

# Part 2

## **Projects and Programs**

# I Project Profile

## 1. Project Profile

Project Title: <b>ID1 Vietnam Tourism Promotion Board (VTPB)</b>	
Project Implementing Agency: Vietnam National Administration of Tourism (VNAT) Provincial Department of Tourism (DOT), Commercial Travel Trade	
Project Location: The head office is located in Hanoi City. VTPB's overseas locations of Phase I: Paris, Los Angeles, Tokyo,  VTPB's overseas locations of Phase II: Guangzhou, Sydney, Bangkok	Project Description: VTPB Head Office: Vietnam Tourism Promotion Board (VTPB) shall conduct marketing and promotional activities to enhance the image of tourism in Vietnam as an attractive tourist destination in key source markets of the world.  The roles of the head office in Hanoi are to prepare a general, annual policy for marketing and promotion in key source markets and to obtain annual budget.  For structural build-up of VTPB, under the direction of VNAT, VTPB requires supportive collaboration by VNAT, DOT and commercial travel trade.  VTPB Overseas Offices:  The roles are to work out the favorable image of Vietnam tourism by precise marketing and promotional undertaking amidst key source markets.
Project Schedule: Head office of VTPB shall be established by year 2005. By year 2005, VTPB overseas offices are to be set up in: Paris, Los Angeles, and Tokyo. By year 2010, VTPB overseas offices are to be added in Guangzhou, Sydney, and Bangkok.	

Statement of Need:

There exists no organization in Vietnam, which conducts tourism marketing and promotion in key source markets. That is the reason that potential tourists in source markets consider Vietnam as an unknown destination. They hardly can get the image of Vietnam as an attractive destination. Furthermore, Vietnamese commercial travel traders hardly can have business relationship with foreign tour operators, airlines, which limit their facilitation capability for receiving more number of tourists from source markets.

Large tour company such as Saigontourist has started their own marketing and promotion jointly with overseas JV partners. In such circumstances, the tour company's tourism marketing and promotion are likely to be conducted only from their own interests and profits without contributing to the unified national image of tourism in Vietnam.

Small and medium-sized tour companies have disadvantage over their business because they have no chance to join such big company's undertakings. Under the circumstances, a neutral statutory organization exclusively for tourism marketing and promotion is necessary to create the unified tourism image of Vietnam as an attractive tourist destination, and to make joint efforts with the entire commercial travel traders for national targets and interests.

Project Benefit:

The establishment of VTPB and its overseas offices, exclusively undertaking marketing and promotion, enables potential international tourists to appraise the image of Vietnam as an attractive destination. That will contribute to the growth of international tourist arrivals to Vietnam, and the country of Vietnam can carry on getting economic benefit through VTPB's sustainable marketing and promotional activities.

Project Cost Estimate:

VTPB Head Office: Total cost US\$207 thousand.

Investment cost:

Purchase of office equipment shall be US\$10 thousand.

Operation & maintenance cost:

Rental of office space shall be US\$70 thousand per year.

Annual personnel expense shall be US\$103 thousand per year.

Other operation & maintenance cost shall be US\$24 thousand per year.

Revenue:

The revenue sources are from the central and DOT and contributions from commercial travel companies, etc.

VTPB Overseas Offices: Phase I (by 2005) Paris, Tokyo, Los Angeles / Total cost US\$600 thousand.

Initial cost (purchase of office equipment, etc.): US\$45 thousand.

Operation & maintenance cost:

Office rental fee shall be US\$150 thousand.

Personnel expense (1 Vietnam home-staff and 1 local staff) shall be US\$345 thousand per year.

Other operation & maintenance expense shall be US\$60 thousand.

Revenue: Fully subsidized by VTPB head office in Hanoi.

VTPB Overseas Offices: Phase II (by 2010) Guangzhou, Sydney, Bangkok / Total cost US\$600 thousand

Initial cost (purchase of office equipment, etc.): US\$45 thousand.

Operation & maintenance cost:

Office rental fee shall be US\$150 thousand.

Personnel expense (1 Vietnam home-staff and 1 local staff) shall be US\$345 thousand per year.

Other operation & maintenance expense shall be US\$60 thousand.

Revenue: Fully subsidized by VTPB head office in Hanoi

<p>Project Title:</p> <p><b>ID 2 Tourism Information Center (TIC)</b></p>	
<p>Project Implementing Agency:</p> <p>VTPB, CAAV and 5 provinces/cities in Phase I (Hanoi, HCMC, TT Hue, Da Nang and Quang Nam (Hoi An))</p> <p>Department of Tourism (DOT) of 11 provinces in Phase II (Quang Binh, Quang Tri, TT Hue, Da Nang, Quang Nam, Quang Ngai, Binh Dinh, Phu Yen, Khanh Hoa, Ninh Thuan and Binh Thuan)</p>	
<p>Project Location:</p> <p>Phase I</p> <p>Tourism Information Center (TIC) shall be developed in the following places.</p> <p>Hanoi: Terminal building of Noi Bai Airport          HCMC: Terminal building of Tan Son Nhat Airport          Da Nang: Terminal building of Tan Da Nang Airport          TT Hue: Hue Visitor Center          Hoi An: Hoi An Visitor Center</p> <p>Phase II</p> <p>Tourism information Center (TIC) shall be developed in the roadside stations in each province.</p> <p>.</p>	<p>Project Description:</p> <p>The objective of this project is to establish a system for distributing tourist information to international and domestic tourists.</p> <p>Information materials such as a pamphlet and tourist map are prepared by Department of Tourism of each province. VTPB shall set a standardized format and logo, and supervise TIC accomplishment including printed material contents.</p> <p>In Phase I, five Tourist Information Centers (TIC) are developed in the terminal building of three international airports and visitor centers in Hue and Hoi An. Main guests of these TICs are assumed to be international tourists.</p> <p>In Phase II, eleven TICs are developed in roadside stations in eleven provinces. Main guests of these TICs are domestic tourists.</p> <p>In the TICs, tourists can get information materials not only in the province they are traveling, but also in other provinces. Tourists can make reservations of transportation and accommodations, and can consult with TIC staffs about tourist spots, transportation and recommended hotels.</p>
<p>Project Schedule:</p> <p>Phase I</p> <ul style="list-style-type: none"> <li>The project shall be carried out by 2005.</li> </ul> <p>Phase II</p> <ul style="list-style-type: none"> <li>Preparatory implementation of the project shall be done by 2010, and the project shall be carried out by 2010.</li> </ul>	

Statement of Need:

In Vietnam, tourists must buy tourist information materials such as a city or town map at a tour company's counter. Basic tourist information for free of charge will largely facilitate tourists, and Vietnam will be fully recognized as a tourist-friendly destination in major source markets. Those who are engaged in tourism-related business can get economic benefit by more tourists coming to Vietnam.

Project Benefit:

Basic information on tourist sites, transportation, accommodations, shops and restaurants should be provided for free of charge to tourists. That will eventually facilitate tourists, and those involved in tourism related business can get economic benefit from the advertisement they placed in TIC's tourist information brochures.

Project Cost Estimate:

Phase I Total cost: US\$190 thousand

Investment cost (Purchase of office equipment, etc.):	US\$25 thousand
Rental of TIC space:	US\$50 thousand per year
Personnel expense:	US\$90 thousand per year
Operation & maintenance cost:	US\$25 thousand per year
Revenue:	Fully subsidized by DOT of concerned provinces

Phase II Total cost: US\$418 thousand

Investment cost (Purchase of office equipment, etc.):	US\$55 thousand
Rental of TIC space:	US\$110 thousand per year
Personnel expense:	US\$198 thousand per year
Operation & maintenance cost:	US\$55 thousand per year
Revenue:	Fully subsidized by DOT of concerned provinces

Project Title:

## **HR 1 Tourism Institute of Vietnam**

Project Implementing Agency:

VNAT, People's Committee of Da Nang

Project Location:

- Da Nang City, Central Vietnam
- A beachside location has been identified near Bac My An and Furama Resort.
- Site is three ha in total, adjacent to a proposed foreign languages university.

Project Description:

Establishment of a tourism institute to deliver high quality training in tourism and hospitality management, guiding as well as food and beverage operations.

Project will include:

- Construction of Tourism Institute facilities
- Teacher Training Plan to be implemented from project approval
- Curriculum development for advanced level operations
- Development of training delivery for remote locations
- Provision of foreign experts to assist with management and teacher/training program development
- Preparations of feasibility study to develop the training restaurant facility of the Institute

Project Schedule:

Phase I

- Construction will be commenced in 2004.
- Recruitment of staff (foreign experts and local management and teaching staff) and the commencement of the teacher training plan will be commenced in early 2004.
- Curriculum development will be commenced by mid 2004.
- Enrolments will be commenced in September 2006.

Phase II

- Preparation of feasibility study to develop the training restaurant facility of the Institute
- Development of mobile training facility for training provision off-site (in other provinces)

Statement of Need:

- Strategic location of the Tourism College in Da Nang meets the Vietnamese government strategy of increasing resource allocations to promote the economic development of the Central Region and to increase level of vocational training.
- Human resource development has been identified as an indispensable condition for successful development of the tourism industry in the Central Region. Training demand has been identified –194 personnel in hotel management are required for the Central Region per year during 2000-2010, and 387 per year during 2010-2020. In tour guiding, 241 are required per year during 2000-2010 and 542 per year between 2010 and 2020.
- Quality issues in training generally will be addressed through development of training specifically to meet international standard requirements with high-level language acquisition, low ratios of student / teacher, theory (practice and student), and equipment.
- Tour guides and tour operation management will be covered because these subjects are essential for the Central Region to fully exploit their advantages in historical and cultural tourism. Development of 3- and 4-year professional training course will provide higher level of practical training required by industry.

Project Benefit:

- Project will provide 200-250 full time students with training per year in addition to an estimated 500 through short course provision.
- Graduates will meet two thirds of management skill requirements of tourism industry for the Central region
- Graduates will meet the demand of tourism enterprises with international standard
- Institute will provide new model for training that may be emulated in Vietnam: high quality; practical component of at least 50%; use of foreign language for course delivery
- Provision of vocational tourism training in other provinces, including distant locations

Project Cost Estimate (Phase I):

Construction cost is estimated as following.

Earth work and site preparation:	US\$ 2,000,000
Building:	US\$ 4,000,000
Utilities and equipment's:	US\$ 4,000,000
<u>Total Construction Cost:</u>	<u>US\$ 10,000,000</u>

<p>Project Title:</p> <p><b>HR 2 Nha Trang Tourism Collage</b></p>	
<p>Project Implementation Agency:</p> <p>VNAT, People's Committee of Khanh Hoa</p>	
<p>Project Location:</p> <p>Nha Tran City</p> <p>The required site should be large enough to accommodate buildings of training school and dormitory plus reserve area for a future training hotel. The area should be more than three (3) hectors.</p> <p>Preferable location would be beach side in Phuong Vinh Nguyen.</p>	<p>Project Description:</p> <p>Establishment of a tourism school, which provides entry-level training in the southern part of the Central Region of Vietnam, includes the following items.</p> <p>The new school will consist of 2-year courses for practical training for housekeeping and laundry, food and beverage, as well as kitchen and front desk operation.</p> <p>Some refresher courses for employees working in hotels and restaurants will be also provided. Capacity of the school will be approximately 250 students, excluding the refresher courses attendants.</p> <p>Buildings to be constructed include the following rooms:</p> <ul style="list-style-type: none"><li>• 5 standard classrooms (30 seats per room)</li><li>• 1 large classroom/ hall (150 seats)</li><li>• 1 computer room with 30 computer</li><li>• 1 pattern reception room</li><li>• 1 pattern bar and restaurant (50 seats)</li><li>• 1 training kitchen (15 cooking units)</li><li>• 1 demonstration kitchen</li><li>• 1 cafeteria for staff and students (100 seats)</li><li>• 1 library with 50 seats</li><li>• 4 Staff rooms and meeting rooms</li><li>• Dormitory with 20 rooms, 80 beds</li><li>• Sports and recreational facilities</li></ul>



<p>Project Schedule:</p> <p>The project consists of two phases,</p> <p>Phase 1</p> <ul style="list-style-type: none"> <li>• Construction will be commenced in 2006.</li> <li>• Recruitment of staff (foreign experts and local management and teaching staff) will start in 2006</li> <li>• Enrolments will be commenced in September 2009</li> </ul> <p>Phase 2</p> <ul style="list-style-type: none"> <li>• Preparation of feasibility study to develop the training hotel</li> <li>• Construction and operation of training hotel</li> </ul>								
<p>Statement of Need:</p> <ul style="list-style-type: none"> <li>• Strategic location of the Tourism School in Nha Trang meets the Vietnamese government strategy of increasing resource allocations to promote the economic development of the Central Region and to increase the level of vocational training.</li> <li>• Training demand for middle management and supervisor levels has been identified –250 personnel in tourism industry are required for the Central Region per year during 2000-2010, and 930 per year during 2010-2020.</li> <li>• Quality issues in training will be generally addressed through development of training specifically to meet international standard requirements with language acquisition, low ratios of student / teacher, theory (practice and student), and equipment.</li> <li>• Although Hue Tourism School starts its operation in 2001, practical training for workers in the industry is not available for the people in the southern part of Central Regions. In principle vocational training especially for staff level should be afforded to those working in proximity of the tourism bases.</li> </ul>								
<p>Project Benefit:</p> <ul style="list-style-type: none"> <li>• Project will provide 200-250 full time students with training per year in addition to estimated 200 through short course provision.</li> <li>• Graduates will meet one third of middle management and supervisor skill requirements of tourism industry for the Central Region.</li> <li>• Graduates will meet the demand for tourism enterprises with international standard.</li> <li>• Provision of vocational tourism training in other provinces, including distant locations.</li> </ul>								
<p>Project Cost Estimate:</p> <p>Construction cost is estimated as follow:</p> <table> <tr> <td>Earthwork and site preparation including landscaping:</td> <td>US\$ 500,000</td> </tr> <tr> <td>Buildings:</td> <td>US\$ 1,200,000</td> </tr> <tr> <td>Utilities and equipment's:</td> <td>US\$ 300,000</td> </tr> <tr> <td><b>Total Construction Cost:</b></td> <td><b>US\$ 2,000,000</b></td> </tr> </table>	Earthwork and site preparation including landscaping:	US\$ 500,000	Buildings:	US\$ 1,200,000	Utilities and equipment's:	US\$ 300,000	<b>Total Construction Cost:</b>	<b>US\$ 2,000,000</b>
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Utilities and equipment's:	US\$ 300,000							
<b>Total Construction Cost:</b>	<b>US\$ 2,000,000</b>							

Project Title:

## FT1 Airport Improvement Program

Project Implementing Agency:

Civil Aviation Authority of Vietnam (CAAV)

Project Location:

- Da Nang International Airport in Da Nang City,
- Phu Bai Airport in T.T. Hue and
- Nha Trang Airport in Khanh Hoa Province

Project Description:

The airport improvement projects of both Phu Bai and Nha Trang airports to meet the future demand include the following components.

- Passenger Terminal Improvement (expansion of terminal building and improvement of passenger facilities)
- Navigation aid facilities improvement (ILS, lighting and other required equipment to meet all day operation)
- Operation and Maintenance facilities improvement (O/M offices/ buildings, fire fighting facilities, other supporting facilities)
- Runway, Taxiway and parking area improvement (extension of runway and/or taxiway and expansion of parking area)

Project Schedule:

Improvement requirement and implementation schedule are illustrated in the following table.

Improvement work will be implemented in two phases for Phu Bai and Nha Trang airports to meet the estimated demand also shown in the table below.

airport	improvement of facility (year)	Runway & Taxiway & parking area	Passenger Terminal	Navigation aid facilities	Operation & Maintenance facilities
Danang International airport	2010	■	■	■	■
	2020	NR	NR	NR	NR
Hue Phu Bai airport	2010	■	■	■	■
	2020	■	■	■	■
Nha Trang airport	2010	NR	■	■	■
	2020	■	■	■	■

Legend: NR : not Required

■ : Partial facilitation

■ : Full scale facilitation

Source: JICA Study Team

Note: Development scale, code and standard should be determined by CAAV

### Estimated Air Passengers in the Major Airport in the Study Area (thousands)

Year	Phu Bai Airport	Da Nang Airport	Nha Trang Airport
2000	190	450	270
2010	582	1,488	604
2020	1,133	3,334	1,000

Note: 46 % of air passengers in Da Nang Airport will be tourists to C1 & C2

**Statement of Need:**

Improvement of international and regional accessibility to the Central Region is one of the most significant factors for the future tourism development. Improvement of air access is the major issue for promoting international tourists to the Central Region. Da Nang International Airport, Phu Bai Airport in T. T. Hue Province and Nha Trang Airport in Khanh Hoa Province are major airports to be used by both international and domestic tourists.

Hue is the most popular tourist destination in the Central Vietnam. Da Nang is the gateway to the Central Tourism Region, and Hue can be reached in a few hours by land transport. Hue (Phu Bai) Airport is quite convenient to the tourist. Almost two third of the tourists coming to Hue by air use Phu Bai Airport either arriving from or leaving for North Region (Hanoi) or South Region (HCMC) of Vietnam. In other words, many of these use both Da Nang and Phu Bai Airports for arrival at the former and departure from the latter on the way around.

International tourists use Nha Trang Airport. In the future, domestic tourists will become majority of the tourists in Nha Tran. Thus, air transport will be an important transport mode not only for international tourists but also for the growing domestic tourist in the future.

The study team estimated the future air transport demand as shown in the previous table.

**Project Benefit:**

- Phu Bai Airport and Nha Trang airport will be able to operate in all day. Therefore, more on-time flights service will be maintained.
- The airports will increase capacity to accommodate air passengers at the terminal and can receive more flights from various origins and destinations.
- Project(s) will have better access to the Central Region for the tourists, and it will encourage the tour agents to promote more tour products, which include the Central Region.
- Tourists will receive better services at the airport.

**Project Cost Estimate:**

Project cost is estimated as shown below.

Investment cost of projects (unit: thousands US\$)			
Name of Project	Implementation period		
	until 05	until 10	Total Cost
Da Nang International Airport terminal improvement	50,000	0	50,000
Hue (Phu Bai) airport improvement	4,000	16,000	20,000
Nha Tran airport improvement	4,000	16,000	20,000

Project Title:

**FT 2: Cruise Ship Passenger Terminal**

Project Implementing Agency:

VINALINES, People's Committee of Da Nang City

Project Location:

Tien Sa port in Da Nang City.

Project Description:

The project is to build a passenger terminal.

The building of passenger terminal is included in the government project, which will make Tien Sa Port the most modern port in the Central Region.

Project Schedule:

The construction shall be carried out by 2005.

**Statement of Need:**

Da Nang City started to accept cruise ship in 1999, and 70,000 cruise ship passengers visited Da Nang in 2000. Cruise ships, such as Star Cruise, Queen Elizabeth II and Peace Boat, visit Da Nang City now. It is expected to be one of transportation methods for Chinese tourists in the future.

In Tien Sa Port, there is no passenger terminal until now, because the port has been used as a commercial port. To cope with the growth of passengers in the future, it is necessary to build a passenger terminal in Tien Sa Port.

**Project Benefit:**

The construction of terminal building provides passengers with convenience and comfort. Cruise ship companies will try to increase the number of cruise ships, which will call at Da Nang City.

Da Nang City and the surrounding provinces, such as TT Hue and Quang Nam, can obtain more international tourists and economic benefit if more cruise ships call at Da Nang.

**Project Cost Estimate:**

It is estimated at about US\$1,000,000, according to Vietnam Investment Review, dated July 23-29 2001.

<p>Project Title:</p> <p><b>FT3 Roadside Station Development</b></p>	
<p>Project Implementing Agency:</p> <p>Construction Department of Provincial Government</p>	
<p>Project Location:</p> <p>Location should be selected strategically to advertise and promote tourism industries of the province.</p> <p>One station shall be located along the National Highway (QL-1 and others) in each province.</p> <p>Location should be selected by following criteria:</p> <ul style="list-style-type: none"> <li>• The location of a station should be 50 to 100 km in principle apart from the other station established by the other provinces.</li> <li>• The place of good scenery, landscape and atmosphere should be selected</li> <li>• A land for development should be large enough to accommodate required facilities and parking space.</li> <li>• Proximity to the place of interest for the tourists, or entrance to the service town/ capital.</li> </ul>	<p>Project Description:</p> <p>Construction of a roadside station to offer safe, convenient and comfortable journey on highway for tourists traveling on the highway.</p> <p>Project will include:</p> <ul style="list-style-type: none"> <li>• Construction of public facilities such as approach ways, parking area, public toilets and Tourist Information Center (TIC).</li> <li>• Landscaping and lighting for the station area</li> <li>• Construction of Rest house building, which consist of public resting area and areas to be leased out to the restaurants and shops.</li> </ul>
<p>Project Schedule:</p> <p>Construction schedule will be different in each province. However, it is preferred to be constructed at an earlier stage, considering expected increase of travelers' traffic volume in major tourists area.</p> <p>Following steps to be carried out.</p> <ul style="list-style-type: none"> <li>• Setup of implementation and operation and maintenance body,</li> <li>• Determination of the location and site preparation and carry out basic design based on tourism development strategy and future demand forecast.</li> <li>• Construction of the station and leasing out the concession facilities to tenants in the Rest House.</li> </ul>	

**Statement of Need:**

Road improvement projects are being implemented intensively by the Vietnamese government, and road conditions will be improved in the near future. Majority of the domestic tourist travel by bus or car in Vietnam because of limited availability of railway service and costly air transportation.

The road traveling tourists will increase rapidly. To keep traveler's safety on road is a significant issue not only for tourists but also all drivers on road. Provision of safe and convenient resting-facilities for those tourists will make their travel on road comfortable and enjoyable.

Lacking provision and availability of tourism information to tourists in Vietnam is one of the major issues. Establishment of Tourism Information Centers (TIC) at strategic locations is recommended by the study. TIC on road is quite effective for promotion of the new tourism destinations for tourists traveling by land.

Roadside Station can offer the place to introduce local specialties (e.g. foods, handicrafts, produce, etc.) to tourists traveling on road, and the opportunity for them to purchase these. Thus, the Roadside Station is useful and beneficial for both tourists and local communities along the highways.

**Project Benefit:**

- Roadside Stations that are located on their longer-distant route can afford tourists to safe, comfortable and enjoyable travel on road. Tourists will be also able to get necessary information for their destination before they arrive at the destinations.
- Provinces will be able to promote their tourism resources such as natural beauties, historical and cultural assets and special local products.
- Communities in the vicinity of the station will have more opportunities for employment, and sale of their local products.
- The central government (VTPB) will be able to promote diversified image of Vietnam tourism through provincial government activities and participation of local communities.

