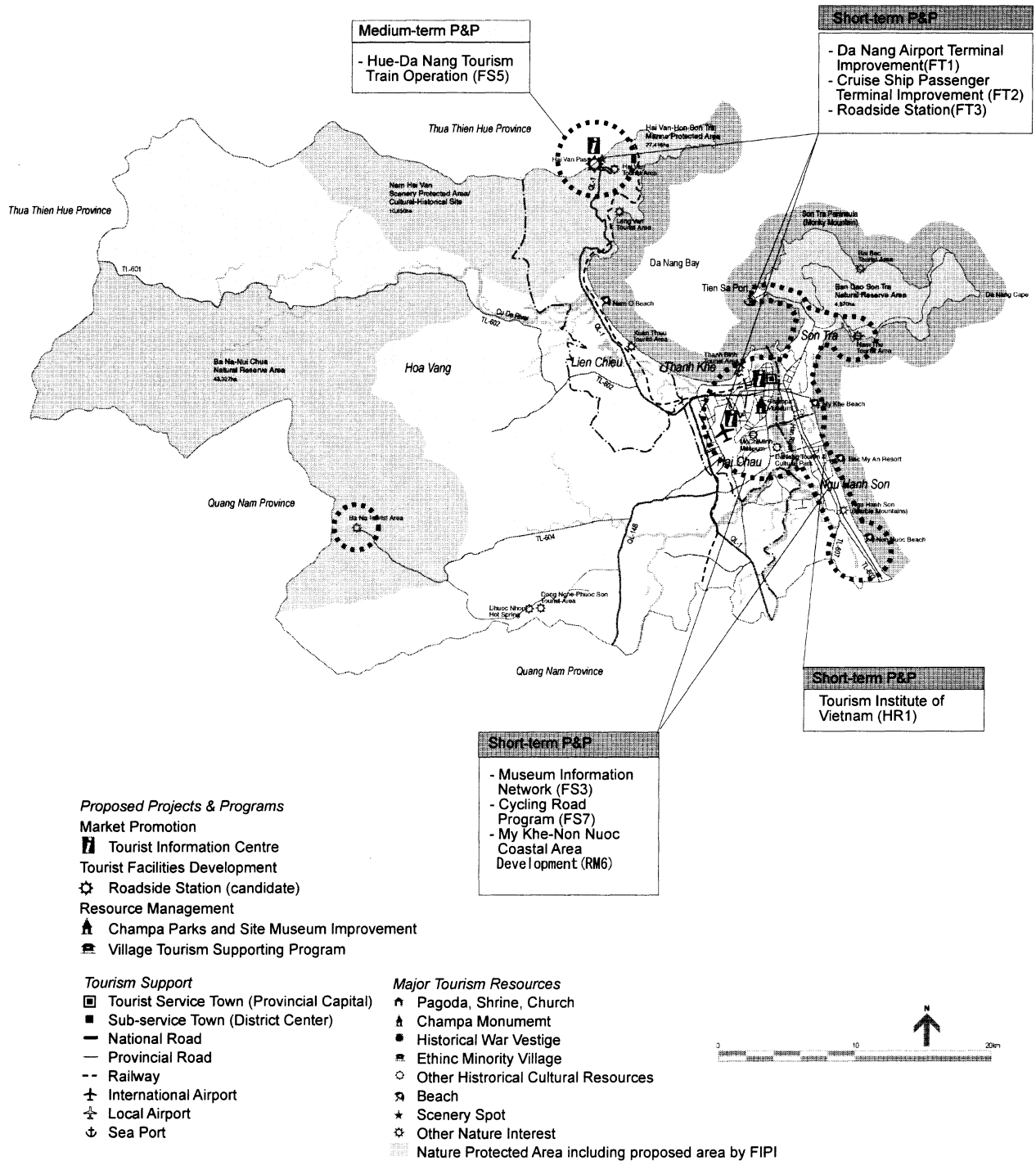
Category	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Da Nang City	■			Da Nang (DN)Ps'C
HR1	Tourism Institute of Vietnam	Da Nang City	■			VNAT/ DN Ps'C
FT1	Da Nang Airport Terminal Improvement	Hai Chau District	■			CAAV
FT2	Cruise ship passenger terminal	Son Tra District	■			VINALINES
FT3	Roadside Station Development	Hai Van Pass	■			DN Ps'C/ MOC
FS3	Museum Information Network	Museums in Da Nang City	■			DN Ps'C/ MOCI
FS5	Hue-Da Nang Tourism Train Operation	Ga Hue – Ga Da Nang	□	■		VR and Private
FS7	Coastal Cycling Road Program	My Khe – Non Nuoc Beach	■			DN Ps'C / MOC
RM6	My Khe-Non Nuoc Coastal Area Dev.	My Khe-Non Nuoc Beaches	■	■		MOC/ DN Ps'C