**Project Cost Estimate:**

Public investment cost will be US\$ 1.0 million for each station development in 11 provinces depending on the topography of the site, scale of development. Consequently, total investment will cost 11.0 million US\$ for 11 provinces.

Private investment cost depends on the business to be operated by the investor.

Project Title:

## FA1 Lang Co Tourism Base

Project Implementing Agency:

Local Government: Thua Thien Hue People's Committees, other related State Organization Enterprises

Project Location:

Lang Co development area at Phu Loc District in Thua Thien Province

Lang Co development area

- Location: 39 km (26.5 km by tunnel) south east from Da Nang City
- Location: 60 km south east from Hue City
- Site area: Around 930 ha
- Lang Co Resort Hotel (57 rooms)
- Lang Co Trade Union Tourist Hotel (26 rooms)

Project Description:

Improvement of the beach resort in Lang Co area makes it international standardized resort and sets up a particular resort management company.

Project will include:

- Establishment of Integrated Development Company (IDC) to develop and manage the designated development area.
- Construction of necessary infrastructure for the aerial development
- Construction of public facilities for tourism development such as park, visitor center, etc.
- Promotion of private investment for hotel development, commercial development and other tourism related business.
- Operation and Management of the development area by IDC

Project Schedule:

The efficient development of Lang Co Tourism Base as one of the best potential places will meet the future expansion of tourists to TTHue Province. In case that sufficient infrastructure is prepared without any environment deterioration, foreign or other investment will be successfully invited. Therefore, it is recommended to implement this project as soon as possible. Preliminary schedule of implementation is illustrated as follows.

Proposed Development Scheme for Lang Co Tourism Base Development

Tourism Zone	- 2005	2006-2010	2011-2015	2016-2020
Hotel resort zone	•••••	■■■■■	■■■■■	
Access road	•••••	■■■■■		
Public park zone		•••••	■■■■■	
Sports recreation zone		•••••	■■■■■	
Village improvement zone	•••••	■■■■■		
Other zone for utilities	•••••	■■■■■		

Note: •••••Preparation stage (implementation, technical service, marketing, etc) ■■■■■ Construction stage



Statement of Need:

- Although the development project started in 1997, only small progress of development is achieved without adequate infrastructure (e.g. a newly-built hotel is likely to use more underground water resource) for its large-scale resort development plan. According to the field survey, the local community seems to be relocated to outside of Lang Co area and such lost with their traditional life and jobs.
- Based on the development framework of accommodation, the coastal area in TT Hue Province will require 3,600 rooms of classified hotels by 2020. Considering limited accommodation capacity of Hue historical center, coastal area can offer possible hotel accommodation facilities to meet expected growth of international tourists. Furthermore, inland space for agricultural land will not be lost by new hotel construction. In this context, Lang Co area should assume a part of responsibility to realize higher standard of international classified hotels (1,500 room by 2020) and to meet the grown demand of international tourists (upper market).
- In order to achieve large-scaled, attractive and sustainable development of coast resort, adequate infrastructure and well-organized tourist services should be provided to avoid environmental deterioration in the integrated development and management manner. The local community of the area should be also involved in the project, so that they can get benefit from the development and maintain their traditional vocation and way of life.

Project Benefit:

- The project expects to accommodate 162 thousand bed-nights. High-grade hotels are built to supply 500 rooms by 2010, and direct employment of 750 workers in hotels will be generated by 2010.
- Lang Co tourism base will contribute to expand length of stay in Thua Thien Province by offering more diversified tourism products such as marine recreational activities beside inland tours.
- The project will encourage local community development in terms of more employment and business opportunities such as working at hotels or selling fishery products to hotels. Furthermore, improvement of infrastructure will benefit them with adequate water supply and sewerage system.
- The project will contribute to sustainable development of the area with adequate infrastructure facilities without environmental deterioration. It is particularly effective for the fragile environment of An Cu Lake with Bac Hai Van Nature Reserve area and Lang Co beach.

Project Cost Estimate:

The project requires infrastructure investment by public sector and super-structure investment (hotel and other tourist facilities) by private or semi-private sector. Those costs are estimated as follows by each phase.

Phase I (2002-2005) :

- Infrastructure development: 31.5 million US\$
- *Facilities (Hotel, etc) development: 22.5 million US\$*

Phase II (2006-2010):

- Infrastructure development: 13.5 million US\$
- *Facilities (Hotel, etc) development: 52.5 million US\$*

<p>Project Title:</p> <p><b>FA2 Ke Ga Cape Area Tourism Base</b></p>	
<p>Project Implementing Agency:</p> <p>Peoples' Committee of Binh Thuan Province</p>	
<p>Project Location:</p> <p>Ke Ga development area at Ham Thuan Nam District in Binh Thuan Province</p> <p>Ke Ga development area</p> <ul style="list-style-type: none"> <li>• Location: 165 km (QL1a) south west from HCM City plus local road (TL712) 25 km south west from QL1a</li> <li>• Location from Phan Thiet town : 55 km</li> <li>• Site area: Around 1,950 ha including nature conservation area (965 ha)</li> </ul>	<p>Project Description:</p> <p>Establishment of the beach resort in Ke Ga cape area to make it international standardized resort and setup of particular resort management company.</p> <p>Project will include:</p> <ul style="list-style-type: none"> <li>• Establishment of Integrated Development Company (IDC) to develop and manage the designated development area.</li> <li>• Construction of necessary infrastructure for the aerial development</li> <li>• Construction of public facilities for tourism development such as park, marina, visitor center, etc.</li> <li>• Establishment and construction of Ta Cu Nature Reserve Management Center</li> <li>• Promotion of private investment for hotel development, commercial development and other tourism related businesses.</li> <li>• Operation and Management of the development area</li> </ul>
<p>Project Schedule:</p> <p>Phase-I (2002-2005):</p> <ul style="list-style-type: none"> <li>• Establishment of Integrated Development Company, planning and designing of the development site, financial arrangement, and coordination with public sector for infrastructure development and construction of access road.</li> <li>• Establishment of operation program of Ta Cu Nature Reserve Management Center</li> <li>• Promotion to attract private investment enterprises to hotels and other tourism facilities.</li> </ul> <p>Phase-II (2005-2010):</p> <ul style="list-style-type: none"> <li>• Construction of infrastructure and public facilities by Integrated Development Company (IDC).</li> <li>• Construction of public facilities and hotels.</li> <li>• Construction of Ta Cu Nature Reserve Management Center</li> </ul>	

Statement of Need:

- Majority of tourism attractions in Vietnam are historical and cultural. Therefore, tourism bases are mainly located in the cities or its vicinity. There is demand for resort type tourist base, especially for tourists from long haul market. Establishment of an international standard resort area is significant for future promotion of international tourists from long haul market as well as domestic tourist.
- The climate in Vietnam is varied conspicuously due to the long stretch of land from north to south and effects of monsoon. Most of the coastal area in Vietnam has rainy season with heavy rainfall. Binh Thuan Province is one of the driest provinces in Vietnam with fewer chances of tropical storm. In addition, the province is located close to HCMC generating large number of domestic tourists and playing a key international gateway of Vietnam.
- Ke Ga Cape Area is ideal for coastal resort development while this area is not suitable for agriculture due to the infertile land. Therefore, the living standard of local residents remains low. Tourism development will provide employment opportunities for the local communities.
- Scale of development should be large enough to attract investment for the public facility development. A development approach of the area by private investment initiative will be the key fully supported by public sector.

Project Benefit:

- Project will offer Coastal Resort Base to both International and domestic tourists.
- New job opportunities for communities in the designated area will be generated.
- Development of an access road covering local communities and the development site of tourism enterprises will contribute to local economic activities.
- Ta Cu Nature Reserve will be managed and utilized for eco-tourism. Misconduct such as illegal land use activities will be diminished.

Project Cost Estimate:

Phase-I (2002~2005):

- Construction of infrastructure and public facilities (for the first initial stage): US\$ 21.0 million
- *Construction of hotels and tourism facilities by private: US\$ 37.5 million*

Phase-III (2011 and after)

- Construction of infrastructure and public facilities (for the second initial stage): US\$ 14.0 million
- *Construction of hotels and tourism facilities by private: US\$ 37.5 million*

<p>Project Title:</p> <p style="font-size: 1.2em; font-weight: bold; margin-top: 10px;">FS1 Traditional Handicraft Improvement</p>	
<p>Project Implementing Agency:</p> <p>Ministry of Culture and Information</p> <p>Peoples' Committee of TT Hue, Peoples' Committee of Ninh Thuan</p>	
<p>Project Location:</p> <p>Traditional Handicrafts Centers are established in the following places.</p> <ul style="list-style-type: none"> <li>• Hue City, and</li> <li>• Suitable place in Ninh Thuan Province</li> <li>• The places are set the following criteria:             <ul style="list-style-type: none"> <li>✓ Near the inhabitants and ethnics who have traditional handicrafts, and</li> <li>✓ Near cities or trunk roads where tourists can visit.</li> </ul> </li> </ul>	<p>Project Description:</p> <p>This program is positioned as a pilot program to develop and improve local specialties in Vietnam. Traditional Handicrafts Center shall be established in Hue City and suitable place in Ninh Thuan Province.</p> <p>In Hue City, silk products such as silk fabric, lace and silk paint, bronze casting, lantern and wood curving are famous traditional products in Vietnam. Traditional Champa products such as brocade textile, pottery, clothes and others are famous in Ninh Thuan Province.</p> <p>Traditional Handicrafts Center will have the following functions.</p> <ul style="list-style-type: none"> <li>• Conserve and transmit traditional handicrafts and skills,</li> <li>• Develop new designs and techniques of traditional handicrafts that can be accepted by international and domestic tourists,</li> <li>• Promote to export traditional handicrafts to overseas,</li> <li>• Show the process of making handicrafts to visitors, and</li> <li>• Sell handicrafts to visitors.</li> </ul>
<p>Project Schedule:</p> <p>Preparatory study to establish Traditional Handicraft Centers such as selection of sites and design shall be conducted by 2003. Construction of buildings, installation of equipment and establishment of organizations shall be conducted by 2005.</p>	

Statement of Need:

A souvenir shopping is one of the important components of tour activities, and the contribution to economy is not small. However, in Vietnam, it is very difficult to find local specialties in each province. There are few provinces where tourists can enjoy shopping local specialties.

HCMC is currently the most favorite place for shopping for international tourists because shop masters and/or designers coming from foreign countries design souvenirs to meet the tastes of international tourists.

In order to increase contributions of tourism to national economy more, it is important to develop new souvenirs with local tastes and to improve the quality.

It is necessary to establish facilities and programs, in which local people can find and conserve traditional cultures and handicrafts, train younger generations and develop new design to meet the tastes of tourists.

Project Benefit:

International and Vietnamese tourists can buy local specialties with good quality in any regions in Vietnam.

Local people can get livelihood methods and gain economic benefit from the production of traditional handicrafts.

Governments can get more tax revenue from development of local economies.

This project will contribute to enlightenment of local people on value and importance of local culture.

Project Cost Estimate:

Investment cost:

- Construction of Traditional Handicraft Center buildings and installation of equipment shall be US\$4,000 thousand in 2 places.

Operation & maintenance cost:

- Personnel expense, purchase of materials for handicraft productions, others

Revenue:

- Budget from provincial government
- Sales from handicraft goods

<p>Project Title:</p> <p><b>FS2 Phong Nha Cave Nature Park</b></p>	
<p>Project Implementing Agency:</p> <p>Ministry of Agriculture and Rural Development</p> <p>Local Government: Quang Binh People's Committees, Forest Protect Department</p>	
<p>Project Location:</p> <p>Phon Nha Cave Nature Park Improvement area at Bo Trach District in Quang Binh Province</p> <p><u>Phon Nha Cave Nature Reserve area</u></p> <ul style="list-style-type: none"> <li>• Location: existing 50 km south east from Don Hoi City</li> <li>• Nature Reserve Area : 41,132 ha</li> <li>• Administration-service area : 4,538 ha</li> <li>• Nature Park candidate area : 4,538 ha</li> <li>• Visitor Center and other facilities for the cave including water-transportation utilizing the Son and Chay rivers.</li> </ul>	<p>Project Description:</p> <p>Improvement of the Phong Nha Cave area for tourists to enhance its natural and historical attractiveness and value for both international and domestic visitors.</p> <p>The objectives of the project are:</p> <ul style="list-style-type: none"> <li>• To develop sign and information facilities in appropriate location,</li> <li>• To develop site nature museum in an appropriate area with interpretation materials for both international and domestic visitors,</li> <li>• To improve visitor facilities (rest place, trekking route-expansion, mountain huts, etc),</li> <li>• To improve and develop an access road, and</li> <li>• To establish an appropriate visitor management and environmental education system for local people.</li> </ul>
<p>Project Schedule:</p> <p>Project period / 2002 – 2005:</p> <ul style="list-style-type: none"> <li>• Access road improvement (30km) from QL 1 (20km from Dong Hoi Town) to the Visitor Center of Phong Nha Cave</li> <li>• Sign and information facilities at necessary places along foot path and access roads, etc</li> <li>• Visitor facility improvement (foot path expansion for new caves, site museum, other tourist service facilities)</li> <li>• Capacity building for the nature park staff (especially ecotourism guides) in cooperation with international NGO assistance.</li> <li>• Implementation of an environmental educational program for local communities and schools in cooperation with international NGO assistance.</li> </ul>	

Statement of Need:

- The Phong Nha Cave has been positioned in one of the most important and valuable areas of Limestone Karst Nature with biodiversity of flora and fauna in Vietnam. On the other hand, it is also famous place for memorial resistance place in the Vietnam War. 126,000 visitors including 1,000 international tourists visited the Phong Nha Cave area in 2000.
- As Forest Inventory and Planning Institute (FIPI) has prepared the investment plan (1999) such as the National Park plan, including nomination for a natural world heritage to UNESCO, it is necessary for this project to support and cooperate with the FIPI investment plan.
- Phong Nha Nature Reserve is facing crucial issues to be solved immediately such as illegal hunting affecting deterioration of biodiversity and illegal timber trade in side of the reserve area. Also, the WWF LINC project has warned the potential risks of uncontrolled tourism development.
- Accordingly, the Phong Nha Cave area is required to establish a well-organized tourist management plan and adequate tourist facilities and services to enlighten visitors on importance and value of the Phong Nha Cave. It shall be conserved and utilized in sustainable improvement ways in conjunction with the FIPI investment plan and other international organization assistance.

Project Benefit:

- This project will enhance adequate visitor management to meet the increasing number of visitors after nomination of Natural World Heritage or National Park.
- Site Nature Museums of this project will play an important role in promoting peoples' understanding and interests with attractive exhibition of the Phon Nha Cave nature. It will contribute to its conservation for tourists and local people, including students and children as a part of environmental education program.
- The project will contribute to establishment of one of the eco-tourism destinations in Vietnam with a sufficient management and attractive visitor service system.
- The project will be able to contribute to local economic development with decrease of illegal hunting and logging in case of successful participation with tourism sector such as nature guide and other park management stuff.

Project Cost Estimate:

The project requires facility development and its finance by public investment principally with finance from international organizations especially for staff management and training, research activities and environmental education program. The cost is estimated as follows in a 4-year project (2002-2005).

- Access road improvement (30 km): 5.0 million US\$
- Visitor facilities (site museum, path, etc): 2.0 million US\$

<p>Project Title:</p> <p><b>FS3 Cultural Museum Information Network</b></p>	
<p>Project Implementing Agency:</p> <p>Ministry of Culture and Information</p> <p>Local Government: related People's Committees, Department of Culture and Information</p>	
<p>Project Location:</p> <p>Historical and Cultural Museums in All provinces</p> <ul style="list-style-type: none"> <li>• Quang Binh</li> <li>• Quang Tri</li> <li>• TT Hue</li> <li>• Da Nang</li> <li>• Quang Nam</li> <li>• Quang Ngai</li> <li>• Binh Dinh</li> <li>• Phu Yen</li> <li>• Khanh Hoa</li> <li>• Ninh Thuan</li> <li>• Binh Thuan</li> </ul>	<p>Project Description:</p> <p>Establishment of a museum information-network by information technology and visual materials aims to enhance historical and cultural heritages' attractiveness and promote historical, cultural value of the Central Region for both international and domestic visitors.</p> <p>The objectives of the project are:</p> <ul style="list-style-type: none"> <li>• To issue "Historical Cultural Guide Maps" to introduce whole views of Champa, Nguyen Dynasty and ethnic culture to museum visitors,</li> <li>• To improve a museum display system with an attractive audio visual system,</li> <li>• To develop an "integrated museum information system" among museums by internet web-site development, and</li> <li>• To provide experts with assist with management and training program development formulating historical, cultural guide training course.</li> </ul>
<p>Project Schedule:</p> <p>Phase I (2002-2005):</p> <ul style="list-style-type: none"> <li>• Development and issue of "Historical Guide Maps" for Champa ruins, Nguyen Dynasty and Ethnic Culture in relation with all provinces in the study area. It will be compiled by a project team including historical and cultural experts.</li> <li>• Exhibition planning and development of Cham museum as the Champa Center by integrated interpretation and display manner for Champa ruins in the Central Tourism Region</li> <li>• Internet web-site development for Champa ruins at Champa Museum in Da Nang, Nguyen Dynasty at Imperial Museum in Hue</li> <li>• Recruitment of staff (foreign experts and national teaching staff) and the commencement of the historical guide training</li> </ul> <p>Phase II (2006-2010):</p> <ul style="list-style-type: none"> <li>• Exhibition planning and development of other museums by integrated interpretation and display manner for Champa ruins in the Central Tourism Region</li> <li>• Internet web-site development for Champa ruins, Nguyen Dynasty and Ethnic Culture at other provincial related museums</li> </ul>	



Statement of Need:

- Historical and cultural tourism resources as key tourism products in the study area need to be supported by adequate information to introduce tourists to attractiveness and value with their whole pictures and maps, because there are only insufficient information and maps at present.
- In spite of existence of valuable archeological ruins and historical assets in museums in the study area, they have not enabled tourists or visitors to inspire and take an interest effectively in the historical cultural heritages due to insufficient materials and their exhibition.
- Internet has become a useful tool for tourists to get information as background data of tourist destinations. Museums in the study area are desirable to introduce a new information technology (IT) to promote Vietnam culture and history in terms of the following necessities.
  - ✓ Necessity of providing attractiveness and value of historical and cultural heritages by understandable IT measures for both international and domestic visitors
  - ✓ Necessity of improving communication skill by IT network cooperation among inter-governments or international organizations through announcement of research and study.

Project Benefit:

- Museums will play an important role in promoting peoples' understanding and interests with attractive exhibition for not only international tourists but also Vietnamese tourists and citizens, including students and children.
- The project will contribute to encouragement of research and training professional skill of staffs about cultural and historical heritages.
- The project will enlighten visitors to understand importance of Vietnam's Cultural Heritages and its conservation.

Project Cost Estimate:

The project requires facility development and its finance by public investment principally. The cost is estimated as follows.

- Historical Guide Map production: 0.3 million US\$
- Display improvement and web-site development of Champa museums: 1.4 million US\$
- Display improvement and web-site development of Nguyen museums: 1.4 million US\$
- Display improvement and web-site development of Ethnic and other museums: 1.4 million US\$

However, Web-site development may have some possibilities to induce some private sector donation or finance as follows.

- To involve world wide enterprises with their international contribution through internet advertisement for Internet Web-site development
- To induce financial assistance from major tourism industries such as Vietnam Airline, Saigon tourist company for Internet Web-site development

<p>Project Title:</p> <p><b>FS4 Visitor Center Development</b></p>	
<p>Project Implementing Agency:</p> <p>People's Committee of Hoi An Town, People's committee of TT Hue Province and People's committee of Khanh Hoa Province</p>	
<p>Project Location:</p> <p>Hoi An Town, Quang Nam Province</p> <p>Hue City, TT Hue Province</p> <p>Nha Trang Port, Khanh Hoa Province</p>	<p>Project Description:</p> <p>This project is to develop and operate the following facilities:</p> <ul style="list-style-type: none"><li>• Tourist Information Center (TIC) kiosk, which provides information such as tourist spots, transportation, restaurants and shops,</li><li>• Bus terminal,</li><li>• Souvenir shops and restaurants, which provide tour services for tourists, and</li><li>• Public toilet.</li></ul> <p>People's Committees shall own all facilities. Department of Tourism in provinces shall operate TIC. Private sector that runs restaurants and souvenir shops shall be tenants of the buildings of the people's committees.</p> <p>Department of Tourism and privates shall pay rental fee per year or month, and the payment shall be used for operation and maintenance of Visitor Center facilities.</p> <p>This project is positioned as a pilot project, so performance of 3 Visitor Centers shall be monitored carefully. Preparation of guidelines such as location and size, and improvement of business model are necessary.</p>
<p>Project Schedule:</p> <p>Preparations of the project, such as site planning, site development, shall be finished by 2005. The development of facilities shall be finished by 2010. This project is positioned as a pilot project. Visitor Centers in other provinces shall be developed by themselves after 2 or 3 year operation.</p>	

**Statement of Need:**

The center of the city offers the place, in which tourists can get information about tourist spots, do shopping, enjoy urban amenities and take a rest in public spaces. For example, in case of Europe, there are squares in front of Churches in famous cities. In Japan, shopping malls in front of railway stations have such function. There is no such place in Vietnam. International and domestic tourists in Vietnam have no opportunities to enjoy pleasure time in tour activities.

Hue, Hoi An and Nha Trang are popular tourist destinations in the Central Region. These cities do not have city centers described above, like other cities in Vietnam. In order to increase attractiveness of these cities and increase the contribution of tourism to local economy, development of city centers is one of the most effective ways. Visitor Centers proposed here will work as the core place of city center.

**Project Benefit:**

Tourists can get information about tour spots, transportations and accommodations in each city. They can also enjoy shopping and meeting local people in Visitor Center. Tourists also take a rest there.

The development of Visitor Center enables to facilitate tourists by providing information about tour sites, transportation, and restaurants & souvenir shops.

The development of Visitor Center will contribute to the development of local economy through the sales of souvenirs, foods and drinks. Local people will participate in tourism related industry easier by selling souvenirs and running shops and restaurants in Visitor Center.

**Project Cost Estimate:**

**Investment cost:**

The costs for site development and construction of building and bus terminal facilities shall be US\$2.0 million in each place.

**Revenue:**

Revenue comes from tenant fee of souvenir shop buildings.

Project Title:

## **FS5 Hue-Da Nang Tourism Train Operation**

Project Implementing Agency:

Railway of Vietnam (VR) and Private or Public company

Project Location:

Railway between Hue City and Da Nang City

Operating length of railway: 110 km

Turnaround (one way): 4.0 hours

Project Description:

Provision of special train service for tourists between Hue City railway station and Da Nang City railway station.

Project will include:

- Procurement of passenger cars specially designed for tourist train.
- Marketing and promotion system development together with ticketing and reservation system
- Development and improvement of operation and maintenance system in coordination with Vietnamese Railway

Project Schedule:

Phase – 1 (2002 ~ 2004):

- Establishment of new company and operation maintenance program formulation
- Procurement of passenger cars
- Training of the staffs and market promotion
- Start operation in 2004/5

Phase –2 (2005 ~2010)

- Expansion of the service capacity

**Statement of Need:**

Once tourists arrive at Da Nang or Hue, they usually try to visit three world heritages of Hue, Hoi An and My Son in the same itinerary. Most of tourists travelling between Hue and Da Nang use land transport of buses or cars. The estimated number of tourists travelling Hue from/to Da Nang is 2.1 million and 4.8 million in the years of 2010 and 2020 respectively.

The north-south railway is running parallel to QL-1 and passing through under the Hai Van pass by tunnels. The scenery from the train between Hue and Da Nang is identified as one of the best tourist attractions. Operating tourism train is one of the potential tourism products in the Central Tourism Region.

Although Hai Van Tunnel for QL-1 is scheduled to open soon and become better travelling condition, some tourists will still be attracted for using train between Hue and Da Nang. If 2% to 3% of tourists traveling between Hue and Da Nang use the train, the annual demand on the tourism train is expected to be 50 thousands and 120 thousands in the years of 2010 and 2020 respectively.

**Project Benefit:**

- Provision of safe and regular-scheduled mass-transport service for the tourists encourages tour agents to formulate tour packages with easier schedule management without much risk on delay or accidents on transportation.
- Provision of various tour programs / products with an alternative transportation measure of railway
- Contribution to railway operation improvement of Vietnam Railway by passenger increase
- Contribution to mitigation of global environmental issues by less emission transport of railway

**Key figures for cost estimation:**

Operation Condition	2010	2020
No. of seats / passenger car	42	42
No. of passenger cars / train	3	3
Operation in high season (train-one way)	2	3
Operation in low season (train-one way)	2	2
Operation days in high season of 20 weeks	80	120
Operation days in low season of 30 weeks	90	120
Operation days ratio (day per year)	47%	66%
Capacity in high season (000' passengers)	40	91
Capacity in low season (000' passengers)	45	60
Total passengers in a year(000' passengers)	86	151
Occupancy ratio in high season	70%	75%
Occupancy ratio in low season	50%	50%
Estimated passengers in a year(000' passengers)	51	98

Source: JICA study team

**Project Cost Estimate:**

2 trains (6 cars), US\$ 1 million per train (purchasing passenger cars)

The total cost for purchase trains at the initial stage will be US\$ 2 millions.

<p>Project Title:</p> <p><b>TS6 Nha Trang Marina</b></p>	
<p>Project Implementing Agency:</p> <p>Khanh Hoa Province</p>	
<p>Project Location:</p> <p>Nha Trang Port</p> <p>(Existing port facilities will be renovated and improved)</p> <p>South of Nha Trang Beach</p>	<p>Project Description:</p> <p>Construction of marina to accommodate tourism and recreational boats operated in the surrounding seawater area of Nha Trang City.</p> <p>Projects will include:</p> <ul style="list-style-type: none"> <li>• Construction of breakwater and piers for passenger boats and recreational boats.</li> <li>• Construction of boat maintenance facilities including boat yards, workshops and fuel station.</li> <li>• Construction of Visitor Center for not only boat passengers but also all tourists and visiting local people. They will be facilitated with waiting room/ rest rooms, public toilets restaurants, coffee shops, Tourist Information Center (TIC) and Operation and Maintenance Office</li> </ul> <p>Nha Trang Coastal Management Center (RM7) will be constructed in the same site using the marina facility jointly.</p>
<p>Project Schedule:</p> <p>Phase-I (2002-2005):</p> <ul style="list-style-type: none"> <li>• Planning and designing of the Marina/ Visitor Center/ Marine Management Center complex.</li> <li>• Designation of site, acquisition of land and site preparation.</li> <li>• Construction of Breakwater</li> </ul> <p>Phase-II (2006-2010):</p> <ul style="list-style-type: none"> <li>• Construction of marina facilities (piers, maintenance yard, boat service facilities)</li> <li>• Construction of Visitor Center (waiting room, rest rooms, ticketing office, etc.)</li> <li>• Construction of visitor facilities (restaurants, shops, coffee shops by private)</li> <li>• Construction of Coastal Management Center as other project</li> </ul> <p>Phase-III (2010 and after):</p> <ul style="list-style-type: none"> <li>• Expansion of facilities and promotion of private investment</li> </ul>	

Statement of Need:

- Base construction of marine oriented recreation in Nha Trang will meet the future domestic tourism demand in the Central Region and Southern Region of Vietnam. It will be convenient and attractive for international tourists as well.
- To utilize marine resource for tourism objects respecting international standard of safety measures, environmental protection and management system as well as provision of information for tourists are most significant. This marina will be a complex of above-mentioned functions.
- The marina will be a center for tourists in Nha Trang in the future combined with variety of amenity facilities such as restaurants, coffee shops and marine recreation center.

Project Benefit:

- Project will provide marine base recreation and other related services with tourism business opportunity in safe and comfortable conditions.
- The marina will become a visitor center for tourists not only from Nha Trang City but also from the surrounding tourist areas.
- The Coastal Management Center can provide the tourist information, can manage the environment of the coastal area and maintain the safety of the coastal area. Image of the Nha Trang beach will be good for visitors.

Project Cost Estimate:

Phase-I:

- Preparation work for the project(s) US\$ 600,000
- Construction of Coastal Management Center (by other project) *US\$ 600,000*

Phase-II:

- Construction of Public facilities US\$ 1,200,000
- Construction of Tourist Visitor Center (by other project) *US\$ 2,000,000*

Phase-III:

- Expansion of the facilities (public facilities) US\$ 1,200,000

<p>Project Title:</p> <p><b>FS7 Coastal Cycling Road Network</b></p>	
<p>Project Implementing Agency:</p> <p>Local Government: Related People's Committees, National Committee of Physical Culture &amp; Sport</p>	
<p>Project Location:</p> <p>Selected routes or courses in the coastal provinces</p> <ul style="list-style-type: none"> <li>• Thua Thien Hue Province <ul style="list-style-type: none"> <li>✓ Citadel area</li> <li>✓ Royal Tombs area</li> <li>✓ Lang Co-Canh Duong coastal area</li> </ul> </li> <li>• Da Nang City <ul style="list-style-type: none"> <li>✓ My Khe-NonNuoc coastal area</li> </ul> </li> <li>• Quang Nam Province <ul style="list-style-type: none"> <li>✓ Hoi An coastal area</li> </ul> </li> <li>• Binh Dinh <ul style="list-style-type: none"> <li>✓ Champa ruins sightseeing course</li> </ul> </li> <li>• Khanh Hoa <ul style="list-style-type: none"> <li>✓ Nha Trang Beach coastal area</li> <li>✓ Doc Let Beach coastal area</li> </ul> </li> <li>• Ninh Thuan <ul style="list-style-type: none"> <li>✓ Ninh Chu Beach coastal area</li> </ul> </li> <li>• Binh Thuan <ul style="list-style-type: none"> <li>✓ Phan Thiet Bay coastal area</li> <li>✓ Khe Ga Cape coastal area</li> </ul> </li> </ul>	<p>Project Description:</p> <p>Establishment of cycling routes in the study area to formulate attractive tourist circuit by bicycle connecting with tourist sites, service towns and beach resort bases.</p> <p>Project includes the followings:</p> <ul style="list-style-type: none"> <li>• To establish the cycling route in the study area</li> <li>• To designate routes utilizing existing roads, including some necessary cycling roads with adequate facilities such as sign and information, cycling stations and safe facilities</li> <li>• To set Cycle Centers by local shops that serve rent-cycling, repairing, and touring guide for users</li> <li>• To promote cycling tour product for tourists</li> </ul>
<p>Project Schedule:</p> <p>A cycling network shall be developed by gradually taking account of possibility and necessity of each tourist area. The project can be implemented in Phase I (2002-2005) as a priority project and Phase II (2006-2010).</p>	



Statement of Need:

Bicycles play an important role in a transportation measure in Vietnam. Moreover, it has been considered as healthy and environmental conscious transportation in the world. International tourists sometime enjoy cycling tourism along the National Highway No.1 and other Highways as alternative tourism product in the Central Region. The “Cycling Network” might contribute to the following issues to be solved in the Central Region.

- Necessity of safe and comfortable bicycle routes linking with tourism resources in towns, cities and rural areas apart from congested highways
- Necessity of easy and healthy constitutional sports recreation measure for tourists and Vietnamese peoples meeting the expected recreational demand
- Necessity of a distant route connecting with a provincial network as a part of grand tour routes of National Recreational Network in the further future
- Adequate sign and information system shall be required to introduce and guide users how to get destinations and understand a whole picture of the network with tourist place.

Project Benefit:

- The project will contribute to tourism circuit formulation by alternative transportation mode linking with tourism resources and to alternative tourism product development of cycling tourism in Vietnam.
- The project might offer opportunities for International Cycling Competitions or National Sports Competitions as one of tourism events utilizing a cycling road network
- The project will add to comfortable and safe tour route without traffic accidents by bicycles on the National Highways among cities and towns. It will also contribute to formulation of safe and comfortable local commuters’ routes.
- The project will meet future domestic recreation demand and offer diversified opportunities of sports recreational activities of Vietnamese.
- The project will contribute to encouragement of people’s constitutional outdoor exercise by cycling

Project Cost Estimate:

The project requires facility development and its finance by public investment principally. The Cycle Center can be set and operated by private sector. The cost is estimated as follows by each phase. Although this project can be applied to other provinces as Phase III projects, project cost is applied to only Phases I and II.

- Phase I for facility development and route formulation: 0.5 million US\$ (public investment)
- Phase II for facility development and route formulation: 0.6 million US\$ (public investment)

<p>Project Title:</p> <p><b>RM1 Forbidden Purple City Monuments Restoration</b></p>	
<p>Project Implementing Agency:</p> <p>People's Committee of Thua Thien Hue and Hue, Hue Monuments Conservation Center</p> <p>Ministry of Culture and Information</p>	
<p>Project Location:</p> <p>Forbidden Purple City in Hue Citadel of Hue City in Thua Thien Hue Province</p> <p>Forbidden Purple City Area (10.5 ha)</p> <ul style="list-style-type: none"> <li>• Can Thanh Place (built in 1811)</li> <li>• Can Chanh Place (built in 1804)</li> </ul>	<p>Project Description:</p> <p>Restoration of ruins in Forbidden Purple City by scale model (1/10) to enhance historical and cultural heritages' attractiveness and value for both international and domestic visitors.</p> <p>The objectives of the project are:</p> <ul style="list-style-type: none"> <li>• To restore Can Thanh and Can Chanh Place in Forbidden Purple City by scale model (1/10),</li> <li>• To represent their restoration project as a live museum with attractive presentation of architectural and socio-cultural value of the Palaces,</li> <li>• To enhance capacity of experts and traditional techniques of monuments restoration with training program development, and</li> <li>• To promote international cooperation of Hue culture research and studies of Heritages conservation.</li> </ul>
<p>Project Schedule:</p> <p>Phase I (2002 – 2005):</p> <ul style="list-style-type: none"> <li>• Historical and architectural background shall be investigated in the early stage by a project team with historical, cultural, architectural and all related experts for the Palaces restoration program.</li> <li>• Exhibition planning and development of the Place restoration as a live Museum by integrated interpretation and display manner between experts and visitors.</li> <li>• Restoration of Can Than Place by scale model (1/10) with Temporal Live Museum development.</li> <li>• Restoration of Can Chan Place by scale model (1/10)</li> </ul>	

Statement of Need:

- Because of insufficient interpretation and information of Forbidden Purple City and their architecture for visitors at present, some ruins need to enhance their attractiveness with their whole pictures and proper information.
- Hue Monuments Conservation Center has made every effort to protect and restore monuments in spite of several floods of the World Heritages. However, limited budgets and lack of skilled staff will bring worse situation of monument conservation. In order to overcome these difficulties, a scale-model project is proposed to be one of the solutions for conservation and studies of monuments with small budget comparatively.
- Consequently, scale model restoration is an optimal measure to implement heritages' restoration in terms of minimal project cost and experimental restoration.
- On the other hand, traditional architectural technique and related craftsmanship of Hue monument will be maintained and succeeded through this project.

Project Benefit:

- This project will contribute to enhancement of attractiveness as one of new tourism products in Hue City.
- Restoration program with live museum will play an important role in promoting peoples' understanding and interests with attractive exhibition of Forbidden Purple City for not only international tourists but also Vietnamese visitors and citizens, including students and children.
- The project will contribute to encouragement of research and training professional skill and knowledge of staffs who participate in a restoration program of historical heritages.
- The project will contribute to sustainable research and studies of conservation of Hue monuments by Hue Monuments Conservation Center in cooperation with international organizations.

Project Cost Estimate:

The project requires restoration work and facility preparation and its finance by public investment principally. The cost is estimated as follows by phase I (2002-2005).

- Forbidden Purple City Monuments Restoration Program: 1.8 million US\$

<p>Project Title:</p> <p><b>RM2 Village Tourism Supporting Program</b></p>	
<p>Project Implementing Agency:</p> <p>Ministry of Agriculture and Rural Development People's committees in communes</p>	
<p>Project Location:</p> <p>1 village in every 10 provinces (Quang Binh, Quang Tri, TT Hue, Quang Nam, Quang Ngai, Binh Dinh, Phu Yen, Khanh Hoa Ninh Thuan, and Binh Thuan).</p> <p>Target villages are selected from the following criteria.</p> <ul style="list-style-type: none"> <li>• Inhabitants of the villages are willing to participate in the village tourism activities,</li> <li>• The villages have some kinds of tourism resource such as traditional culture and beautiful landscape,</li> <li>• The villages are not far from a trunk road such as national and provincial roads,</li> <li>• Economic activities of the villages are limited to agriculture, and inhabitants are looking for livelihood methods.</li> </ul>	<p>Project Description:</p> <p>Development of village tourism in the Central Region can diversify tourism products and support people's daily life through tourism related business activities. The JICA Study Team prepares a guideline of village tourism that introduces necessary organizations and facilities for village tourism to stakeholders.</p> <p>In order to attract tourists, development and/or upgrading of infrastructures and facilities are necessary. This project is a pilot project of such development. Therefore, villages are limited one in each province. After the experiences of this pilot project, this scheme shall be expanded to the national level.</p> <p>A development fund for construction of infrastructures and facilities are prepared by the Ministry of Agricultural &amp; Rural Development. Village tourism companies consisting of inhabitants, local governments and tour companies, prepare plans.</p> <p>After submission to the foundation office, the office evaluates the plans, selects one village in every province, lends the money, and supervises project implementation.</p> <p>Basically, money from the fund is used for procurement of materials. Inhabitants of the villages shall construct and install by themselves.</p> <p>Project includes the construction of the following infrastructures and facilities.</p> <ul style="list-style-type: none"> <li>✓ Infrastructures: Access road to the village, water supply system, waste water treatment system</li> <li>✓ Facilities: Guesthouse, shop booth, Public toilet, unit of kitchen, shower &amp; toilet in accommodations.</li> </ul>
<p>Project Schedule:</p> <p>The preparation of the project, such as development of organization and selection of villages, shall be done by 2005. The project will be carried out from 2006 to 2010. The fund office will select one village and lend money to it every year. In accordance with the annual lending, conditions of loan such as lending period and grace rate are determined. After 2011 village tourism supporting program in all provinces in Vietnam shall start.</p>	

**Statement of Need:**

In rural area of Vietnam, there are many kinds of tourism resources such as culture and living style of ethnic minorities and beautiful landscape. In general, residents of these villages are relatively poor without sufficient public services, education and stable economic bases.

Village tourism, in which tourists can enjoy indigenous culture and calm environment, is getting popular in the world tourism market. Village tourism in Vietnam has a potential for international tourists who have special interest. Therefore, rural villages can be utilized as attractive and potential tourism products for international and domestic tourists who will be potential guests of village tour in the future.

Although there are several villages, to which tourism industry has been introduced, some negative impacts have occurred in some villages such as insufficient sanitary, lack of tourist parking and ill-organized tourism industries and some social conflicts. The guideline for village tourism in the study area is required to guide adequate tourism development, mitigate problems and promote effective tourism organizations, infrastructure, and tourist services.

The guideline is prepared for village tourism planners and investment planners. It can be also used for appraisers and reviewers, the development managers and rural managers in general and environmental protection managers in particular in rural area.

**Project Benefit:**

By the implementation of the project, tourists can enjoy village tour with clean sanitation and improved tour services. Residents of villages can also enjoy clean environment and get livelihood methods.

Local government can get revenue from the sales at village tour companies and taxes from residents. Tour companies can get revenue from the sales at village tour companies.

**Project Cost Estimate:**

Investment cost: Total amount of the fund for this project is US\$1.6 million. Investment cost of each is set by the discussion between the fund and village tourism companies. After that, investment money is lent to village tourism companies, and they will repay in 10 years.

<p>Project Title:</p> <p><b>RM2(A) My Khe Coastal Village Tourism</b></p>	
<p>Project Implementing Agency:</p> <p>People's committees of Son Tinh District and Quang Ngai province</p> <p>Ministry of Agriculture and Rural Development</p>	
<p>Project Location:</p> <p>Villages along My Khe beach coastal area are located in 13 km from Quang Ngai town.</p> <p>The project location shall be selected from the following criteria.</p> <ul style="list-style-type: none"> <li>✓ Village residents are willing to participate in the village tourism activities,</li> <li>✓ The project site should include tourism resources such as Son My War memorial villages, cultural attraction (traditional handicrafts and village performances), beautiful landscape, etc</li> <li>✓ Economic activities of the villages are limited to agriculture and fishery, and residents are looking for livelihood methods.</li> </ul>	<p>Project Description:</p> <p>This project is a pilot project of village tourism in coastal area. In order to attract domestic and international tourists, beach recreational facilities and accommodations with proper infrastructures are also introduced.</p> <p>The project shall follow the Village Tourism Guideline in principle, and project includes the construction of the following infrastructures and facilities.</p> <ul style="list-style-type: none"> <li>✓ Infrastructures: Access road to the village, water supply system, waste water treatment system</li> <li>✓ Accommodation Facilities: Guesthouse or tourist villa with unit of kitchen, shower and toilet</li> <li>✓ Tourist Facilities: Public toilet, souvenir shops, crafts center, some water sports recreation facilities in the development area.</li> </ul>
<p>Project Schedule:</p> <p>The preparation of the project, such as development of an organization and selection of villages, shall be conducted by 2003-04. The project shall be conducted by 2004-06 for development conditions of loan such as lending period and grace rate. After 2006 full-scale village tourism supporting a project shall be implemented.</p>	

Statement of Need:

Quang Ngai province is known as one of the famous ancient places of Don Son civilization at Sa Huynh. Memorial place (My Lai) of the Vietnam War. It is also famous for both international and domestic tourists. In recent years, it has been known as a province where a large-scale industrial project in the Dung Quat Bay started.

Some villages producing handicrafts in Quang Ngai such as sleeping mat, pottery, and bronze casting are not known for tourists. Beautiful coast area with historical, cultural resources and craft villages are expected to be potential destinations of not only stop-over tourists but also residents for recreational resort.

Integrated village tourism development in combination with My Lai handicrafts villages, fisherman's villages and recreational facilities in the coast of My Khe is proposed as a pilot project of Village Tourism.

Project Benefit:

The project offering attractive tourism product in Quang Ngai Province, where international tourists can spend more time, will contribute to the increase of expenditure in the province.

The project will give opportunities for local communities to increase direct and indirect earnings in tourism industries such as accommodation, handicraft souvenir shop and other tourist service business.

The project can contribute to the environmental improvement of villages with adequate infrastructure and services such as easy access road, sanitary system, etc.

The project can contribute to the promotion of the Dung Quat Industrial Zone because of its advantageous location close to the Tourism Village.

Local government can get revenue directly (development benefit) and indirectly (tax) increased by tourism industries that will be generated by the project.

Project Cost Estimate:

Investment cost: Total amount of the fund for this project is US\$ 0.9 million. Investment cost of each is set by the discussion between the fund and village tourism companies. After that investment money is lent to village tourism companies, and they will repay in 10 years.

<p>Project Title:</p> <p><b>RM3 My Son Archeological Park</b></p>	
<p>Project Implementing Agency:</p> <p>Local Government: Quang Nam and Duy Xuyen People's Committee, My Son Conservation Management Board, Department of Culture and Information,</p> <p>Ministry of Culture and Information</p>	
<p>Project Location:</p> <p>My Son Archeological Site in Duy Xuyen District in Quang Nam Province</p> <p><u>My Son Archeological Site</u></p> <ul style="list-style-type: none"> <li>• Location: 25 km west from Highway No.1</li> <li>• Site area: Around 50 ha</li> <li>• 7 groups of Champa archeological monuments</li> <li>• Existing facilities <ul style="list-style-type: none"> <li>✓ My Son Conservation Management Office</li> <li>✓ Visitor Center with parking area</li> <li>✓ Souvenir shop and Kiosk</li> </ul> </li> </ul>	<p>Project Description:</p> <p>Improvement of the My Son World Heritage sites to formulate adequate historical environment of monuments in terms of attractive tourism site development and conservation of monuments.</p> <p>The objectives of the projects are:</p> <ul style="list-style-type: none"> <li>• To develop sign and information facilities in appropriate location such as road side, gate area and sites for explanation,</li> <li>• To develop site museums in appropriate area near ruins with interpretation materials for international and domestic visitors,</li> <li>• To improve site environment and visitor facilities (rest place, walkway, night time illumination), and</li> <li>• To improve and develop access road including parking area and erosion control works.</li> </ul>
<p>Project Schedule:</p> <p>Phase I (2002 – 2005):</p> <ul style="list-style-type: none"> <li>• Preparation works for facility improvement (minesweeping, survey and archeological research, park facilities design)</li> <li>• Access road and/or parking development</li> <li>• Visitor facility improvement (foot path, ticket booth, site museum)</li> <li>• Environment improvement (planting and illumination) for selected monuments in the sites</li> </ul> <p>Phase II (2006 – 2010):</p> <ul style="list-style-type: none"> <li>• Archeological research will be continued.</li> <li>• Visitor facility development for the site museum</li> <li>• Environment improvement by preventing flood and erosion in the site by debris barrier (small dam) in upper Khe The stream</li> </ul>	



Statement of Need:

- Necessity of integrated research and investigation to open up other monuments with appropriate research facilities and staff investment
- Importance of restoration based on the past authentic environment to be able to trace back to My Son Sanctuary original site environment in the past
- Necessity of appropriate visitor management and facility development guiding visitors (47,000 visitors in 2000) in consideration of carrying capacity of My Son historical environment coping with high volume of visitors expected in the future
- Importance of protection from natural disaster of flood and erosion in the monument site
- Necessity of sign information to guide visitors to My Son archeological sites to cope with limited information facilities or inadequate facilities
- Necessity of site museums to introduce My Son's whole pictures such as its history, importance among Champa ruins, architecture and others
- Necessity of improvement of visitor facilities such as access, parking lot, rest place and attractive historical environment for visitors against inappropriate access road with erosion, limited interpretation facilities in the monuments site
- Consideration of Cham cultural events and local products by local communities

Project Benefit:

- Improvement of attractive facilities will contribute to increase in international and Vietnamese tourists, including students and children.
- The project will contribute to encouragement of research and conservation about My Son World Heritage by adequate research facilities and management system.
- The project will enlighten visitors to understand importance of Vietnam's Cultural Heritages and its conservation.