Note: □ = Preparation, ■ = Implementation, ID = Institutional Development, FT = Transportation Improvement,

FS = Service Facilities Development, RM = Resource Management

Source: JICA Study team.

Figure 8.5.4 Proposed Development Plan for Da Nang City



Source: JICA Study team

8.5.7 Quang Nam Province

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions		
Population: person	1,372,400	Major Tourism Resources	<ul style="list-style-type: none"> • Hoi An Old Town (World Heritage 1999) • My Son Sanctuary (World Heritage 1999) • Cua Dai Beach, Tam Tanh Beach • Other Champa Ruins, Cham Island • Phu Ninh Lake, Song Tanh Nature Reserve 	
Population density: person/km ²	128			
GRDP per capita: US\$	192			
Sector GRDP: agriculture (share %)	33.9			
: fishery, forestry	11.0			
: industry	17.9	Hotel Guests (international guest)	97,756 (69,034)	
: services, retail	37.2	Hotel Bed-nights (ave. length of stay)	181,305 (1.9)	

Source: Statistical Year Book 1999, General Statistical Office, Quang Nam Province.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Nature Reserve wildlife expedition	○ (SIT)	—	○
	Thu Bon river cruising tour	⊙ (SIT)	—	⊙
	Phu Ninh Lake recreation	—	—	●
Beach Recreation /Resort	Cua Dai beach recreation / resort	●	⊙	●
	Cham Island diving / fishing tour	⊙ (SIT)	—	○ (SIT)
Cultural Historical Sightseeing Tour	Hoi An Town (World Heritage) tour	●	●	●
	Hoi An Handicrafts Village Tour	●	●	●
	Champa Archeological Sites Tour	● (SIT)	○	⊙
	Cham Island Cultural Expedition Tour	○ (SIT)	—	○ (SIT)
	Vietnam War's memorial places (DMZ)	—	—	—
	HCM Trail historical route trekking	—	—	●
Event Festival	Ethnic Minority Villages tour	○ (SIT)	—	⊙
	Village traditional festivals in Hoi An	⊙ (SIT)	○ (SIT)	●
	International cultural and convention	⊙ (SIT)	⊙ (SIT)	●
	Madam Thu Bon Festival	○ (SIT)	—	⊙

Note: ● = First Priority, ⊙ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tourists

Source: JICA Study team.