Project Cost Estimate:

The project requires facility development and its finance by public investment principally. The cost is estimated as follows by each phase.

- Phase I for facility development and environment improvement: 8.0 million US\$
- Phase II for facility development and environment improvement: 5.5 million US\$

<p>Project Title:</p> <p><b>RM4 Hue Urban Management</b></p>	
<p>Project Implementing Agency:</p> <p>Thua Thien Hue Province and Hue City People's Committees, Hue Monuments Conservation Center</p>	
<p>Project Location:</p> <p>Hue City and Royal Tomb area covering about 95 sq.km in several districts and communes as follows.</p> <ul style="list-style-type: none"> <li>• Hue City and Two Districts in Thua Thien Province</li> <li>• Old Quarter including Citadel and surroundings (about 36 sq.km) <ul style="list-style-type: none"> <li>✓ Xa Kinh Thanh, Xa Kim Long</li> <li>✓ Xa Phu Hiep, Xa Huong So, Xa Huong Long</li> </ul> </li> <li>• Royal Tombs and surroundings (about 59 sq.km) <ul style="list-style-type: none"> <li>✓ Xa Khu Pho Moi, Xa Huong Long,</li> <li>✓ Xa Thuy Xuan, Xa Thuy An, Xa</li> <li>✓ Huong Thuy District</li> <li>✓ Huong Tra District</li> </ul> </li> </ul>	<p>Project Description:</p> <p>Establishment of urban management system in conjunction with historical, cultural resource management by GIS information database to enhance integrated conservation of historical heritages and urban development.</p> <p>The objectives of this project are:</p> <ul style="list-style-type: none"> <li>• To develop digital base map information through topographic survey for the study area including old quarter area.</li> <li>• To establish GIS database for historical monument management and preservation including royal tombs and surrounding areas.</li> <li>• To integrate urban management system including flood prevention system with conservation management of monuments</li> <li>• To provide experts who will assist management and training program development to formulate urban management training course</li> </ul>
<p>Project Schedule:</p> <p>Phase I (2002-2003)</p> <ul style="list-style-type: none"> <li>• Digital base map development through aerial photographic survey and topographic survey in old quarter including citadel and surroundings (about 36 sq.km)</li> <li>• Digital database information formulation for urban management information and historical heritage information in old quarter including citadel and surroundings (about 36 sq.km) and royal tombs and surroundings (about 59 sq.km)</li> <li>• Establishment of GIS database for urban development and conservation management system</li> </ul> <p>Phase II (2004-2005)</p> <ul style="list-style-type: none"> <li>• Integrated operation and management among related department and agencies with staff training and technical skill improvement program for GIS operation and planning</li> <li>• Application of pilot program implementation.</li> </ul>	

Statement of Need:

- Cultural, historical heritages are under constant pressure from urban, infrastructure and tourist facility development. Adequate control measures with regular monitor should be implemented in the earliest stages of sites management.
- Hue Monuments Conservation Center had made efforts to establish Micro and Macro GIS management system financed by Japanese NGO in 1993. However, base maps were produced based on old base maps (1970, 1984) and operation and maintenance of the system are not appropriate due to limited budget and lack of staff skill.
- Hue has been suffered by flood recently, so assessment of the damage and adequate protection are urgently necessary. An amusement park planned by the local government close to Royal Tombs area also requires careful assessment not to destroy historical heritages environment.
- Accordingly, effective and efficient urban management system by latest and accurate information is inevitable to protect the World Heritage and for adequate urban development. GIS that is a key tool of assessment, monitoring and planning process for urban management is recommended to enhance more integrated system and program.

Project Benefit:

- The project will contribute to enhancement of the following urban management system.
  - ✓ Heritage monuments or facility management (inventory, structure, spaces, other database)
  - ✓ Architectural and archeological research management ( predictive modeling, protect planing, etc)
  - ✓ Monitoring and assessment of potential threats (flood, urban development, infrastructure, etc)
  - ✓ Traffic control and management (traffic volume monitoring, access control, improvement plan, etc)
  - ✓ Urban development management (zoning plan, control measure assessment, land use plan, etc)
- The project by GIS compiling urban database will be able to encourage planners and developers from all related department of the Hue government to manage a common base of conservation and development of Hue City.
- The project will contribute to encouragement of research and training professional skill of staffs about conservation of cultural and historical heritages and urban development control planning.

Project Cost Estimate:

The project requires facility development and its finance by public investment principally. The cost is estimated as follows by each phase.

- Phase I for digital base map development and establishment of GIS database for urban development and conservation management system: 2.0 million US\$
- Phase II for integrated operation and management Integrated operation and management among related department and agencies: 1.0 million US\$

<p>Title:</p> <p><b>RM5 Hoi An Urban Management</b></p>	
<p>Implementing Body:</p> <p>People's Committee of Hoi An (Department of Planning and Investment, Agriculture and Rural Development)</p> <p>Hoi An Center for Monuments Management and Preservation</p>	
<p>Location:</p> <ul style="list-style-type: none"> <li>• World Heritages area (10 sq.km): Phuong-Minh An, Son Phong, Cam Pho, Tan An, Thanh Ha</li> <li>• Hoi An Town (60 sq.km in several Phuong and Xa): 5 Phuong (urban Xa) and 7 Xa of Hoi An Town in Quang Nam Province</li> <li>• Surroundings of Hoi An Town (50 sq.km): Xa-Cam Ha, Cam Chau, Cam Thanh, Cam Nam, Cam Kim, Cam An Tan Hiep</li> </ul>	<p>Description:</p> <p>The program is to establish an urban management system in conjunction with historical, cultural resource management by use of GIS, and to enhance integrated conservation of historical heritages and urban management.</p> <p>Contents of this program are to:</p> <ul style="list-style-type: none"> <li>• Establish GIS database for historical monument management and preservation,</li> <li>• Integrate urban management system including flood hazard mitigation system with conservation management of monuments,</li> <li>• Provide experts to assist with management and training program development to formulate urban management training course</li> <li>• Re-organize people's committee and development of coordination system between GIS and such organization</li> </ul>
<p>Schedule:</p> <p>The program consists of two phases.</p> <p>Phase I (2002-2003)</p> <ul style="list-style-type: none"> <li>• Collect, compile and input digital information on urban management and the conservation of World Heritage,</li> <li>• Train GIS experts to use GIS software, and</li> <li>• Re-formulate the new organization which will coordinate a GIS system</li> </ul> <p>Phase II (2004-2007)</p> <ul style="list-style-type: none"> <li>• Operation and management of GIS in related department and agencies</li> <li>• Train GIS experts for GIS operation and planning</li> </ul>	

Statement of Need:

The Hoi An World Heritage is under pressure from urban, infrastructure and tourist facility development, as well as serious floods particularly. Adequate control measures with regular monitor should be implemented in the earliest stages of sites management.

Hoi An Peoples' Committee will be expected to launch and establish GIS with the JICA technical cooperation of the Tourism Master Plan Study. However, it is apprehended that insufficient operation and maintenance of GIS will happen due to limited budget and lack of staff skill.

Hoi An Town has been often suffered from flood, so that assessment of the damage and adequate protection are urgently necessary not only to protect the World Heritage but also secure socio-economic activity and daily life activities of Hoi An people.

Accordingly, effective and efficient urban management and flood mitigation system by latest and accurate information is inevitable to protect the World Heritage and adequate urban development. GIS that is a key tool of assessment, monitoring and planning process for urban management is recommended to enhance more integrated system and program.

Benefit:

The project will contribute to enhancement of the following urban management system.

- Heritage monuments or facility management (inventory, structure, spaces, other database)
- Architectural and archeological research management (predictive modeling, protect plan, etc)
- Monitoring and assessment of potential threats (urban development, infrastructure, etc)
- Hazard mitigation program against flood (predictive disaster, protect planning, security plan, etc)
- Traffic control and management (traffic volume monitoring, access control, improvement plan, etc)
- Urban development management (zoning plan, control measure assessment, land use plan, etc)

The project by GIS compiling urban database will be able to encourage planners and developers from all related department of Hoi An Peoples' Committee to manage common base of conservation and development of Hoi An Town with the World Heritage.

The project will contribute to encouragement of research and training professional skill of staffs about conservation of cultural and historical heritages and urban development control planning.

Cost Estimate:

The following items are necessary to carry out the program.

- Expenses for equipment such as Computer, GIS software, Plotter, etc.
- Expenses for Foreign experts (3 to 5 persons)
- Expenses for staffs for GIS operation and maintenance.

<p>Project Title:</p> <p><b>RM6 My Khe-Non Nuoc Coastal Area Development</b></p>																																	
<p>Project Implementing Agency:</p> <p>Local Government: Da Nang People's Committees, Construction Department, other related State Organization Enterprises</p>																																	
<p>Project Location:</p> <p>My Khe-Non Nuoc coastal area is located at the coast in Da Nang City.</p> <p><u>My Khe-Non Nuoc coastal area</u></p> <ul style="list-style-type: none"> <li>• Location: 7.5 km coastline from My Khe beach to Non Nuoc beach in the city.</li> <li>• Development area: Around 800 ha along the coast including residential use, vacant land, some industrial estates land use with some removal vacant lands.</li> </ul>	<p>Project Description:</p> <p>Development and re-development of tourism (hotels) and commercial land use area in the Da Nang city to accommodate tourists taking into account of Da Nang City's Master Plan and best location potential for beach development close to Da Nang International Airport.</p> <p>Development objectives are :</p> <ul style="list-style-type: none"> <li>• To minimize tourism development impact with adequate measures on the coastal environment to achieve sustainable tourism in an environmental manner,</li> <li>• To foster guidelines to develop attractive tourism atmosphere, and</li> <li>• To enhance visitor's recreation experience of the coast without risks and dangers for tourists by adequate recreation management.</li> </ul>																																
<p>Project Schedule:</p> <p>As this area covers mixed land use in combination with developed urban area, non-used land and old factories area abandoned, development will be urban re-development type that takes time to coordinate and prepare studies. It is recommended to implement the land use plan with development guideline for private sector facility development. Other projects such as the water supply and sewer project of Da Nang City and the Coastal Environment Management project could be coordinated. Preliminary schedule of implementation can be illustrated as follows.</p> <p>Proposed Development Scheme for My Khe-Non Nuoc Coastal Area Development</p> <table border="1"> <thead> <tr> <th>Activities</th> <th>2002-2005</th> <th>2006-2010</th> <th>2011-2015</th> </tr> </thead> <tbody> <tr> <td>Preparation of Development Rules</td> <td>■</td> <td></td> <td></td> </tr> <tr> <td>Preparation of Design Guidelines</td> <td>■</td> <td></td> <td></td> </tr> <tr> <td>Public Hearing</td> <td></td> <td>■</td> <td></td> </tr> <tr> <td>Land Readjustment/ Resettlement</td> <td></td> <td>■</td> <td>■</td> </tr> <tr> <td>Infrastructure Development</td> <td></td> <td>■</td> <td></td> </tr> <tr> <td>Promotion for Hotel Investment</td> <td></td> <td>■</td> <td></td> </tr> <tr> <td>Hotel Development</td> <td></td> <td>■</td> <td>■</td> </tr> </tbody> </table>		Activities	2002-2005	2006-2010	2011-2015	Preparation of Development Rules	■			Preparation of Design Guidelines	■			Public Hearing		■		Land Readjustment/ Resettlement		■	■	Infrastructure Development		■		Promotion for Hotel Investment		■		Hotel Development		■	■
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Statement of Need:

- Beach resort development in the study area has brought notice to tourism investors as one of potential tourism products to enable to let tourists stay longer and meet future tourist demand. However, some coastal areas in the study area are developed in inappropriate ways such as facilities in close proximity to the beach, no public access to the beach and inadequate sewer system.
- Accordingly, My Khe- Non Nuoc coastal area development will play a role in the pilot development in a common and different way from Nha Trang coast development in order to formulate suitable coastal resort area.
- The required number of accommodation in the coastal area in Da Nang City will be 3,250 rooms of classified hotels in 2020, taking into account of great advantage to coastal area. In this context, My Khe-Non Nuoc area is expected to have a major part of responsibility to accommodate tourists and absorb demand required.
- In order to achieve attractive and sustainable urban coast development, it is important to have well-organized urban planning with adequate land use, development guidelines and infrastructure avoiding environmental deterioration in integrated development management manner.

Project Benefit:

- My Khe-Non Nuoc area will contribute to expand length of stay in Da Nang City by offering beach resort tourism product with inland and marine recreational sports to tourists who will be able to enjoy several days in the beach area.
- My Khe-Non Nuoc area will contribute to create a new face of Da Nang City as one of the tourist amenity center and accommodation base of other tourist destination tour such as Hue tour, Hoi An tour, My Son tour, etc.
- The project will contribute to encouragement of urban community development in terms of job creation such as direct employment by hotel industry with activation of local commercial industry and infrastructure improvement such as adequate water supply and sewerage system.
- The project will achieve sustainable development with adequate infrastructure facilities without environmental deterioration, especially on the fragile environment of My Khe and Non Nuoc beaches.

Project Cost Estimate:

The project requires infrastructure investment (roads and utilities) by public sector and super-structure investment (hotel and other tourist facilities) by private or semi-private sector. Those costs are estimated as follows by each phase.

Phase I (2002-2010)

- Infrastructure development: 12.0 million US\$
- *Facilities (Hotel, etc) development: 20 million US\$*

Phase II (after 2010)

- Infrastructure development: 8.0 million US\$
- *Facilities (Hotel, etc) development: 20 million US\$*

<p>Project Title:</p> <p><b>RM7 Nha Trang Coastal Management Center</b></p>	
<p>Project Implementing Agency:</p> <p>Local Government: Khan Hoa Province People's Committees, Department of Science, Technology and Environment, Construction Department, other related State Organization Enterprises</p>	
<p>Project Location:</p> <p>The Nha Trang Port of Nha Trang City in Khan Hoa Province</p> <ul style="list-style-type: none"> <li>• 4.0 km from Nha Trang City center</li> <li>• Existing facilities <ul style="list-style-type: none"> <li>✓ Commercial Port</li> <li>✓ Jetty for tourist boats and diving boats to Islands</li> <li>✓ Parking area for tour bus and car</li> <li>✓ Visitor Center for tourist boat</li> <li>✓ Souvenir shops</li> </ul> </li> </ul>	<p>Project Description:</p> <p>The Center will be established to implement the following activities :</p> <ul style="list-style-type: none"> <li>• To establish the coastal management master plan in Nha Trang Province,</li> <li>• To assist the establishment of coastal management in the southern part of the Central Region,</li> <li>• To improve the existing EIA system in Nha Trang Province,</li> <li>• To implement water quality test at rivers and sea in Nha Trang Province,</li> <li>• To evaluate the existing condition of wastewater from factories and domestic wastewater in Nha Trang Province,</li> <li>• To implement the environmental seminar for government staff and private company in Nha Trang Province,</li> <li>• To implement the environmental education for students and residents in Nha Trang Province,</li> <li>• To enforce regulations regarding marine environment, and</li> <li>• To maintain maritime safety and rescue on coastal distress.</li> </ul>
<p>Project Schedule:</p> <ul style="list-style-type: none"> <li>• Building &amp; Laboratory Construction: 2003-2004</li> <li>• Arrangement of Office Supply, Water Quality Test Equipment, Survey Equipment: 2004</li> <li>• Staff arrangement and training: 2003-2004</li> </ul>	



Statement of Need:

- Nha Tran will grow to be a major domestic marine recreational center in the future. Maintaining the marine environment clean and natural should be the first priority for the future sustainable development as well as urban environment.
- The Coastal Management Program is under preparation by IUCN. The Nha Tran Coastal Management Center will meet the requirement of this program.
- The National Institute of Oceanography Nha Tran is established. It should implement environmental monitoring and research on marine environmental management. Establishment of the Center will take a part of role of the Institute especially on monitoring and enforcement.
- Maritime safety is one of the most significant elements for marine related recreational activities. The center should have the function on coastal safety and rescue the coastline in the vicinity of the Nha Tran beach and island areas.

The following conditions should be achieved before the implementation of the project.

- Agreement on the establishment of the Center by Nha Trang People's Committee, DOSTE in Nha Trang Province, related authorities;
- Provision of the land;
- Preparation of the operation cost of the office, laboratory, and survey; and
- Preparation of the salary of the additional staff.

Project Benefit:

- Improvement and prevention of coastal environment in Nha Trang Province;
- Upgrading of the initiatives of DOSTE in Nha Trang Province in the southern part of the Central Region;
- Enforcement of DOSTE in Nha Trang Province;
- Prevention from environmental impact of the development by adequate implementation of EIA;
- Upgrading of the skill of water quality test;
- Improvement and upgrading on environmental awareness of people in Nha Trang Province;
- Preventing accidents and maintaining coastal safety; and
- Formation of public awareness on marine environment.

Project Cost Estimate:

- Provincial Coast Guard Office Construction: US\$ 300,000
- Building and Laboratory Construction: US\$ 300,000
- Arrangement of Office Supply, Water Quality Test Equipment, Survey Equipment: US\$ 300,000
- Construction of visitor information center building: US\$ 300,000
- Purchase of 3 boats (one survey boat and two patrol boats): US\$ 200,000

<p>Project Title:</p> <p><b>RM8 Champa Parks and Site Museums Program</b></p>	
<p>Project Implementing Agency:</p> <p>Ministry of Culture and Information</p> <p>Local Government: Related People's Committees and Department of Culture and Information</p>	
<p>Project Location:</p> <p>Champa archeological sites in each province</p> <ul style="list-style-type: none"> <li>• Quang Nam 1Bang An, 2Tra Kieu, 3Dong Duong, 4Chien Dan, 5Khuong My</li> <li>• Quang Ngai 1Chau Sa Citadel</li> <li>• Binh Dinh 1Hung Thanh, 2Banh It, 3Binh Lam, 4Phuoc Loc, 5Canh Tien, 6Thap Thap, 7Thu Thien, 8Duong Long</li> <li>• Phu Yen 1Nhan</li> <li>• Khanh Hoa 1Ponagar</li> <li>• Ninh Thuan 1Hoa Lai, 2Poklong 3Galai, Porome</li> <li>• Binh Thuan 1Po Dam, 2Phu Hai</li> </ul>	<p>Project Description:</p> <p>Improvement of Champa archeological sites in the study area formulates adequate historical environment of monuments in terms of attractive tourism site development and conservation of monuments.</p> <p>The objectives of the project are:</p> <ul style="list-style-type: none"> <li>• To develop sign and information facilities in appropriate location such as road side, gate area and sites for explanation,</li> <li>• To develop site museums in appropriate area near ruins with interpretation materials for international and domestic visitors,</li> <li>• To improve site environment and visitor facilities (rest place, walkway, night time illumination), and</li> <li>• To improve and develop access road including parking area.</li> </ul>
<p>Project Schedule:</p> <p>Phase I (2002 – 2005):</p> <ul style="list-style-type: none"> <li>• Sign and information facilities for all monument sites</li> <li>• Access road and/or parking development for monuments for Quang Nam (4, 5,), Binh Dinh (2,4), Khanh Hoa (1), Ninh Thuan (2)</li> <li>• Visitor facilities improvement (foot path, ticket booth, site museum) for Quang Nam (4, 5), Binh Dinh (2), Khanh Hoa (1), Ninh Thuan (2)</li> <li>• Environment improvement (inwalling) for all monument sites and planting for Quang Nam (3), Binh Dinh (2), Khanh Hoa (1), Ninh Thuan (2)</li> </ul> <p>Phase II (2006 – 2010):</p> <ul style="list-style-type: none"> <li>• Development of all facilities and environment improvement for other Champa monument sites except Tra Kieu ancient capital site and Dong Duong Buddhism temple.</li> <li>• Tra Kieu ancient capital site and Dong Duong Buddhism temple will be improved after 2010 except development of sign and information facilities with sufficient scientific research.</li> </ul>	

Statement of Need:

- Necessity of sign information to guide visitors to Champa archeological sites in the Central Region in coping with no information facilities or inadequate facilities at present.
- Necessity of site museums to introduce Champa ruin's character such as its history, architecture and others.
- Necessity of visitor facility improvement such as access, parking lot, rest place and attractive historical environment for visitors against inappropriate road or no access, no interpretation facilities and dirty surroundings in archeological sites.
- Necessity of appropriate access control to archeological sites against direct vehicle access by visitors.
- Consideration of local communities' participation and their beneficiary by playing a role in management and operation such as ticketing system and maintenance work.

Project Benefit:

- Improvement of attractive facilities will contribute to increase of visitors by international tourists and Vietnamese tourists and citizens including students and children.
- The project will contribute to encouragement of research and conservation about Champa historical heritages.
- The project will enlighten visitors to understand importance of Vietnam's Cultural Heritages and its conservation

Project Cost Estimate:

The project requires facility development and its finance by public investment principally. The cost is estimated as follows by each phase.

- Phase I for facility development and environment improvement: 5.0 million US\$
- Phase II for facility development and environment improvement: 5.5 million US\$

<p>Project Title:</p> <p><b>RM9 Hoi An Flood Hazard Mitigation</b></p>	
<p>Project Implementing Agency:</p> <p>Peoples Committee of Hoi An Town in Quang Nam Province</p>	
<p>Project Location:</p> <p>Hoi An Town in Quang Nam Province</p>	<p>Project Description:</p> <p>To protect the Hoi An Town old quarter, which is designated as a historical world heritage, from flood by Thu Bong River. This project includes reinforcement of riverbank and mitigation of damage from flood.</p> <p>Construction will include the following components.</p> <ul style="list-style-type: none"><li>• Reinforcement of embankment of the Thu Bon River. The section to be reinforced will be riverbank at the old quarter of Hoi An Town.</li><li>• Reconstruction of the An Hoi Bridge. The bridge is used for evacuation from An Hoi Isle.</li><li>• Multi-purpose community shelters to accommodate people evacuated from flooded area</li><li>• Construction of escape road inside of An Hoi isle and flood area in Hoi An town</li><li>• Equipment for flood warning</li></ul>
<p>Project Schedule:</p> <p>Survey and design work: 2002</p> <p>Construction work: 2002 ~ 2003</p>	

Statement of Need:

Hoi An Town is the world heritage and one of the most popular tourist destinations in the Central Region of Vietnam. Hoi An Town is located at the down stream of the Thu Bon River and threatened by flood of the river every year. The flood damages the historical assets especially an old quarter that is the most important part of the town not only for tourism but also cultural values and peoples' daily life.