Tourism Product and Target Market Direction

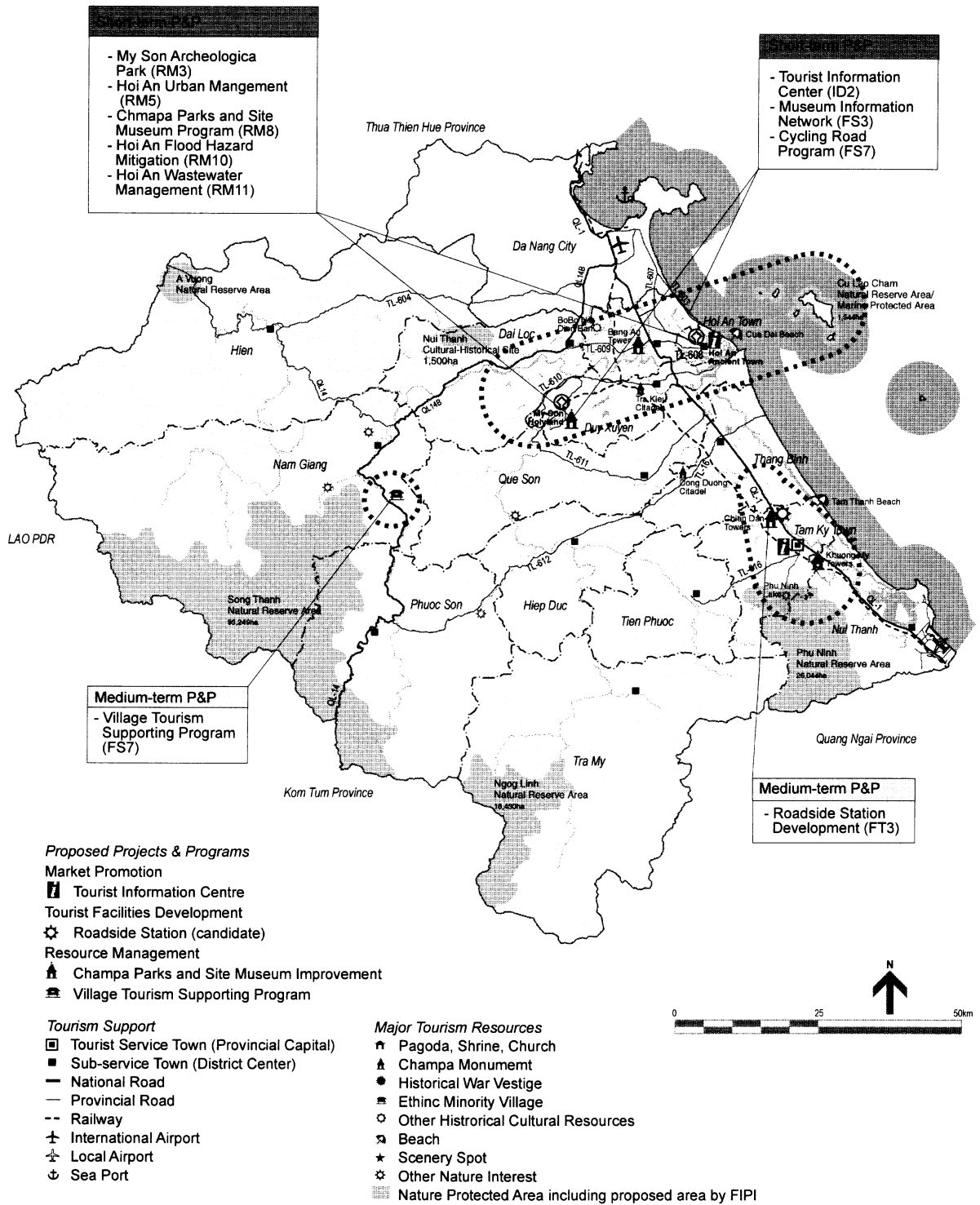
Proposed Development Projects and Programs

Category	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Tam Ky City	■			Quang Nam (QNM) Ps'C
FT3	Roadside Station Development	Chien Dan Site	□	■		QNM Ps'C/ MOC
FS3	Museum Information Network	My Son and Hoi An town	■			QNM Ps'C/ MOCI
FS4	Visitor Center	Hoi An City	□	■		VNAT/ QNM Ps'C
FS7	Coastal Cycling Road Program	Cua Dai – Non Nuoc Beach	■	■		QNM Ps'C
RM2	Village Tourism Supporting Program	Villages to be selected	□	■		QNM Ps'C/ MARD
RM3	My Son Archeological Park	My Son World Heritage Site	■			QNM Ps'C/ MOCI
RM5	Hoi An Urban Management (TOR)	Hoi An Town	■			Hoi An Ps'C
RM8	Champa Parks and Site Museum Program	5 Champa Sites	■	■	■	QNM Ps'C/ MOCI
RM10	Hoi An Flood Hazard Mitigation (TOR)	Thu Bon River, Hoi An Town	■			QNM Ps'C/ MOWR
RM11	Hoi An Wastewater Management (TOR)	Hoi An Town	■	■		QNM Ps'C/ MOSTE

Note: □ = Preparation, ■ = Implementation, ID = Institutional Development, FT = Transportation Improvement, FS = Service Facilities Development, RM = Resource Management

Source: JICA Study team.

Figure 8.5.5 Proposed Development Plan for Quang Nam Province



Source: JICA Study team

8.5.8 Quang Ngai Province

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions		
Population: person	1,190,000	Major Tourism Resources	<ul style="list-style-type: none"> • Sa Huyhn Archeological Vestiges • Relics of Van Tuong Victory • My Lai Memorial (Son My village) • My Khe Beach, Sa Huyhn Beach • Ba To Cultural Historical Site Study Area 	
Population density: person/km ²	230			
GRDP per capita: US\$	250			
Sector GRDP: agriculture (share %)	29.5			
: fishery, forestry	9.8			
: industry	19.7	Hotel Guests (international guest)	64,358 (4,334)	
: services, retail	41.0	Hotel Bed-nights (ave. length of stay)	92,439 (1.4)	

Source: Statistical Year Book 1999, General Statistical Office, Quang Ngai Province.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Nature Reserve wildlife expedition	—	—	○
	Tra Khuc river cruising tour	—	—	◎
	Highland mountain and lake recreation	—	—	●
Beach Recreation /Resort	My Khe beach recreation / resort	○	—	●
	Sa Huyhn beach recreation / resort	○	—	●
	Re Island fishing tour	○ (SIT)	—	○ (SIT)
Cultural Historical Sightseeing Tour	Vietnam War's memorial places	●	◎	●
	Sa Huyhn archeological expedition	○ (SIT)	—	○ (SIT)
	Tra Bon, Ba To cultural sightseeing tour	—	—	●
	Handicrafts, Ethnic Villages tour	○ (SIT)	—	◎
Event Festival	Village festival in Chua Ong and others	—	—	●

Note: ● = First Priority, ◎ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tours
Source: JICA Study team.