Formulation of the flood mitigation plan has been intended to be implemented in the Thu Bon River recently. However, implementation of the projects based on the mitigation plan will take time to be realized. Thus, deterioration of the Hoi An Town, especially public facilities and infrastructure, becomes worsen year by year.

Urgent treatment to slow down the pace of deterioration and maintaining the value of the town are significant, especially the old quarter area near the riverbank. Flood and erosion of the riverbank will damage many old buildings near the riverbank seriously. At least protection of riverbank and reinforcement of the retaining wall should be implemented as soon as possible.

Flood damage to residents is also serious due to the change of river water flow after the big land slide at the up stream of the Thu Bon River. Provision of some public facilities such as an evacuation route and emergency shelter(s) should be considered.

In addition, installation of flood warning system should be considered.

Project Benefit:

- Protect world heritage town from deterioration by flood
- Upgrade the landscape and tourism environment
- Help people affected by the flood

Project Cost Estimate:

1. Reinforcement of embankment of the Thu Bon River. L=4,400 m : US\$ 4.0 million
  2. Reconstruction of the An Hoi Bridge. L= 50 m : US\$ 0.8 million
  3. Multi-purpose community shelters 2 locations 2000 sq. m each : US\$ 2.4 million
  4. Construction of an escape road L= approx. 10 km : US\$ 3.3 million
  5. Equipment for flood warning installation of telemeters : US\$ 5.0 million
- Total construction and installation cost : US\$ 15.5 million

## 2. Economic Impact Analysis

Table 2.1 shows the total of project/program cost and increases of Value Added in compared with the amount in 2000. Increases of Value Added from tourism activity will be US\$4,625 million<sup>1</sup>; on the other hand, project costs including operation & maintenance cost will be US\$875 million. The ratio of increases of Value Added to project costs is 5.4.

**Table 2.1 Project Cost and Increase of Value Added**  
(Unit US\$ thousand 2000price)

		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

## 3. Initial Environmental Assessment (IEE)

### 3.1 Projects/ Programs Classification 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 3.1.

### 3.2 IEE for Each Project/ Program

#### **Type A: Projects/ programs which have no environmental impact**

Type A projects/ programs are mainly institutional ones, so that not including building/ facility construction. Therefore, environmental impacts by Type A projects/ programs are not occurred.

#### **Type B: Projects/ programs required to discuss with DOSTE**

This type of projects/ programs is mainly small-scale building construction/ improvement and park preparation/ improvement. Therefore, environmental impacts by 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 projects/ programs has a possibility to affect the environment. Table 3.2 shows environmental impacts by each project/ program. All projects / programs require the preparation of EIA in accordance with Vietnamese EIA regulations.

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

**Table 3.1 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 3.2 Environmental Impacts by Each Project/Program**

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 to 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



## **II Implementation Procedure**

### **1. Vietnam Tourism Promotion Board (VTPB)<sup>1</sup>**

#### **1.1 Necessity to Establish VTPB**

VTPB shall be established by year 2005 under the direction of VNAT for the reasons mentioned below and benefits for sustainable tourism development of Vietnam.

- Currently, VNAT's main function is concentrated on tourism-related administration, meanwhile its marketing and promotional undertaking is minimal.
- To be competitive in key source markets, particular organization, such as VTPB wholly specializing in marketing and promoting Vietnam tourism, is ultimately needed for the national interest. VTPB can contribute to the national economic development.
- VTPB can contribute to create the favorable image of Vietnam as a tourism destination in key source markets, which makes more overseas tourists visit Vietnam and brings overall advantage to the entire Vietnamese tourism industry.
- Large tour companies such as Saigontourist conduct their own marketing and promotion in some major source markets through JV partners, but the company's efforts are for their own benefits and hardly can contribute to the unified image creation of Vietnam tourism. Medium- and small-scaled tour companies find it hard to conduct such activities individually. As a neutral organization, VTPB can conduct joint tourism promotion efforts with these medium- and small-scaled companies.
- Through VTPB's overseas marketing and promotion activities, Vietnamese tour companies can attain more opportunity to develop business relationship with foreign tour operators, tour organizers and airlines.

#### **1.2 Establishment Year, Location of VTPB Head Office and Overseas Offices**

VTPB's shall be established by year 2005, and its head office shall be located in Hanoi.

VTPB Overseas Offices shall be set up in the following cities in the key source markets by year 2005;

PARIS (France), LOS ANGELES (U.S. A.), TOKYO (Japan).

- By year 2010, VTPB shall develop its set-up of overseas office into the following additional cities of the vital source markets;
- GUANGZHOU (China), SYDNEY (Australia), and BANGKOK (Thailand).

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<sup>1</sup> VTPB is a tentative name.

### **1.3 Roles of VTPB Head Office in Hanoi**

Based on the national interests under the direction of VNAT, VTPB head offices as a promotional body for travel to Vietnam shall formulate general policy for marketing and promotion in key source markets to make Vietnam fully recognized as an attractive tourist destination. The head offices are responsible to obtain annual budget for their organizational upkeep and marketing, promotional activities, and its overseas offices as well.

The organizational structure of VTPB shall involve VNAT, Department of Tourism of provinces and commercial travel trades. For its implementation, two options are considered as mentioned in 1.4 below.

### **1.4 Two options for VTPB implementation**

Two options are considered for feasible implementation of VTPB.

Option A: Statutory association-typed organization by VNAT, DOT and Commercial Travel Trade

VTPB is subsidized partly by the central government (VNAT) for the annual budget, that is, holding statutory status. The remainder of the budget is contributed by DOT of provinces and commercial trade involved with tourism such as airlines, tour companies, hotels, etc. Provincial DOT and the commercial travel trade which made certain contributions are eligible to cooperate with VTPB further by dispatching necessary staffs. The pros and cons of Option A are mentioned in Table 1.1.

Option B: Delegation-typed organization by VNAT's contract with Commercial Travel Trade Association

Provided that the commercial travel trade has formed a certain tourism-traders association such as Vietnam Travel Trade Association (VTTA)<sup>2</sup>, VNAT makes a contract with the association to represent VTPB function at certain cost. The pros and cons of Option B are mentioned in Table 1.1.

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<sup>2</sup> VTTA is a provisional name.

**Table 1.1 Two Implementing Options of VTPB**

	VNAT	DOT of Provinces	Travel Trade	Pros & Cons
Option A: Statutory Association-typed Organization	<ul style="list-style-type: none"> <li>- Subsidize some annual budget</li> <li>- Supervise VTPB for national interests</li> </ul>	<ul style="list-style-type: none"> <li>- Contribute remainder of the required budget</li> <li>- Dispatch staffs</li> <li>- Provide local tour information</li> <li>- Cooperate with VTPB (see A.)</li> </ul>	<ul style="list-style-type: none"> <li>- Contribute remainder of the required budget</li> <li>- Dispatch staffs to represent the trade</li> <li>- Cooperate with VTPB (see A.)</li> </ul>	<ul style="list-style-type: none"> <li>- Moderate to finance VTPB</li> <li>- DOT &amp; Travel Trade can reflect their interests in the national promotional tactics</li> <li>- Participatory, but hard to keep strong unity</li> </ul>
Option B: Delegation-typed Organization	<ul style="list-style-type: none"> <li>- Contract with the Travel Trade Association to delegate VTPB</li> <li>- Contract fund</li> <li>- Supervise the contract fulfillment</li> </ul>	<ul style="list-style-type: none"> <li>- Provide with local tour information for the Association (VTPB)</li> </ul>	<ul style="list-style-type: none"> <li>- Formulate Vietnam Travel Trade Association (VTTA)</li> <li>- Contract with VNAT for VTPB</li> <li>- Set-up of VTPB</li> <li>- Dispatch staffs</li> </ul>	<ul style="list-style-type: none"> <li>- Central government can keep VTPB expenditure lowest</li> <li>- National interests may be disarrayed without VNAT strong control</li> </ul>

Source: JICA Study Team

## 1.5 Establishment of VTPB Overseas Offices

### 1.5.1 Necessity of VTPB Overseas Offices in key source markets

VTPB Head Office shall establish its overseas offices in critically important source markets by 2005, respectively in Paris, Los Angeles, Tokyo and Guangzhou, for the following reasons and benefits for sustainable development of Vietnam.

- Vietnam has no favorable opportunity in severe competition to attain more tourists from major source markets without the national overseas tourism promotional offices there.
- VTPB Overseas Offices can contribute to build up the favorable image of Vietnam as an attractive destination by more precise marketing and promotional undertaking amidst any key source markets.
- VTPB Overseas Offices can further take its advantage of bridgehead position being-right in the middle of the key source market such in as; making pin-pointed and effective marketing and promotion of Vietnam tourism by monitoring and identifying wants, needs and trends, and creating more close relationship with local travel trade, possible tour organizers and various media sources.
- VTPB Overseas Offices can positively contribute to more business opportunities of Vietnam travel trade in the key source markets by joint promotional efforts.

### 1.5.2 Establishment year, location of VTPB Overseas Offices

VTPB overseas offices shall be established by year 2005 in the following key source markets of critical importance, respectively in the following locations:

PARIS (France), LOS ANGELES (U.S.A.) and TOKYO (Japan).

- By year 2010, VTPB overseas offices shall be established in the following additional key source markets:
- GUANGZHOU (China), SYDNEY (Australia) and BANGKOK (Thailand).

### **1.5.3 Implementation of VTPB Overseas Offices**

Two options are considered for feasible implementation of the overseas offices.

#### Option A: Subsidized by VTPB Head Office at minimal scale in the initial stage

VTPB overseas offices shall be fully subsidized by VTPB Head Office in Hanoi. VTPB Head Office shall dispatch a suitable personnel as a manager of its overseas offices, who is expert in marketing and promotion and has profound knowledge of Vietnam tourism resources, and proficient in the language of the country he or she is assigned. The assigned manager hires one local staff who is versed in the travel market of the country. The overseas offices shall be minimally established, but there remains a chance for the offices to be operated on a full scale as more budget could be granted with tourism contribution to the greater national economic development.

#### Option B: Utilizing a proper agency in a source market to represent VTPB office

The foreign agency to represent VTPB in a source market could be a local tour operator, travel agency or business company. VTPB head office in Hanoi shall make a contract with the selected agency to market and promote Vietnam as a tourist destination on behalf of VTPB. The representative-typed undertaking by contract will contribute to budget saving rather than maintaining own office and personnel. However, VTPB's direct involvement and accumulation of experiences and know-how in the source markets will not be grown, which may hold back full attainment of the favorable identity and image of tourism in Vietnam in the long run.

### **1.5.4 Specific Activities of VTPB Overseas Offices**

Common basic activities of VTPB Overseas Offices in Paris, Los Angeles and Tokyo to be established by year 2005 and Guangzhou, Sydney and Bangkok by year 2010:

Activities are carried out in conformity with the annual basic policies worked out by VTPB head office in Hanoi.

- Promoting Vietnam as a safe and sound tourist destination.
- Monitoring and identifying wants, needs and trends of the assigned source market.
- Opening up travel trade dialogue and contact by listing up most influential buyers (tour operators, tour organizers, etc.) to enhance sales approach of Vietnamese suppliers (airlines, ground-handlers, hoteliers, etc.).
- Preparing a regular newsletter (quarterly) and dispatch it to the listed local buyers, general and travel trade media.
- Delivering up-to-date Vietnam travel information to the local travel trade.
- Disseminating Vietnam travel brochures, photos (black & white, color slides), posters to the local travel trade.
- Holding Vietnam travel seminar to the travel trade.

- Organizing sponsored press/travel trade “Familiarization (FAM) trip” to Vietnam.
- Carrying out joint tourist promotion efforts with the Vietnamese tourism trade.
- Creating VTPB Internet homepage for the assigned market in their language.
- Participating in travel trade fairs and exhibitions of the assigned market.

### **1.5.5 Respective activities of VTPB overseas offices by source market:**

#### **By year 2005:**

##### PARIS office (France):

- Promoting culture and circular typed tours to Vietnam.
- Working closely with VN, Air France (AF), Thai Airways International (TG), Singapore Airlines (SQ) .
- Attending TOP RESA in Deauville.
- Making constant editorial contacts and distribution of Vietnam tourism-related articles to newspapers such as:  
*LE MONDE, LE FIGARO*, etc.
- Distributing Vietnam tourism-related articles to travel trade magazines such as:  
*QUATIDIAN DU TOURISME* (daily), *L'ECHO TOURISTIQUE* (weekly), *TOUR HEBDO* (weekly), *VOYAGE D'AFFAIRES* (bi-monthly, specialized in convention and incentive tours).

##### LOS ANGELES Office (U.S.A.):

- Promoting nostalgic tours for Vietnam War veterans and their family and children.
- Campaigning for visit-Vietnam to Viet Kieus communities in California and other states.
- Working closely with American Airlines (AA), United Airlines (UA), Northwest Airlines (NW), China Airlines (CI), All Nippon Airways (NH), Japan Airlines (JL).
- Attending travel fairs and exhibitions such as:  
*Incentive Travel and Meeting Executives (IT & ME) Show* (October in Chicago, for incentive tour planers), *USTOA<sup>3</sup> Annual Conference & Marketplace* (December in annually different U.S.A. resort, by U.S. tour operators for retailers).
- Making constant editorial contacts and distribution of Vietnam tourism-related articles to newspapers such as:  
*Los Angeles Times, San Francisco Examiner, The New York Times, The Washington Post*, etc.,
- Travel magazines for consumers such as:

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<sup>3</sup> USTOA = United States Tour Operators Association

*National Geographic Traveler, Student Travels, Travel & Leisure, Travel International, etc.*

- Distributing Vietnam tourism-related articles to consumer and travel trade magazines such as:  
*ASTA Agency Management, Travel Agent, Travel Weekly, Travel Age Magazine, etc.*

#### TOKYO (Japan):

- Promoting culture and circular typed tours to Vietnam, meanwhile sustaining current HCMC mono-destination tour boom.
- Working closely with Japanese tour operators to promote and organize Vietnam Monitor Tours<sup>4</sup>, school trip (“Shugaku-ryokou”<sup>5</sup>) to Vietnam.
- Working closely with VN, Japan Airlines (JL), All Nippon Airways (NH), Thai Airways International (TG), Cathay Pacific Airlines (CX).
- Attending *JATA*<sup>6</sup> *International Congress and Travel Mart* (biannual).
- Making constant editorial contacts and distribution of Vietnam tourism-related articles to newspapers such as:  
*ASAHI, MAINICHI, NIHON KEIZAI, YOMIURI, etc.*
- Distributing Vietnam tourism-related articles to travel trade magazines such as:  
*TRAVEL JOURNAL, TRAVEL MANAGEMENT, etc.*

#### **By year 2010:**

##### GUANGZHOU (China):

- Taking advantage of Guangzhou office being in Guangdong Province, lately having higher income brackets, promote Vietnam tours to higher income group.
- Working closely with VN, China Air (CA).
- Attending *Guangzhou International Travel Fair (GITF)* (annually held in March in Guangzhou).
- Attending *China International Travel Mart* (to be held in Kunming in 2001).
- Distributing Vietnam tourism-related articles and advertisement to travel trade magazine “*Traveler*”(旅行家) (founded in January 1996, self-stated circulation 100,000 copies).

##### SYDNEY (Australia):

- Promoting FIT market which is traditionally strong.
- Promoting SIT market which is smaller but sustainable.

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<sup>4</sup> Vietnam Monitor tours: refer to APPENDICES (TOURISM MARKETING AND PROMOTION) for details

<sup>5</sup> Shugaku-ryokou to short-haul destination (Korea, China) is getting popular now (before domestic destinations only)

<sup>6</sup> JATA = Japan Association of Travel Agents

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- Working closely with VN, Qantas Airways (QF), Cathay Pacific Airways (CX), Singapore Airlines (SQ).
- Attending *Holiday & Travel Show* (held annually in Sydney, Melbourne, Brisbane, Perth and Canberra).
- Making constant editorial contacts and distribution of Vietnam tourism-related articles to newspapers such as:  
*The Australian, The Australian Financial Review, Sydney Morning Herald, Sunday Telegraph* (Sunday paper), *The Sun Herald* (Sunday paper).
- Distributing Vietnam tourism-related articles to travel trade and travel-liking consumer magazines such as:  
*Travel Week Australia, Traveltrade, The Convention & Incentive Marketing, Australian Gourmet Traveller.*

#### BANGKOK (Thailand):

- Promoting Vietnam as visa-free destination.
- Promoting Indochina tourism jointly with the Greater Mekong Sub-region (GMS) countries, which benefits Vietnam.
- Working closely with VN, Thai Airways International (TG).
- Making constant editorial contacts and distribution of Vietnam tourism-related articles to newspapers such as:  
*Daily News, Bangkok Pose* (English paper).
- Distributing Vietnam tourism-related articles to travel trade and travel-liking consumer magazines such as:  
*Travel Trade Report, Travellers Companion.*

## **2. Tourism Institute of Vietnam**

Human resource development in tourism is essential if the industry is to meet growth projections. The strategic location of a tourism training school in Da Nang meets the Vietnamese government strategy of increasing resource allocations to promote economic development of the Central Region and to increase level of vocational training provided to the industry. The tourism sector will play an important role in providing the essential new jobs for the 1.2 million labor market entrants each year. Provision of training capacity will ensure that skilled labor can be drawn from the Central Region for training, and be provided to other regions in the country.

Human resource development has been identified by the JICA Study Team as a precondition for successful development of the tourism industry in the Central Region. The main areas in need for training are food production, management and supervision, and tourist guides. The training demand has been identified as a result of expected employment generation – 194 personnel in hotel management are required for the central region per year during 2000-2010, and 387 per year during 2010-2020. In tour guiding, 241 are required per year during 2000-2010 and 542 per year between 2010 and 2020. The training provided needs to focus on the practical acquisition of skills, rather than relying largely on theoretical acquisition.

The role of the private sector will become increasingly important in training provision. At the present time, the role of the public sector is to provide training capacity, develop new and more effective models of training delivery and meet the requirements for skilled labor in the industry.

The training needs of the industry are most acute for staff and management, which provide services directly to customers in tourism establishments such as hotel, restaurant and travel operators. Improvement of training provision and expansion of the training capacity is essential for rapid expansion of the industry.

There are three tourism training schools in Hanoi, Vung Tau and Hue operated by VNAT. These schools provide training at the one and two year level as well as short courses. However, there is insufficient capacity as well as issues of training effectiveness.

The training needs of industry are:

- New training model to increase training effectiveness: emphasis on high quality training, practical approach.
- Training for tour guides, food production and food and beverage
- Training for middle management and supervisors
- Facilities to be provided to increase training capacity

## 2.1 Project

### Objectives

A new tourism training school based in Da Nang is proposed. Training and education of tourism personnel is proposed:

- Training of middle management and supervisor level is required for both accommodation and travel operations sectors. Delivery of high quality training to meet international standards is required with a practical focus.
- Training for tour guides and tour operation management provided in these areas is required for the Central Region to fully take their advantages in historical and cultural tourism. Development of 3 and 4 year professional training course will provide higher level practical training required by industry.
- Provision of courses of a short-term nature for industry is required. These courses will be delivered to other provinces in the region.
- Development of new curriculum for higher levels of management and operations, tour guiding and travel operations and Asian cuisine
- Quality issues in training will be generally addressed through development of training to meet international standard requirements. The school will provide new model for training that may be emulated in Vietnam: high quality; practical component of at least 50%; use of foreign language for course delivery.

The course offered will be 2, 3 and 4 year courses. Four year courses will be about tour guiding and tour operations and tourism and hotel management.



Capacity of the training school will be approximately 4-450 students, excluding short courses.

**Implementation agency**

The implementation agency will be VNAT. The Ministry of Education and Training (MOET) will provide the necessary approvals and licenses. VNAT has the responsibility to oversee human resource development in the tourism industry.

There are four divisions in every VNAT tourism training school: front office, housekeeping; food and beverage and kitchen. Average fees paid by students per year are 1.5 million VND, which accounts for approximately 37.5% of the average expenditure per student. VNAT provides the remainder of the operating cost through the government budget.

**Project site**

The project site is an undeveloped beachside in Da Nang City, Central Vietnam near Bac My An and Furama Resort, approximately 3 km from the airport and centre of town. The site is 3 hectares in total, adjacent to a proposed foreign languages university. The land will be transferred to the Da Nang Department of Tourism, so no expropriation of land is required.

**Outline of project**

(a) Training Courses

The following numbers are expected to train in each subject area.

Course	Grade (Number of students)				
	Year 1	Year 2	Year 3	Year 4	Total
Tourism Guide Course	30	30	30	30	120
Food production and Food and Beverage	100	100			200
Hotel, Restaurant and tourism management			60	60	120
<b>TOTAL</b>	<b>130</b>	<b>130</b>	<b>90</b>	<b>90</b>	<b>440</b>
Short Courses	200	150	100	50	500

Source: JICA Study Team

(b) Facilities

- Classrooms (12)
- Training facilities (kitchen, demonstration restaurants; language laboratories)
- Dormitory for 200 students
- Computer laboratories
- Library and study/meeting rooms, conference room
- Student lounge
- Training equipment

(c) Management Structure

The training school will be a stand-alone facility, with a management board comprised of VNAT, MOET, industry representatives, representatives from Hue

Tourism School and Saigontourist Tourism School.

(d) Institutional Development

*Teacher Training*

Teacher training for teaching staff of 20 will be conducted over a period of two years, including theoretical and pedagogical training and practical experience in industry.

*Technical Assistance for Training School Management*

Technical assistance is required for the Management of the Training School. Due to the inexperience in Vietnam with management of a high quality, foreign experts are required for a period of two years in the following areas;

- Training School Manager
- Director of Studies
- Teacher Training expert

**2.1.1 Project Facilities**

The area and type of facilities are estimated based on the outline of the project shown in the table below. The total area of the facility is 10,200 m<sup>2</sup>, including 5,500 m<sup>2</sup> for the training facilities and 1,600 m<sup>2</sup> of public space for corridors, stairs and toilets etc.

**2.1.2 Enrolment Plan**

The number of students for each course is presented below. In 2003/4, 130 full time students will enroll for the first time. By 2007, 440 full time students will be enrolled. Approximately, 200 students will stay in the dormitory.