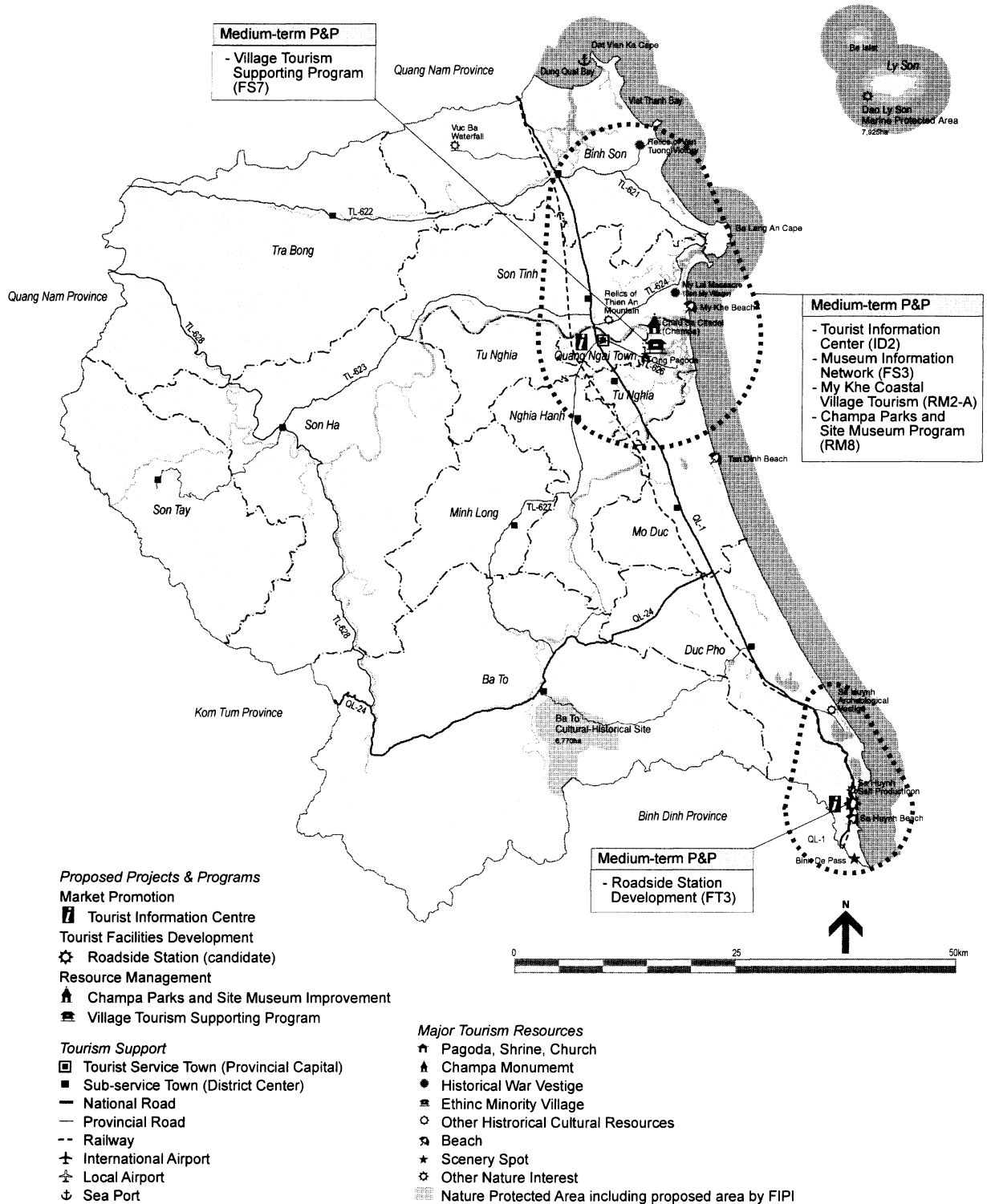
Development projects and programs

Proposed Development Projects and Programs

Cate-gory	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Quang Ngai City	□	■		Quang Ngai (QNG) Ps'C
FT3	Roadside Station Development	Sa Huyhn area	□	■		QNG Ps'C/ MOC
FS3	Museum Information Network	Museums in Quang Ngai	□	■		QNG Ps'C/ MOCI
RM2(A)	My Khe Coastal Village Tourism	My Khe beach	□	■		QNG Ps'C/ MARD
RM8	Champa Parks and Site Museum Program	Chanh Lo Champa Sites	□	■		QNG Ps'C/ MOCI

Note: □ = Preparation, ■ = Implementation, ID = Institutional Development, FT = Transportation Improvement, FS = Service Facilities Development, RM = Resource Management
Source: JICA Study team.

Figure 8.5.6 Proposed Development Plan for Quang Ngai Province



Source: JICA Study team

8.5.9 Binh Dinh Province

Provincial Context

Socio-economic and Tourism Conditions 1999

Socio-economic condition		Tourism Conditions		
Population: person	1,461,100	Major Tourism Resources	<ul style="list-style-type: none"> • Eight Major Champa Archeological Sites • Quy Nhon Beach, Cat Hai Beach • Quy Nhon – Song Cau Coastal Road • Quang Trung Museum • Hoi Van Hot Spring 	
Population density: person/km ²	240			
GRDP per capita: US\$	316			
Sector GRDP: agriculture (share %)	23.4			
: fishery, forestry	9.4			
: industry	12.1	Hotel Guests (international guest)	100,943 (14,608)	
: services, retail	55.1	Hotel Bed-nights (ave. length of stay)	18.5..,719 (1.8)	

Source: Statistical Year Book 1999, General Statistical Office, Binh Dinh Province.

Tourism Product and Target Market Direction

Tourism Product Formulation and Market Preference

Product Category	Major Tourism Product to be formulated	Market Preference		
		International	Chinese	Domestic
Nature Tourism and Soft Adventure	Nature Reserve wildlife expedition	○ (SIT)	—	○
	Coastal recreation and sightseeing tour	—	—	●
	Hoi Van Hot spring recreation tour	○	—	●
	Ham Ho ,Nui Mot Lake recreation tour	○	—	●
Beach Recreation /Resort	Quy Nhon, Cat Hai beach recreation	○	—	●
	Quy Nhon – Song Cau coast resort	◎	—	◎
Cultural Historical Sightseeing Tour	Champa Archeological Sites Tour	● (SIT)	○ (SIT)	○ (SIT)
	Tay Son Historical Hero Expedition	◎ (SIT)	○ (SIT)	●
	Vietnam War's memorial places	○ (SIT)	—	●
	Ethnic Minority Villages tour	○ (SIT)	—	◎
Event Festival	Village traditional festivals	◎ (SIT)	—	●
	Cham culture traditional festivals	◎ (SIT)	○ (SIT)	◎

Note: ● = First Priority, ◎ = Secondary, ○ = Tertiary, — = Low priority, SIT = Special Interest Tours
Source: JICA Study team.