**Table 2.1 Facilities of Training School: Area and Function**

	Facility	Unit Area (m <sup>2</sup> )	Number	Total Area (m <sup>2</sup> )	
A	Training Facility				
1	Classrooms				
	Classrooms for 30 students	100	9	900	
	Classrooms for 50 students	150	3	450	
2	Laboratory				
	Computer laboratory	150	2	300	Air-conditioned
	Language Laboratory	100	2	200	Air-conditioned
3	Meeting Rooms				
	Conference Room	900	1	900	Air-conditioned
	Meeting Room (lge)	300	1	300	
	Meeting Room (small)	100	1	100	
	Library	300	1	300	Air-conditioned
4	Demonstration Room				
	Restaurant	300	1	300	
	Demonstration Kitchen	200	1	200	
	Training Kitchen	300	1	300	
5	Administration				
	Administration Office	100	1	100	Air-conditioned
	Directors Office	40	1	40	Air-conditioned
	Teachers Room	300	1	300	Air-conditioned
	Storage Room	30	1	30	
6	Student Facilities				
	Student Lounge	200	1	200	
	Medical Room	100	1	100	
	Locker Room	150	1	150	
7	Engineering				
	Engineering Room	200	1	200	
	Utility Room	100	1	100	
	Storage Room	30	1	30	
	Subtotal of training facilities			5500	
B	Dormitory for 200 Students			2500	@ 12.5 m <sup>2</sup> per student
	Total A+B			8000	
C	Public Space	8000	20%	1600	
D	Other				
	Parking Area	600	1	600	Covered sheds for bicycles and motorbikes
	<b>GRAND TOTAL (A+B+C+D)</b>			<b>10200</b>	

Source: JICA Study Team

**Table 2.2 Enrolment Plan**

Course	Capacity	2003	2004	2005	2006
2 yr course	100 x 2 yrs	100	200	200	200
Management course	60 x 2 yrs	30	60	60	60
Tour Guide course	30 x 4 yrs	30	60	90	120
Refresher	500x1 mth per year	100	200	400	500
Total		260	520	750	880
Dormitory	200	50	100	150	200

Source: JICA Study Team

### **3. Tourism Base Development in the Coastal Area**

#### **3.1 Background**

The JICA Study Team emphasizes the following point as one of the strategies of accommodation development in the Study Area: The first point is the expansion of volume and upgrading of quality to meet international tourists. In order to achieve the development target, described in Chapter 5 of the Master Plan, it is necessary to expand the capacity of accommodation and to upgrade the quality of accommodation.

On the other hand, accommodation development in the Study Area has not developed yet because implementation process of each province has faced constrains. In fact, each province wants to develop tourism base, which can accommodate international tourists. New accommodation development in the Study Area is limited to some places such as Da Nang, Hoi An, and Phan Thiet (Mui Ne).

This guideline makes institutional setting and procedures clear for accommodation development. For examples, site planning and project justification in Tourism Base Development in Lang Co, Thua Thien Hue Province and Ke Ga Cape in Binh Thuan Province are conducted.

#### **3.2 Development Process**

##### **3.2.1 Organizations and Institutions**

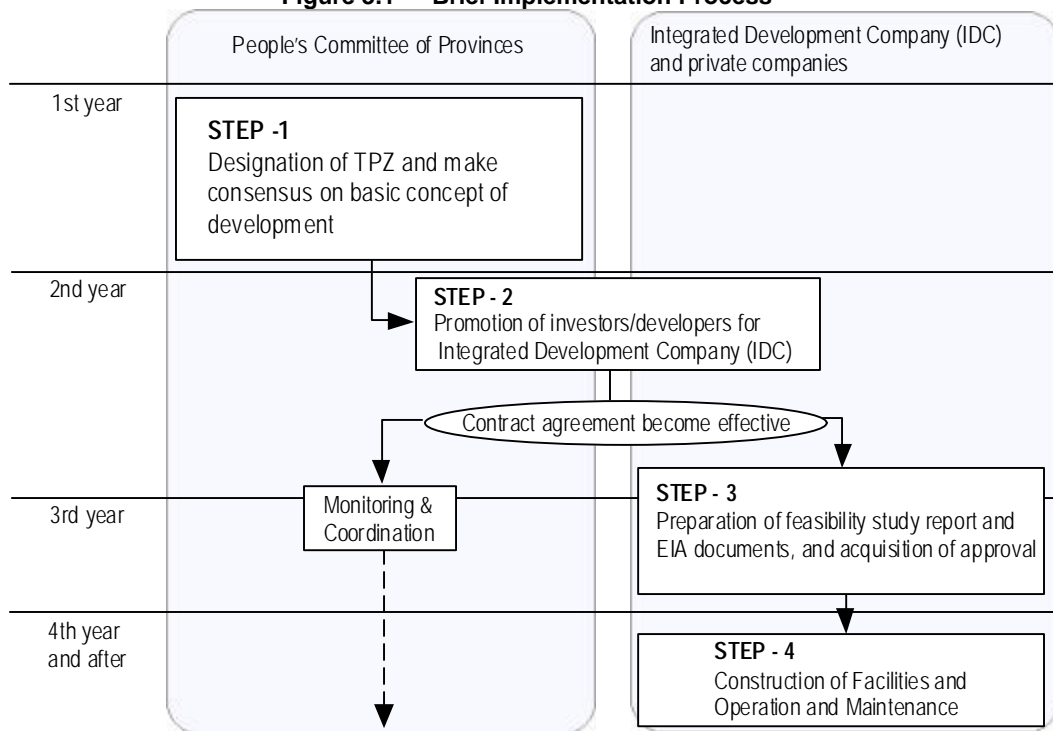
One of the most serious obstacles that provincial governments are facing is absence of investors/developers for accommodation development. Because potential investors/developers do not notice the potential of tourism base development in the Central Region, they recognize that investment for the tourism base development is not so profitable due to visible and invisible cost, such as procedure for investment.

That is why the following policy measures should be considered:

- Promotion activities to potential investors/developers,
- Economic incentives which are attractive to potential investors/developers, and
- Smooth investment procedures, the same as “one window process” in industrial park development.

In order to carry out such measures, the JICA Team recommends establishing the systems, shown in Figure 3.1. The important point in Figure 3.1 is establishment of Tourism Promotion Zone and Integrated Development Company.

**Figure 3.1 Brief Implementation Process**



Source: JICA Study Team

### **People's Committee of Provinces**

People's Committee of Provinces designates Tourism Promotion Zone (TPZ) in the first stage of the tourism base development. TPZ has accommodation facilities, shops & restaurants, other tourism facilities, and buffer zones, and work as base on tourism activities. People's Committees of Provinces shall formulate Integrated Development Company (IDC) with their partner(s), and prepare for incentives to Integrated Development Companies, accommodation investors/developers and accommodation operators, such as exemption of land rental cost, charge for infrastructure use. They should convince the Central Government to apply tax exemptions, the same as Export Promotion Zone.

People's Committee of Provinces will monitor the proceedings of tourism base development, and coordinate with other players, such as IDCs, developers/investors, hotel operators and the Central Government after the start of IDC activities.

### **Integrated Development Company**

People's Committees of Provinces and their partner(s) shall establish Integrated Development Company (IDC). IDC has the following roles in the Tourism Base Development:

- Formulate TPZ development plan and Feasibility Study, which include design operation and maintenance of facility development, and Environmental Impact Assessment,

- Secure approvals for development of TPZ from relevant agencies,
- Do marketing and promotion of hotels and other tourism facilities/services to investors, and sub-contract with them for business in the TPZ,
- Assist investors/developers of accommodations and accommodation operators to obtain approval of licenses,
- Design and construction of infrastructure and facilities in the TPZ except hotels; and
- Management of TPZ as a whole.

The IDC should be capable to manage the TPZ by international standard and should work like a management association of industrial park. Therefore, joint venture partner(s) of People's Committee should be foreign companies, which conducted real estate business for tourism in the world, or operation and management of industrial park in Vietnam.

### **Developers and investors of accommodations**

Construction, operation and management of hotels in the TPZ will be sub-contracted by IDC to developers and investors of facilities.

The hotel developer/investor can lease more than two hotel lots, if they wish and are capable to manage them. The number of hotel rooms to be developed in one hotel lot will be designated in the plan provided by the IDC. If the developers wish to develop more rooms than the designated number for one hotel lot, the developer needs to lease more than two hotel lots. Developer should negotiate assignment of the Hotel Lots with the IDC. The IDC coordinates assignment of hotel lots in consideration with environmental impact and market demand. In other words, it should not be expected that all hotels would be luxury hotels because major market has divers, and they generally do not pay so much attention to the status of hotels. They appreciate inexpensive, simple and clean hotels but with international standard of services worth paying for. Each hotel will have to carry out its own marketing promotion.

Regardless of the classification of a hotel, an international company capable of effective marketing abroad should manage the hotel.

Investors for tourism services such as restaurants, dive shops, and boat maintenance will rent space in the building or facilities provided by the IDC. Service contract or leasing contract will be made with the IDC.

### **Central Government**

In consideration with the cost and scale of development, the Tourism Base Development Project will be categorized as Group A in the Decree 24 on providing detailed regulations of the implementation of the Law on Foreign Investment (No. 24/2000/ND-CP)<sup>7</sup>. In case of Group A, the Prime Minister shall decide the issuance of approval. Ministry of Planning and Investment (MPI) or Peoples' Committee is responsible for issuance of approval in another

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<sup>7</sup> According to the Decree 24, the following projects are categorized as Group A. (1) Investment cost are less than US\$40 million, (2) Project area is less than 5ha in urban area or 50ha in other areas.

case (Group B).

IDC and hotel developers have to get other licenses to develop TPZ and accommodations. Decree 52 on issuance of Regulation on Construction, Investment Management (No. 52/1999/ND-CP) divides investment projects, both of hardware development but also establishment of enterprise into 3 categories, Category A, B and C. These categories are set by fields of investment and investment amount. In case of investment for tourism, investment more than VND\$75 billion is categorized as A, from VND7 billion to VND75 billion is categorized as B, and less than VND7 billion are categorized as C. In Category A, Ministries of the central government such as MPI and MOC are responsible for issue of licenses, and responsible ministries for issue of licenses are listed in Table 3.1.

**Table 3.1 Responsible Agencies for issue of licenses**

	Central Government (Category A)	People's Committee of Provinces (Category B, C)
Investment	MPI	Department of Planning and Investment (DPI)
Construction	MOC	Department of Construction (DOC)
Land Use	MOC	Department of Construction (DOC)
Business	Ministry of Trade	Department of Trade (DOT)
Resource Utilization	MARD	-

Source: No. 52/1999/ND-CP

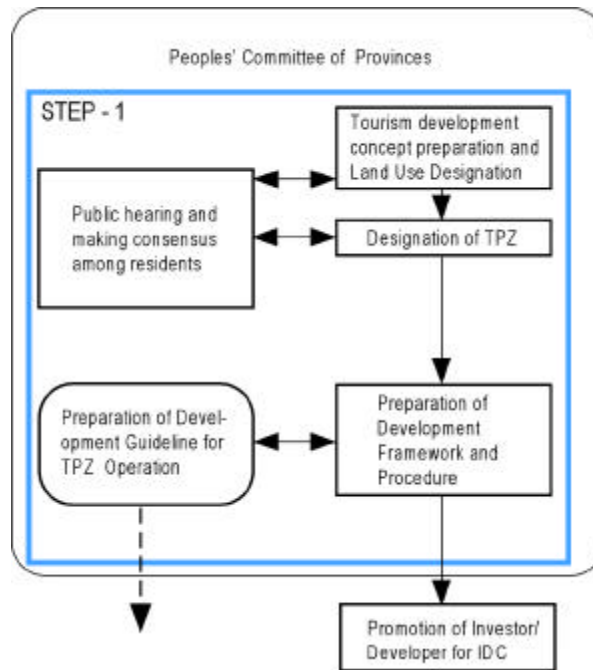
### 3.2.2 Implementation

Based on the system and organizations described above, a step-wise procedure should be followed for the implementation of the project. The steps discussed hereunder involve several tasks to be carried out by the Peoples' Committee of Provinces and IDC, because they are the main players of this project.

#### **Step 1: Designation of TPZ and consensus building on basic concept of the development.**

This step is the most important step for implementation of this project. It is assumed to take one year. It may even take much longer if political or personal interference is involved as often happened in the past. Figure 3.2 shows the flow of the tasks.

**Figure 3.2 Tasks in Step 1**



Source: JICA Study Team

Concept preparation and land use designation

People’s Committee should finalize the tourism development concept and land use plan of candidate site for tourism based development and surrounding area, which shows the designated land use including TPZ and development framework of the project.

Designation of TPZ

The TPZ should be designated and agreed among all stakeholders, after getting a consensus through public hearing.

Preparation of Development Guideline and Procedure

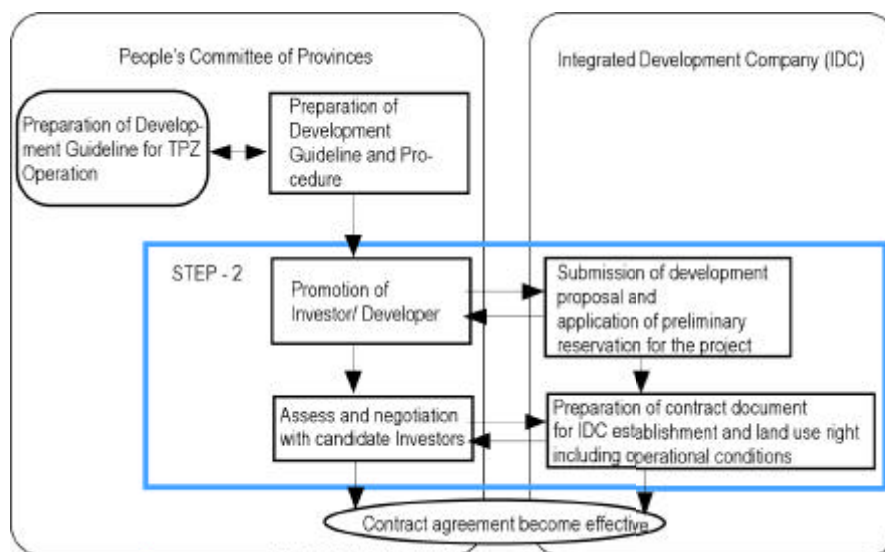
People’s Committee prepares development framework and draft conditions of the TPZ operation. At the same time, the committee prepares materials for promotion of investor/developer to become the IDC.

**Step 2: Promotion of developers/investors for an IDC.**

People’s Committee shall look for joint venture partner(s) for IDC. Partner(s) are selected by international tender or another way. People’s Committee and selected partner(s) shall discuss the contents of tourism based development, and make an agreement to establish and operation of IDC. Figure 3.3 shows the flow of the tasks.



**Figure 3.3 Tasks in Step 2**



Source: JICA Study Team

### Promotion of joint partner(s) and submission of proposal

People's Committee shall carry out the promotion and selection of joint venture partner(s). Candidates of the IDC will submit development proposals in accordance with development framework and conditions set by the People's Committee in the step 1. The proposal includes their development ideas and precise cost and time schedule, required conditions for implementations, and so on. Selected developers/investors will prepare a draft of the contract documents for the IDC establishment including operational conditions.

People's Committee should promote the tourism based development through the following channels. It is difficult to find joint venture partner in the world. People's Committee should look for candidates in Vietnam and surrounding countries by use of connections.

- Connections of international hotels in Hanoi and HCMC,
- Companies who own hotels in Vietnam,
- Companies who own and operate industrial park in Vietnam.

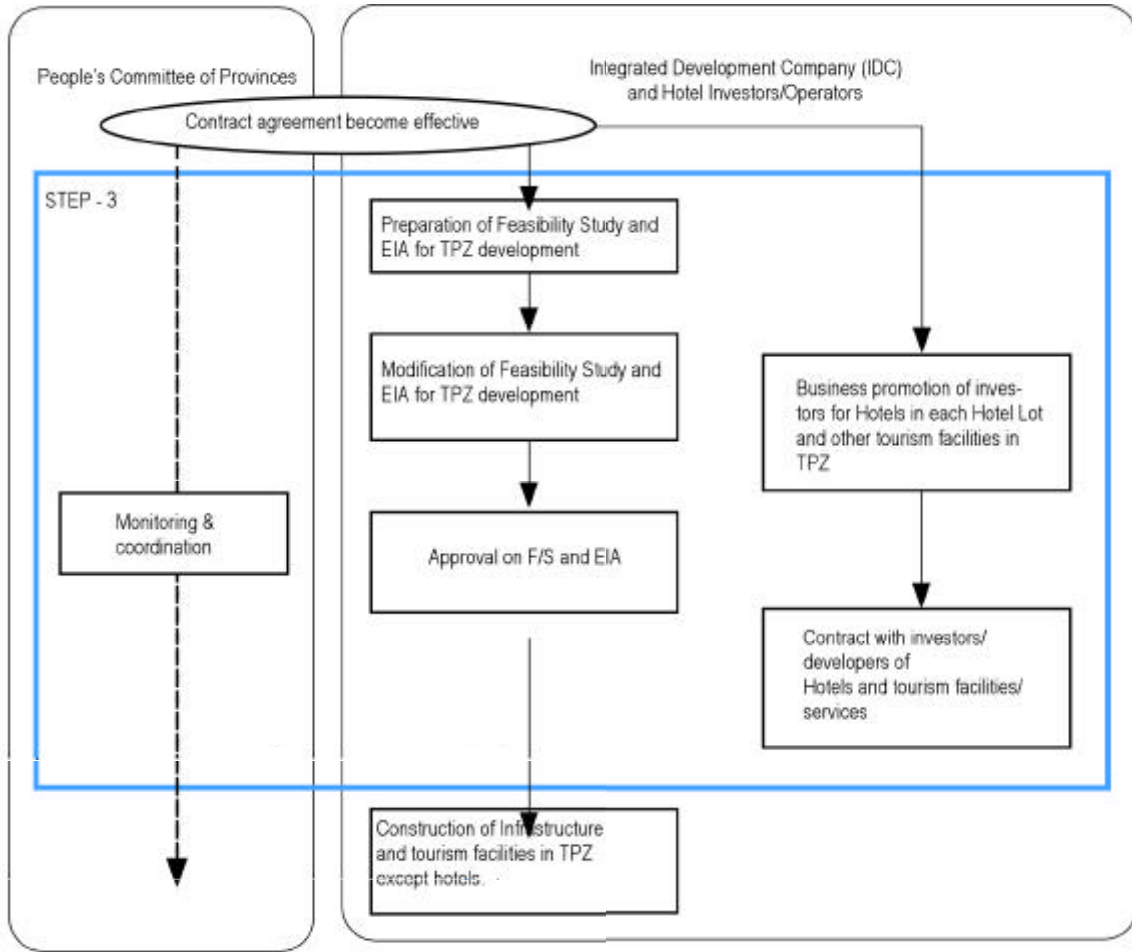
### Preparation of contract document

People's Committee shall carry out assessments and negotiations with candidates. If both the PC and candidate agree on the conditions of contract, both parties will sign the agreement to make it official.

### **Step 3: Study, design and engineering work together with preparation of EIA**

After the contract agreement becomes effective, the IDC will start study, design and engineering work and the preparation of Environmental Impact Assessment (EIA) for the actual construction of TPZ. Figure 3.4 shows the flow of the tasks.

Figure 3.4 Tasks in Step 3



Source: JICA Study Team

Preparation of Feasibility Study of TPZ

A Feasibility Study (F/S) of the TPZ development should be prepared by the IDC. The F/S will be a document for legislative process for approval of MOC, MOSTE and other related agencies.

Modifications of F/S and EIA

If IDC receive comments from MOC and MISTE, it has to modify F/S and EIA, and report to MOT/MOSTE.

Promotion of investors/developers for hotel and other tourism facilities in TPZ

Investors/developers for the hotels and tourism facilities designated in the TPZ will be promoted by the IDC. The IDC should evaluate and select investors/developers in accordance with the F/S and IDC’s business plan. The hotel investors/developers to the TPZ are expected to be capable to provide international standard services and marketing campaigns for the customer. Interference from government or politics will spoil the efficiency of the project.

### Contract between IDC and investors/developers

After an agreement has been reached on the contract with the IDC, investors/developers will start the design and construction of their facilities or start preparation of their business in the TPZ.

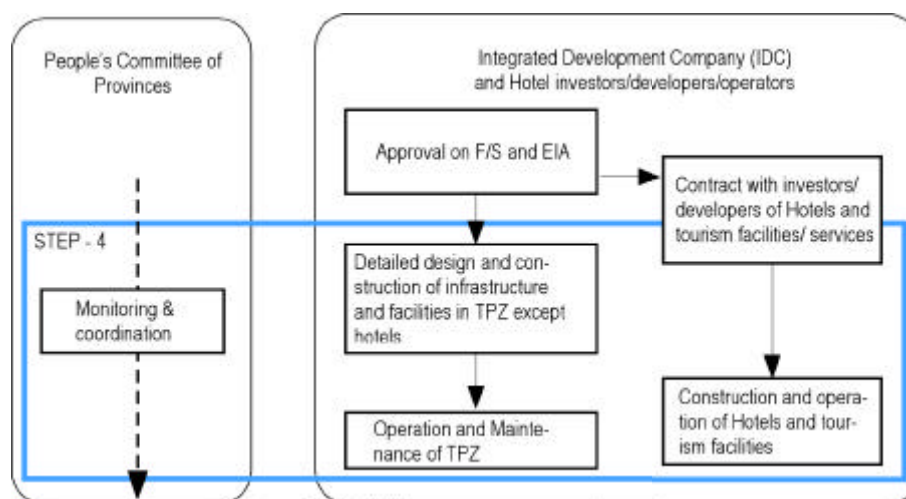
A minimum of 18 months will be needed for the completion of step 3 tasks. The support from various agencies can be demonstrated by their approval of the project on the required period of time.

### Step 4: Detailed design and construction of facilities and operation/maintenance

After receiving the approvals on EIA and legislative process for relevant agencies, actual construction work should start. Infrastructure development in the TPZ should be completed by the IDC before the hotel construction works.

The IDC should be responsible for the whole operation and maintenance of businesses in the TPZ. The PC will monitor and coordinate administrative work supportively during the period of the TPZ operation.

Figure 3.5 Tasks in Step 4



Source: JICA Study Team

## 3.3 Example: Case of Ke Ga Cape Tourism Base

### 3.3.1 Location

Ke Ga Cape is located 5km south of Phan Thet, capital of Binh Thuan Province. Phan Thiet is getting popular for international tourists as marine resort, which can be accessed from Ho Chi Minh City by car. Some international hotels and Vietnamese hotels start operation in Mui Ne, 10km north of Phan Thiet.