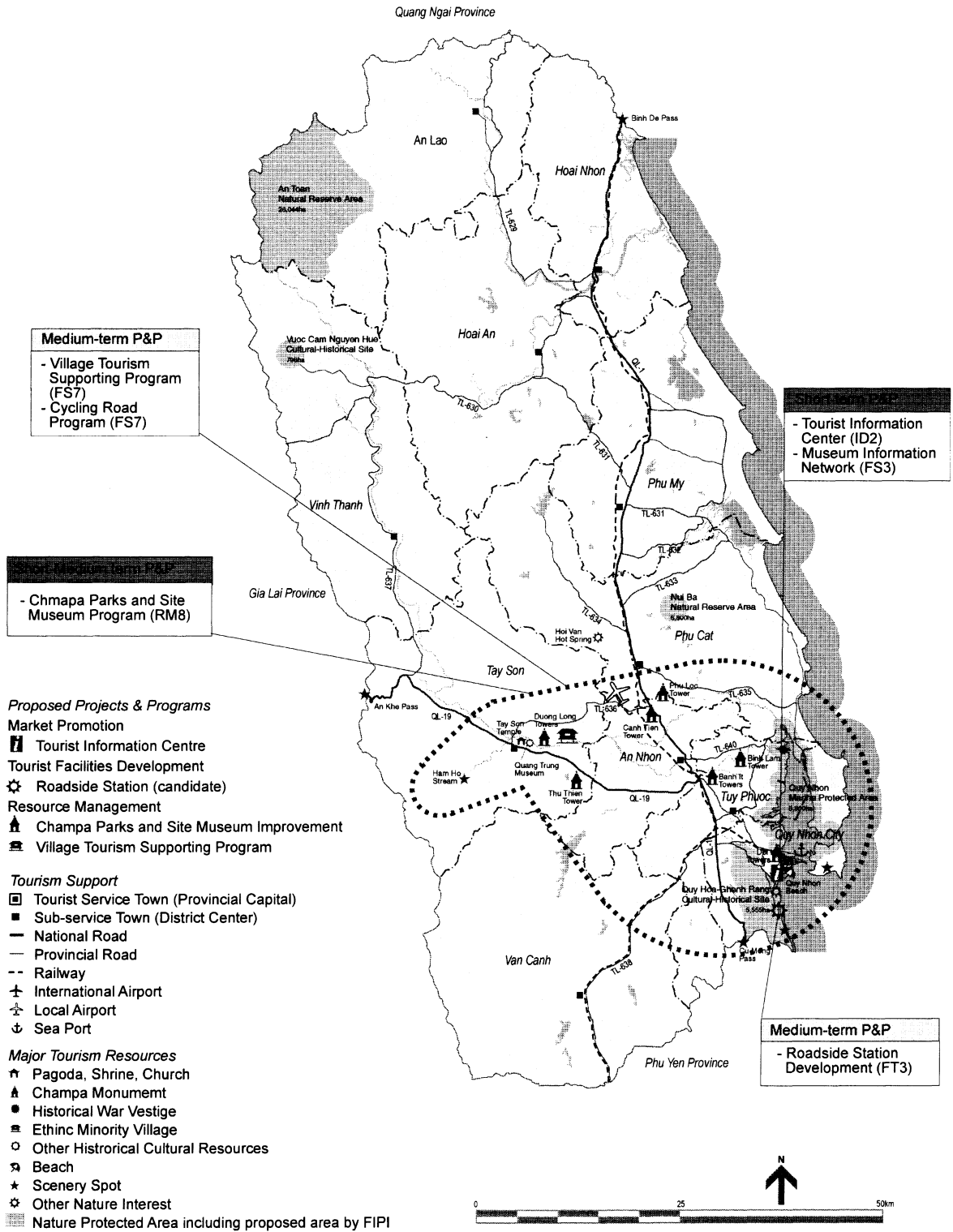
Development projects and programs

Proposed Development Projects and Programs

Cate-g ory	Plans & Programs	Location	Development Phase			Implementation Body
			Short	Medium	Long	
ID2	Tourist Information Center (TIC)	Quy Nhon City	□	■		Binh Dinh (BD) Ps'C
FT3	Roadside Station Development	Quy Nhon – Song Cau	□	■		BD Ps'C/ MOC
FS3	Museum Information Network	Quy Nhon Museums	■			BD Ps'C/ MOCI
FS7	(Coastal) Cycling Road Program	Champa site network	□	■		BD Ps'C
RM2	Village Tourism Supporting Program	Handicraft villages selected	□	■		BD Ps'C/ MARD
RM8	Champa Parks and Site Museum Program	8 Champa Sites	■	■		BD Ps'C/ MOCI

Note: □ = Preparation, ■ = Implementation
Source: JICA Study team.

Figure 8.5.7 Proposed Development Plan for Binh Dinh Province



Source: JICA Study team