After the development of Mui Ne, Ke Ga is the most favorable place to develop accommodation base due to its good natural condition.

### 3.3.2 Project Component

Tourism Base Development in Ke Ga Cape includes the following components.

#### Site planning

Land use of tourism development area in Ke Ga Cape is shown in Figure 3.6 and Table 3.2. 24.4% of the tourism base shall be designated as Tourism Promotion Zone (TPZ) by provincial government.

Figure 3.6 Location and Site Plan of Ke Ga Tourism Base



Source: JICA Study Team

Table 3.2 Land Use of Ke Ga Tourism Base (Unit: ha)

Tourism Promotion Zone	459
Desert Park	908
Village area	513
Total	1,880

Source: JICA Study Team

#### Facilities development

In the TPZ, the following facilities shall be developed.

- Hotels,
- Commercial facilities,

- Public beach and recreational park, and
- Reservations

### Hotels

There are two hotel development areas in the TPZ. The promoted developer/investors will implement construction, operation and maintenance of the hotels in the TPZ. The hotel developer will contract with the IDC for leasing the hotel lot(s) and service provided by the IDC. The developers/investors should build, operate and maintain the hotels in accordance with the agreement with the IDC.

The total number of hotel rooms to be constructed in the total hotel lot area of 80 hectares is estimated to be 1,200 rooms in 2020. Table 3.3 shows development schedule of hotels.

**Table 3.3 Development Schedule of Hotels**

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	Total
Rooms	150	170	180	0	0	0	100	150	150	150	150	150	150	1,500

Source: JICA Study Team

### Commercial facilities

Commercial facilities, which have restaurants and shops, shall be developed by IDC. IDC can operate these restaurants and shops by itself or lend to restaurant/shop operators.

### Public beach and recreational park

Beaches, which have been used by local people, should be designated as public beach. The top of Ke Ga Cape should be developed as recreational park by TPZ. Clearing the site but with minimum cutting of trees will be done, and basic facilities of toilets, trash bins, simple shelters and necessary signs and information boards will be provided. The IDC should be responsible for the maintenance of public parks in the TPZ.

### Reservations

After year 2020, an 18 hole golf course and one hotel lot shall be developed. These areas are left as reserved area.

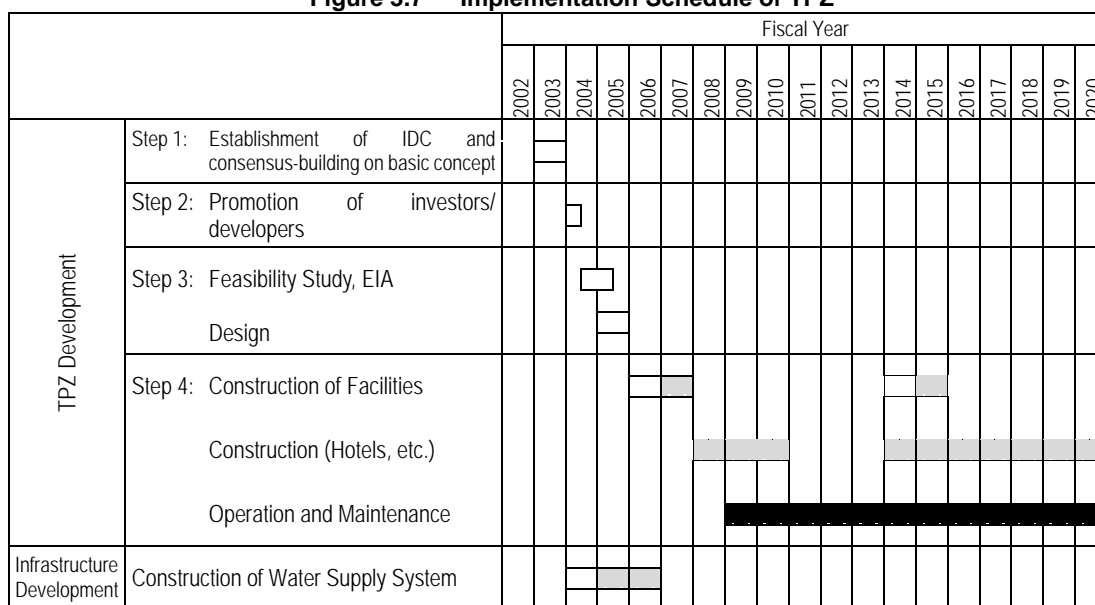
### Infrastructure development

It is necessary to construct water supply system from reservoir at the north of tourism based development area to tourism based area. The length of trunk pipe is 15km.

### **3.3.3 Implementation Schedule**

Figure 3.7 illustrates the whole implementation schedule of the tourism development plan. It is estimated to take six years from the establishment of the PLDC to the start of operation of the TPZ in 2008. During this period, the timely implementation of public infrastructure development is required.

**Figure 3.7 Implementation Schedule of TPZ**



Legend:  Preparatory work, F.S, EIA, etc.  Construction  Operation & Maintenance  
 Source: JICA Study Team

### 3.3.4 Development Cost

Development costs of the TPZ consist of the public infrastructure development cost and the TPZ development cost. They are estimated under the following assumptions as follows:

- Cost is estimated on the basis of the prices as of October 2001.
- The following exchange rate as of October 2000 is used:  
 $US\$1.00 = VND15,000$
- Physical contingency is estimated at 5-15% of the total cost based on the type of project components.
- Inflation is not taken into account in the cost estimation.
- Average life period of facilities and buildings is assumed at 30 years.

#### Infrastructure development

The investment cost, investment schedule and implementing body of the water supply system development are estimated to be US\$7,530,000. People’s Committee of Binh Thuan Province is the implementing body.

Annual operation and maintenance cost of water supply system is estimated US\$530,000, 7% of investment cost annually. The allocation of annual cost, including investment cost, is presented in Table 3.4.

**Table 3.4 Construction and O&M Cost of Water Supply System**

(Unit: US\$ million)

Year	2003-04	2005-06	2007-19	2020	Total	Remarks
Investment cost		3.77	3.77		7.53	
Residual value					-3.64	
O&M cost		0.53	0.53	0.53	8.43	7% of project cost annually
Study, design	0.38				0.76	10% of project cost
Total					13.08	

Source: JICA Study Team

### **Facility development**

Based on the proposed development plan of TPZ, the capital investment cost is estimated, including the following components in Table 3.5.

**Table 3.5 Components of cost estimate of TPZ**

Components	Remarks
F/S, EIA, Design	5% of total cost
Site preparation	459ha (All in TPZ)
Road	10km
Electricity, telecom line	10km
Sewerage system	Plant, network
Garbage truck for waste disposal	
Management office	
Restaurants & shops	
Hotel buildings	1500 rooms in 2020

Source: JICA Study Team

Table 3.6 shows the construction and O&M cost of facilities in the TPZ. The total of IDC and hotel development cost are estimated US\$137.32 million.

**Table 3.6 Total Construction and O&M Cost of TPZ**

(Unit: US\$ million)

			Remarks
IDC development	Investment cost	28.52	US\$310,000 per hectare
	Residual value	-16.93	
	O&M cost	22.13	5% of project cost annually
	Study, design	2.85	10% of project cost
	Total	36.57	
Hotel development	Investment cost	120.00	US\$80,000 per room
	Residual value	-97.81	
	O&M cost	78.56	10% of project cost annually
	Total	100.75	

Source: JICA Study Team

### **Land rent fee**

The total area of the TPZ amounts to 495 ha in the proposed land allocation plan by the Study Team. Land rent fees of the area will be paid to the People's Committee of Binh Thuan by the IDC. An amount of \$ 450 thousand is preliminarily estimated as the annual expenditure on land rents of the IDC.

People's Committee of Binh Thuan will provide 10-year tax exemption to IDC. That is the reason that payment of land fee will start in 2015.

### 3.3.5 Project Justification

#### Benefits of the Plan

Tourism based development in Ke Ga Cape will support the regional economic development. The benefits from the plan would be:

- Foreign exchange earnings through tourist expenditure,
- Foreign Direct Investment promotion,
- Generation of employment opportunities,
- Improvement of living environment of the people in Ke Ga,
- Improved opportunities for private sector investment in the tourism-related industries, and
- Increase of government revenues through taxes and fees/charges.

When fully developed in 2020, the TPZ would provide 1,500 rooms in hotel capacity. Assuming an occupancy rate of 60% and an average expenditure of \$75 per day per visitor, the benefits of the tourism based development is estimated as shown in Table 3.7. The foreign exchange earnings will be about \$40 million per year through tourist expenditure in 2020. Of that expenditure, 2.3 times or \$85 million is estimated to contribute to the GDP as direct and indirect benefits. Considering direct and indirect contribution of GDP as benefits of the project, the Economic Internal Rate of Return of the Plan is estimated at 32% under some assumptions.

Assuming that the tax and fee/charge structure will remain in the current system, it is estimated that the Vietnamese Government receives revenues of US\$13 million, 15% of value added per year.

The development would also expect to provide direct employment opportunities to about 2,250 and indirect employment to about 1,650 up to 2020.

**Table 3.7 Benefits of Tourism Base Development in Ke Ga in 2020**

Items	Benefits	Note
Bed nights of hotel guests	492,759 bed night	Occupancy rate 60% Guest per room 1.5
Average expenditure	US\$75per day	
Total expenditure	US\$36.96 million	-
Direct and indirect GDP Contribution	US\$85.00 million	Coefficient of Value Added: 2.3
Government Revenue	US\$12.75 million	15% of GDP contribution
Direct employment	2250 persons	1.5 employment per room
Indirect employment	1650 persons	1.1 employment per room
Economic Internal Rate of Return (EIRR)	32.1%	Benefit includes direct and indirect contribution to GDP

Source: JICA Study Team

**Table 3.8 Cash flow for EIRR Analysis**

(Unit: US\$ million)

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Cash Inflow						8.50	18.13	28.33	28.33	28.33	28.33	34.00	42.50	51.00	59.50	68.00	76.50	85.00
Cash outflow	1.18	1.99	2.14	9.39	9.39	14.53	17.49	19.73	5.33	5.33	5.33	22.19	27.84	21.60	22.80	24.00	25.20	-91.98
Net cash flow	-1.18	-1.99	-2.14	-9.39	-9.39	-6.03	0.64	8.60	23.00	23.00	23.00	11.81	14.66	29.40	36.70	44.00	51.30	176.98
EIRR	32.1%																	

Source: JICA Study Team



### **Financial Analysis**

The financial performance of the tourism based development in Ke Ga Cape is demonstrated for the People's Committee of Binh Thuan and the IDC under the assumptions as follows:

- Project period for the financial analysis is up to 2020,
- Tourist expenditure is estimated at US\$75 per visitor for one-day stay over the project period up to 2020 at constant 2000 prices. ,
- The costs of utility development regarding the TPZ, which is implemented by the government, will be fully recovered through user charges. The government should send bills of water supply and solid waste management to the IDC. The IDC will charge them to the individual customers, such as hotels, restaurants, shops and offices, in the TPZ. The IDC will additionally charge their management fee on the infrastructure development in the TPZ,
- Annual inflation rate is not considered both in cost and revenue, and
- Residual value of the capital is estimated as an inverse cost in 2020.

#### **Financial analysis of water supply system**

Construction and development cost of water supply system is shown in Table 3.8. The total cost for water supply system is estimated at US\$13.08 million.

On the other hand, the JICA Study Team estimates that water demand by TPZ and village area will increase from 205 thousand m<sup>3</sup> in 2007 to 1.3 million m<sup>3</sup> as shown in Table 3.9. Total of demand from 2007 to 2020 will be 9,642.8m<sup>3</sup>.

**Table 3.9 Changes of water demand**

	Unit	2010	2015	2020	Total
Hotel rooms	Rooms	500	750	1500	-
Population	Persons	2500	3000	3500	-
Demand in TPZ	000 m <sup>3</sup>	146.0	246.4	547.5	3,288.2
Demand in Villages	000 m <sup>3</sup>	328.5	465.4	803.0	6,354.6
Total	000 m <sup>3</sup>	474.5	711.8	1,350.5	9,642.8

Source: JICA Study Team

The demand for water supply services within the TPZ is estimated to account for 34% of the total demand. Assuming that the government could recover the full cost of water supply for the services in the TPZ through user charges, US\$4.46 million out of \$13.08 million will be recovered by user charges from the IDC.

Furthermore, the government could impose the user charge on the residential use, even though the level of rate may recover the operation and maintenance cost only.

Excluding the opportunity cost of capital, average unit cost is calculated to be US\$1.36 per m<sup>3</sup> for water supply service.

The government would also expect to receive revenue through tax from tourism activities. Aggregate revenue is estimated at \$83.47 million over the period from 2008 to 2020 at constant 2000 prices. It is more than six times the development cost, which is estimated at \$13.08 million.

### Financial analysis of the TPZ development

The costs of the TPZ development consist of the followings. These costs have been already described in Table 3.9.

- Investment cost of infrastructure and tourism facility in the TPZ,
- Investment cost of hotel lots,
- Management and operation & maintenance cost of infrastructure and tourism facility,
- Land rent fee,
- Utility charge payments to the government, and
- Other operation and maintenance costs of hotels and other businesses in the TPZ.

The revenue of the TPZ comes from visitor expenditure in the TPZ. Tourist expenditure is estimated at US\$75 per visitor per day.

Cash flow of the TPZ is estimated as shown in Table 3.10.

**Table 3.10 Cash Flow of TPZ development**

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
(Unit: US\$ million)																			
Cash inflow																			
Expenditure						3.70	7.88	12.32	12.32	12.32	12.32	14.78	18.48	22.17	25.87	29.57	33.26	36.96	
Cash outflow																			
Investment cost	0.00	0.00	0.00	8.06	8.06	12.00	13.60	14.40	0.00	0.00	0.00	14.20	18.20	12.00	12.00	12.00	12.00	12.00	-102.74
O&M cost	0.81	1.61	1.61	0.81	0.81	2.01	3.37	4.81	4.81	4.81	4.81	7.47	9.12	9.08	10.28	11.48	12.68	13.88	
Net Cash Flow	-0.81	-1.61	-1.61	-8.87	-8.87	-10.31	-9.08	-6.89	7.51	7.51	7.51	-6.88	-8.84	1.10	3.59	6.09	8.58	125.82	
FIRR	10.8%																		

Source: JICA Study Team

The Financial Internal Rate of Return (FIRR) is calculated at 10.8 % during the project period, which shows the minimum rate to reveal the financial viability of the project.

In the beginning of the project, the IDC will be required a large amount of funds for the initial investment. In general, the government will provide the incentives for the initial investment of the infrastructure, such as soft loan and/or tax incentives, to the private investor. International Financial Corporation (IFC) will be also good financial source for IDC and hotel investors.

In order to confirm the financial sensitivity of the project, some assumptions are altered as follows, and the sensitivity is examined as shown in Table 3.11.

- Occupancy rate of hotel will increase to 70%;
- Occupancy rate of hotel will decrease to 50 %; and
- Initial investment of the IDC will be financed with subsidized conditions: Interest rate: 6 %, Payment period of principal: 10 years and Grace period: 5 years.

**Table 3.11 Results of Sensitivity Analysis**

(Unit: Percent)

Cases	No special loan arrangement	Loan arrangement with subsidized conditions
Base case/Occupancy rate: 60%	10.8	17.0
Occupancy rate: 70%	14.5	27.5
Occupancy rate: 50%	6.8	8.1

Source: JICA Study Team

### 3.3.6 Conclusion

Tourism based development in Ke Ga Cape enables to develop regional economy in Binh Thuan Province through tourism development. It will generate US\$85 million Value Added (components of GDP), US\$13 million Government Revenue, and 3,900 employments. Economic Internal Rate of Return is high level, 32%.

On the other hand, it is necessary for the provincial Government and central government to prepare some incentives to attract potential IDC developers/investors. In the development plan, the JICA Study Team prepares 10-year exemption of land rent fee. Other incentive measures are also necessary.

A base case analysis of FIRR is 10.7%. The rate is too low, considering bank long-term loan rate<sup>8</sup> plus risk premium. If IDC can borrow soft loan with 6% of interest rate for 10 year of payment period of principal and 5 year of grace period, FIRR will increase to 17%. The provincial government and central government should assist IDC to lend soft loan from a public investment bank in Vietnam, international organizations such as IFC, or donor countries.

The provincial government and central government should also provide water supply system for TPZ in order to carry out this tourism based development. The project cannot recover investment cost, but the development of TPZ will generate tax revenue, which is six times larger than development cost. The project can provide clean water for village residents without collecting development cost from them.

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<sup>8</sup> As of September 2001, long-term (more than 5 years) US\$ loan rate is 6.25% and VND loan rate is 7.80%.

### **III Guideline**

#### **1. Tourist Information Center (TIC)**

##### **1.1 Necessity to Establish TIC**

TIC shall be established by 2005 under the direction of VTPB Head Office in the international gateway airports and in the key tourist city and town in the Central Region for the under-mentioned reasons and benefits for sustainable development of Vietnam.

- Currently tourists must buy tourist information materials such as city or town map and brief site information paper at a tour company's counter. There is no place where tourists can pick up these informative prints free of charge, or where they can get firsthand advice casually on tourist sites, transportation, accommodations, restaurants, shops, etc.
- Free basic tourist information will significantly facilitate tourists, and Vietnam will come to be fully recognized as tourist-friendly destination in major source markets.
- Those who are engaged in tourism-related business can get economic benefit by placing their advertisement in tourist information brochures printed by TIC as more tourists may buy their tour products or tourist services.
- As Vietnam expands no visa-status to more foreign countries<sup>1</sup>, tourists are likely to come without their preparedness by destination guidebooks, but just by easy and friendly destination image. They will largely depend on TIC for handy tourist information once they are in Vietnam.
- Domestic tourists will find TIC useful for firsthand local tourist information once a large number of them have come to travel on independent-travel basis rather than on group traveling.

##### **1.2 Establishment Year, Location of TIC**

By year 2005 (Phase I), TIC shall be established in the international gateway airports (nation-wide) and in the tourist city and town in the Central Region.

- Hanoi: Terminal Building of Noi Bai Airport
- HCMC: Terminal Building of Tan Son Nhat Airport
- Da Nang: Terminal Building of Da Nang Airport
- T.T. Hue: Hue Visitor Center
- Hoi An: Hoi An Visitor Center

By year 2010 (Phase II), TIC shall be established in roadside stations in 11 provinces (Quang Binh, Quang Tri, T.T. Hue, Da Nanag, Quang Nam, Quang Ngai, Binh Dinh, Phu Yen, Khanh Hoa, Nihn Thanh and Binh Than).

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<sup>1</sup> Currently no visa status being extended to visitors from Philippines, Thailand and Malaysia

### **1.3 Implementation of TIC**

The objective of TIC project is to establish the system for distributing tourist information to international and domestic tourists as well.

In Phase I TIC project, VTPB, 5 provinces/cities (Hanoi, HCMC, T.T. Hue, DA Nanag, Hoi An), and CAAV (Airport terminal in Hanoi, HCMC, Da Nanag) are involved to set up TIC.

In Phase II TIC project, TICs are developed in roadside stations in 11 provinces/cities by VTPB, 11 provinces/cities. These TICs will facilitate mainly motoring domestic tourists.

### **1.4 Set-up of TIC Tourist Information-Delivery System**

#### **Roles of VNAT and DOT:**

VTPB shall set a standardized format and logo, and supervise TIC information-delivery accomplishment, including printed material contents. DOT of the concerned provinces/cities shall subsidize necessary annual budget and set up TIC office/booth in the gateway airport terminal building, visitor center or in roadside stations.

DOT shall supply its relevant TIC with necessary number of personnel, and to prepare tourist maps, tourist site information prints, etc. DOT shall place advertisement of local hotels, restaurants, shops, etc. in those prints so that printing cost could be eliminated by advertisement revenue.

#### **Other specific working programs of TIC:**

- Ease and resolve visitors' language problems by multilingual staff
- Answer all sorts of inquiries by foreign and domestic tourists
- Distribute information materials (handout for free-of-charge) such as Vietnamese tourist map and city or town map to foreign and domestic tourists
- Promote mutual understanding and friendship between foreign visitors and the Vietnamese

## **2. Environmental Conservation in Coastal Area Development**

### **2.1 Introduction**

#### **2.1.1 The necessity of Coastal Management**

The long coastline in the study area is characterized by the wide range of wetland and marine coastal ecosystem. Therefore, the coastal management is one of the most significant issues to secure not only the sustainable tourism development but also regional development and environment protection. Because the natural, cultural, and historical resources are located in the coastal area, the coastal area should be conserved and maintain adequately.

Some coastal areas are protected by the nature conservation system of Vietnam, which is one of the best methods to conserve nature resources and to control human

activities such as tourism activities by tourists, economic activities by factories, or domestic activities by residents. However, not only conservation but also utilization of coastal area is important for the regional development.

### **2.1.2 The relationship Between Coastal Area and Tourism Development**

Coastal area has some roles such as space for land use and economic activities (fishery, aqua-culture development), buffer zone for coastal erosion, and beach as a tourism resource. These roles will be easily lost by tourism development, economic activities, and domestic living activities.

In general, tourism development has some potentials to affect the environment as follows;

#### **Impact to economic activities, water pollution, and flora/fauna**

When a large-scale reclamation or landfill for construction of lodging and leisure facilities is undertaken, soil erosion, water pollution, forest destruction, and a decrease in wildlife may occur. Also, the operation of construction machinery and vehicles will generate unwanted noise and vibrations. Inappropriate treatment of sewage and waste generated by the lodging and leisure facilities might possibly cause water pollution.

#### **Impact on present traffic and public facilities**

As a result of a sudden augmentation of tourists into coastal area, an increased use load will have impacts on the existing transportation system and other public facilities. This situation would lead to an increase in the number of traffic accidents and the worsening of traffic jams, thereby downgrading the functions of economic activities.

## **2.2 Guideline on Coastal Management**

### **2.2.1 Definition**

This guideline aims at enabling each coastal area status to manage effectively and efficiently.

Coastal area is categorized into three groups by the geography and land use characteristics as follows;

- Beach near urban area
- Beach in the rural area
- Cliff area

Beach near urban area has potential to develop as domestic beach resort. It also has potential to be affected by water pollution or solid waste problems caused by urban activities. Beach in the rural area has potential to develop as international beach resort. Cliff area is not suitable for tourism accommodation development.

The coastal management is defined as one of the planning issues that are developed by public and private sectors in order to provide the basement of tourism development/activities and sustainable tourism resources. The functions of coastal management are shown in Table 2.1.

**Table 2.1 Functions of coastal area**

Function	Example	Area group		
		Beach near urban area	Beach in the rural area	Cliff area
Space for economic activities	Fishery ground, fish pond, shrimp pond	■	■■	-
	Agricultural land, irrigation pond	■	■■	-
	Industrial base	■■	■■	-
Space for infrastructure	Transportation (Road, Railway, Airport, Port)	■■	■	-
Space for environmental management	Pollution control, Solid waste management, Sewerage treatment, Water supply	■■	-	-
	Erosion control, Flood control	■	■	■■
Space for development	Regional development	■■	■■	-
	Tourism development	■	■■	-
	Transportation development	■■	■	-
Natural conservation	Protected area	-	■	■■

Source: JICA Study Team

The coastal management should provide the following measures:

- Land use planning/ pollution control/ natural resource management
- Implementation arrangement/ environmental awareness

### 2.2.2 Land Use Planning/ Development Control Guideline

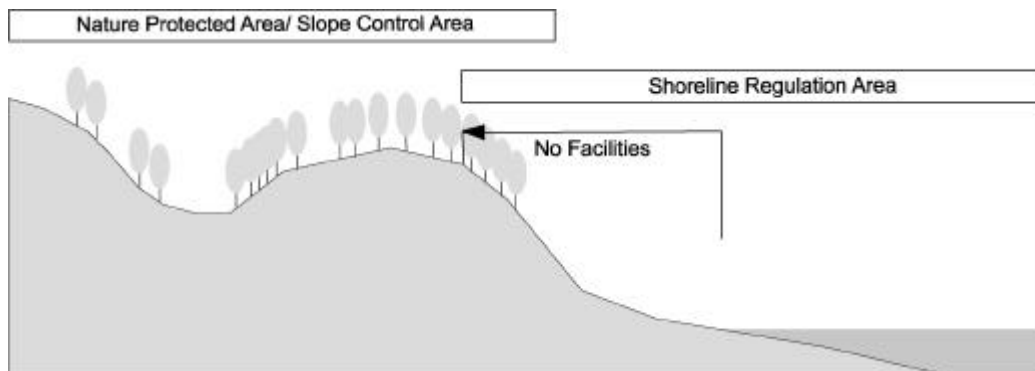
The land use planning and development control are important key issues for coastal management. Therefore, the followings are required.

- Large-scale of development for fish/ shrimp pond should be prohibited.
- Location of transportation mode should be examined its environmental impacts.
- Location of regional/ tourism/ transportation development should be considered with careful attention.
- Detailed master plan for coastal management/ urban management/ solid waste management/ wastewater treatment/ pollution control should be prepared.
- Development in/ around the protected area should be prohibited
- Forest/ shrubs and cliff, which have the function of erosion and flood control, should be kept from development

#### Cliff area

This area with some activities of agriculture or forestry, is proposed to use for nature protected area in principle. This area has an important role for protection of erosion and flood control. Therefore, this area should be kept in the existing condition.

**Figure 2.1 Land Use Control and Construction Development Control in Cliff Area**

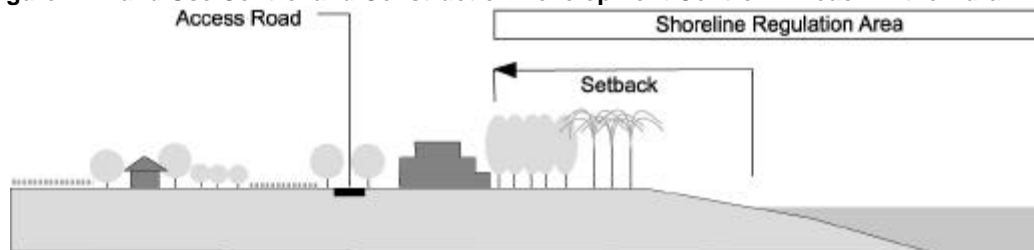


Source: JICA study team

### **Beach in the rural area**

The rural area with beach still keeps the good condition of natural environment. Therefore, this area is suitable to use for beach development of international class resort. In order to create world-class resort environment in the coastal area, access road should be located behind these hotels, and design control such as arrangement of setback, color coordination and height control is required.

**Figure 2.2 Land Use Control and Construction Development Control in Beach in the Rural Area**

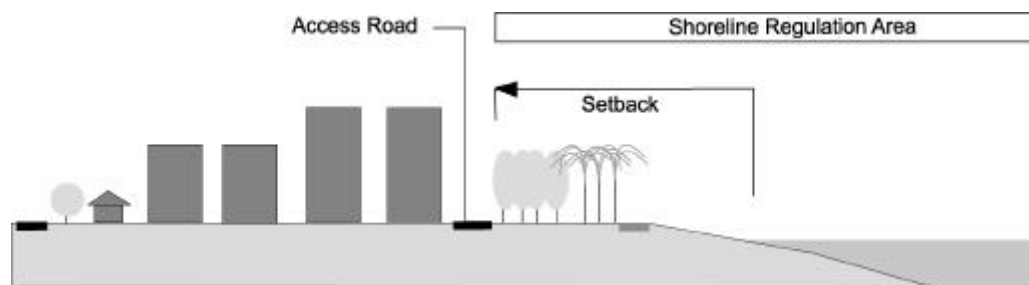


Source: JICA study team

### **Beach near urban area**

This area is located near urban area, so that coastal area is already polluted by urban activities. Urbanization also will be promoted in the future in this area. Therefore, the tourism development in this area should be for the urban amenity resort type mainly for domestic tourists except major international tourist destinations such as Da Nang, Nha Trang. Access road can be located along the sea shoreline, and tourism facilities such as hotels can be located behind the access road. Design control such as arrangement of setback is required.



**Figure 2.3 Land Use Control and Construction Development Control in Beach near Urban Area**

Source: JICA study team

### 2.2.3 Urban Land Use Guideline for My Khe Non Nuoc Area

#### Coastal Tourist Area Management Strategy

Urban coast with good beaches offers opportunities of water recreation and resting place not only to tourists but also to citizen in a daily life. It plays an important role in attracting tourists to the urban destination as the coastal tourist area. The urban management of the coastal tourist area being apt to be damaged by environmental pollution is an inevitable measure to sustain good coastal environment and to create attractive place appropriately. The followings show management strategies for the protection and development of coastal tourist area.

- Protecting coast environment  
Beach or cliff in the coastline including water environment as essential natural resources for tourism should be protected by appropriate infrastructure and land use measures such as buffer zone to prevent from pollution and deterioration by natural hazards.
- Securing public access to coast  
Beachfront area as open space in urban area is occupied sometimes by specific land use (e.g, industry, private residential, etc) eliminating public use. Public access to beachfront area should be secured by adequate land use plan and public facilities development.
- Formulating attractive tourism landscape  
Nha Trang and Vung Tau are characterized by attractive urban-scape along street and beach, consisting of amenity with hotels, restaurants, shops and green with walkways, garden or park. Urban coastal development should contribute to formulate attractive and characteristic tourism environment.

#### Urban Land Use Formulation

The coastal tourist area in urban district is required to compose of non-polluted land use and facilities such as commercial, business, open space, public land use without noise, air pollution, smelling, etc. Also, industry land use of some agriculture and fishery causing degradation of beach environment quality by their emission are not suitable.

**Table 2.2 Appropriate Tourism Land Use by Management Strategy**

Strategy	Residential	Commercial	Industry	Agriculture	Public Facilities	Open Space
Protecting coast Environment	□	□	-	-	□	■
Securing public access to coast	-	□	-	-	□	■
Formulating attractive tourism landscape	-	■	-	-	□	■

Legend: ■ = suitable, □ = conditionally with proper infrastructure and building use, - = not suitable  
Source: JICA study team

### **Land use control measures**

The coastal tourist area requires similar measures of urban land use control but in consideration with specific goal of attractive tourism environment formulation. The measures are defined as four basic categories:

- **Regulatory measures**

These include zoning, subdivision regulations, and other types of land use controls designed to protect sensitive land resources, public interests, and environmental and cultural values including self-limitation as autonomous control for large-scale area development

- **Economic measures**

These include economic incentives such as taxes, and subsidies, all of which can be used to encourage developers and landowners to develop (or keep in natural state) land in accordance with environmental objectives

- **Public sector provision of infrastructure and public space**

This approach involves the provision of appropriate infrastructure and public spaces to guide development and to serve the special needs of land resources

- **Public awareness**

These are methods for expanding knowledge of the issues, land conditions, and the environmental implications on sensitive lands. They can be used to support land use decisions and to encourage landowners and public authorities to carry out voluntary conservation. They include land information systems, and public information.

**Table2.3 Measures and Purposes of Tourism Land Use Control**

Measures	Purpose	Example of Controls and Programs
Regulatory	Formulating desirable physical environment by jurisdictional control or volunteer control	- Zoning system, lot subdivision regulation - Setback, height limits, design control - Design guideline as autonomous control in case of outside of jurisdiction
Economic	Encouraging tourism development activities by institutional instruments	- Development bonus system - Preferential taxation schemes - Subsidies, etc
Public Sector Provision	Guiding suitable physical environment with proper public facilities development	- Utilities provision in planned manner - Open space provision (park, garden, etc) - Public space for transportation, security, etc
Public Awareness	Enforcing and encouraging stakeholders to foster control measures	- Public relation program to stakeholders - Communal participation with land management

Source: JICA study team

The control measures for the coastal tourist area is needed selecting the most appropriate one or mix of them to achieve the management strategies. Each

category of control measures above mentioned can be applied to the strategy shown as Table 2.4.

**Table 2.4 Tourism Land Use Control Measures by Management Strategy**

Strategy	Tourism Coast Area Land Use Control Measures			
	Main	Supplemental Measures		
	Regulatory	Economic	Public Sector Provision	Public Awareness
A- Protecting coast Environment	■	-	■	■
B- Securing public access to coast	■	□	■	□
C- Formulating attractive tourism landscape	□	□	■	■

Legend: ■ = compulsory, □ = selective or alternative choice, - = not necessary except special condition  
Source: JICA study team

Also detail control instruments listed below table will be applicable to implementation for the management strategy. As relatively little is known about official urban control measures of Vietnam, possibilities of those instruments should be examined to implement.

**Table 2.5 Applicable Regulatory Control Instruments to meet Management Strategy**

Instruments	Explanation	Strategies		
		A	B	C
Shoreline Regulation	Prohibit or significantly limit certain uses within a strip or band in the coastal zone by setback regulation	■	-	□
Slope Control	Specify percentage of a parcel that may be developed or permitted density based	■	□	□
Environmental Regulation	National, province, or local air pollution, water pollution, and solid and hazardous waste regulations by MOSTE	■	■	■
Nature Historic Monuments Conservation	Restricts development through some form of land purchase, ministerial restriction, including buffer zones surrounding the resource area or special environmental assessments by MOCI	■	■	■
Zoning with Land Use Plan	Local government or other jurisdiction into districts in which use and densities are controlled. Establishes height and bulk of buildings and other structures, minimum allowable lot sizes, minimum setbacks, and population density by MOC	□	■	■
Subdivision Regulation	Control physical layout of new development or re-development by establishing standards (i.e., lot size, street length and width space for public facilities and service)	-	□	■
Building Code	Control materials used for constructing new buildings and establish construction standards and techniques	-	□	■
Voluntary control	Self-limitation as autonomous control for area development by specific agency by autonomous development guidelines. Blue Flag system is for beach environment monitoring system applying to all over the world as a sample.	□	□	□

Legend: ■ = compulsory, □ = selective or alternative choice, - = not necessary except special condition  
Source: JICA study team

### **Specific Control Instrument for Tourism Coastal Area**

Among control instruments, specific measures should be noted as important instruments for tourism environment formulation, especially for development of hotel area as follows.

Setback control: As a part of the shoreline regulations, setback is an essential instrument to control development activities in the coastal area. Coastal area ranges some distance (50-200m) in combination with beaches and sand dunes sometimes

protection forests.

Facilities development should avoid deteriorating shoreline landscape and prevent from natural disasters such as storm, flood and sand dune disaster. Desirable setback control can be illustrated as follows.

**Table 2.6 Proposed Setback Control for Shoreline in Tourism Urban Area**

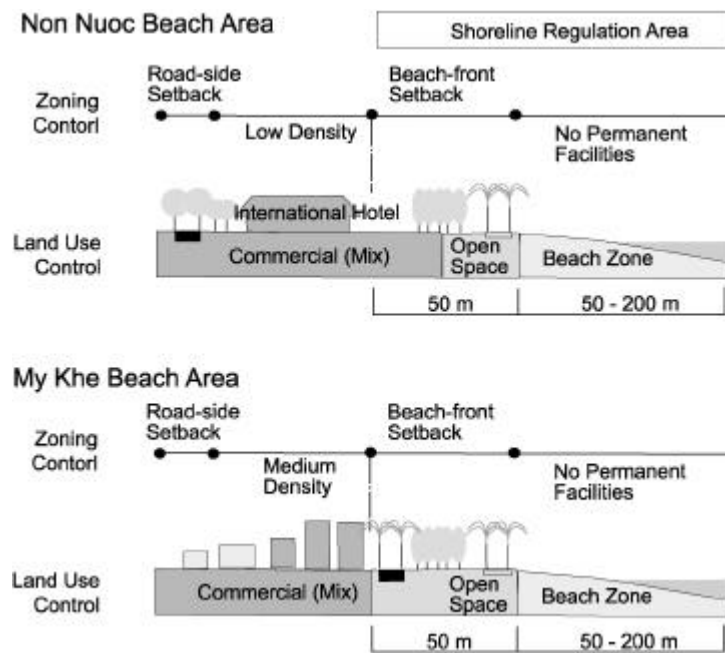
Setback Control Line (m)			Facilities within Setback	
Total	From edge end of beach	From waterline (high water level)	Permanent	Temporal
100-250	50	50 – 200*	Not allow*	Conditional

Note: \*Figures depend on each locality

\*\* public works and facilities for coast guard, security, and protection are allowed conditionally

Source: JICA study team

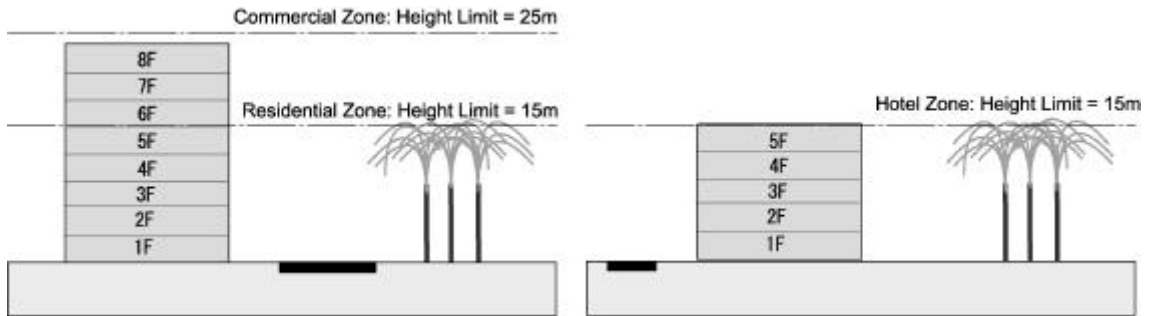
**Figure 2.4 Schematic Guideline for Setback Control for Shoreline in Tourism Urban Area**



Source: JICA study team

Height control: Height control as a part of zoning controls is an important instrument to create attractive and well-ordered seafront landscape. In terms of creation of coastal tourism product image such as Nice in France, Venice and others, urban landscape control plays a key role in effecting positive image of the destination. Building height should be kept in order and certain level of the height (e.g. Bali Nusa Dua area has a height control under 15m - the Palm tree height - in the beach).

**Figure 2.5 Schematic Guideline for Height Control for Shoreline in Tourism Urban Area**



Source: JICA study team

### **Case in My Khe-Non Nuoc coastal area development**

Development strategies for the My Khe-Non Nuoc coastal area are identified as follows in accordance with the management strategy.

- To formulate the tourism coast zone in consideration with adequate access network, demarcation of land use between local settlement and beach resort development and conservation area
- To set out certain landuse guidelines for urban coastal area of My Khe and Non Nuoc beaches with access circulation, development setback and landscape control regulation of coastal use as part of urban zoning system
- To implement appropriate infrastructure development without beach environment deterioration
- To prepare walkways with cycling network and public parks to secure Public Access to the coastal area
- To introduce “Blue Flag System” that secures to provide safe and clean beach or marina for local visitors and tourists and also improve understanding of the coastal environment with monitoring system

The followings are recommended to apply proper land use control to the My Khe-Non Nuoc coastal area development.

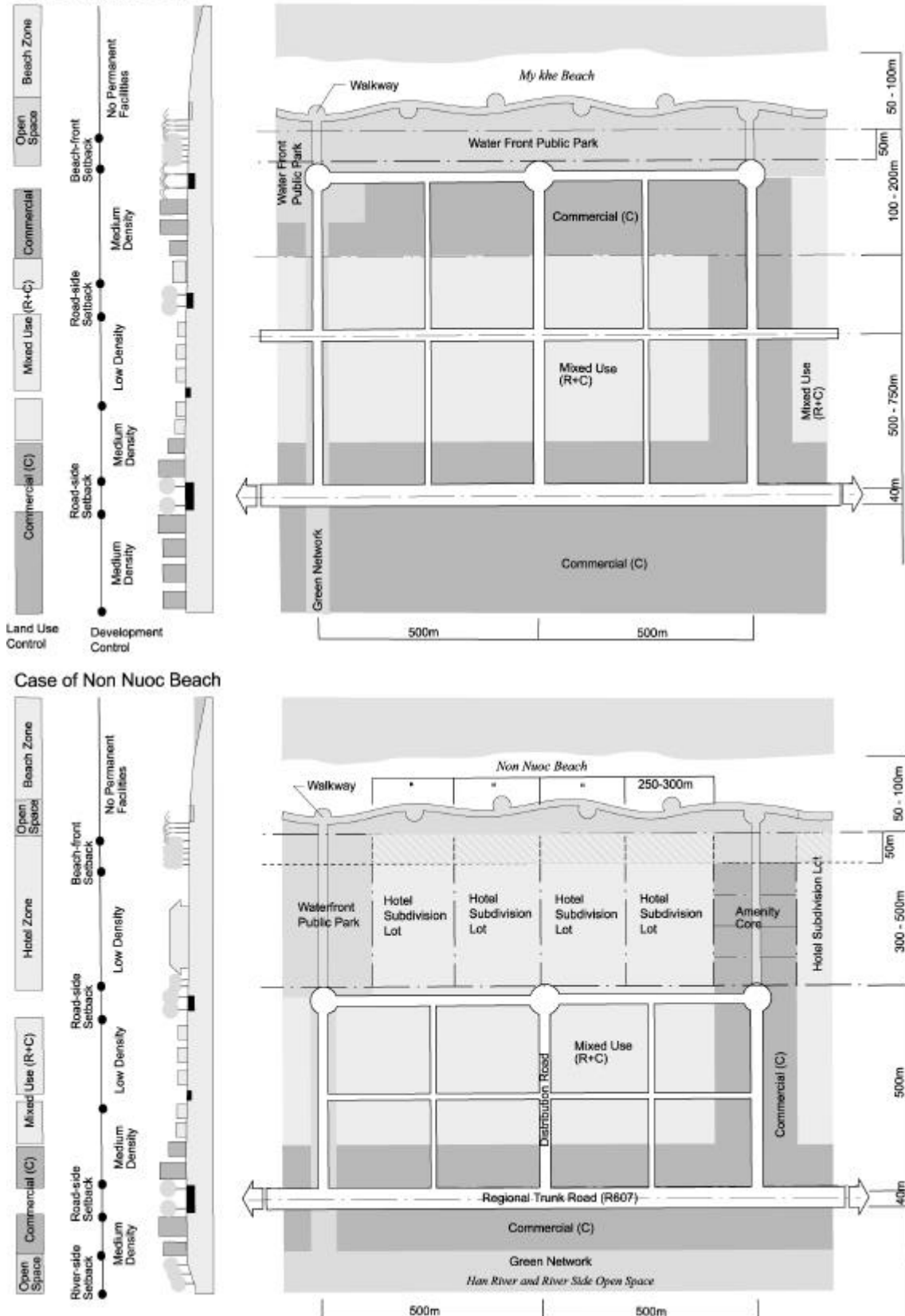
**Table 2.7 Example: Land Use Guideline for My Khe-Non Nuoc Coastal Area**

Land Use Order	Purpose	Area to be covered by zone	Density/BCR	Building Use	Building Height	Setback	Others
Beach Shore	To ensure the strict protection of the coastal nature as the beach area	100-150 m boundary from the Mean High Sea Water Level	Not applicable	No permanent building except shore protection structure	Not applicable	Not applicable	Temporal structure as Beach Guards
Public Open Space Zone (Windbreak forest Zone)	To serve as a buffer zone where the beach-front windbreak planting is to prevent from wind and to be free zone to public.	Over 50 m width ranges (minimum) from the beach	Building Area Covering Ratio (BCR) = under 5%	Prohibit to build any business facilities / Permit to build public facilities (Kiosk, Toilet, etc)	Max 5m for new building	Facilities to be over 10m from the Beach Shore Zone	Protect green spaces and water-front park
Hotel Zone	To induce hotel development as hotel zone where the subdivided land for hotel investors is with infrastructure.	250–300 m width ranges facade and 300–500m depth of the Zone I for monuments	BCR= Under 25% for new building, 15 rooms per ha	High-grade Accommodation facilities	Max 15m for new building (5 stories)	Over 50m from the Beach Shore Zone	-
Distribution Road	Access road from Trunk Road (TL607)	20m R.O.W	-	-	-	-	-
Residential-Commercial Mixed Use	To induce residential and commercial area as a mixed use zone where the density and building use is to be controlled.	300 – 400 m width ranges from the hotel zone	BCR= 40%(new) under 60% (existing)	Prohibit to build noise and foul pollution product business and disorderly business facilities	Max 15m (residential) Max 25m in the street for commercial	3m (2F) 6m(3F) 3m(com 4F) from the street	-
Commercial Zone	Zone aiming to encourage commercial activities exploiting major street access potential	50 – 100 m width ranges along the trunk road	BCR= 60%(new) under 80% (existing)	Prohibit to build foul and danger pollution product business	Max 25m in the street for commercial	No definition	-

Note: BCR = Building Area Coverage Ratio

Source: JICA Study Team

**Figure 2.6 Example of Coastal Land Use Plan for My Khe-Non Nuoc Coastal Area Development Case of My Khe Beach**



Source: JICA Study team

#### **2.2.4 Pollution control/ natural resource management guideline**

The existing economic activities and developments will threaten the coastal environment deterioration by their pollution and negative impacts if they involve no adequate infrastructure development. Therefore, the followings are required to prevent the coastal environment from them.

- The existing solid waste management system/ wastewater treatment system should be examined and improved
- Solid waste and wastewater caused by industrial base should be treated properly
- Wastewater from tourism facilities and solid waste caused by tourism activities should be managed adequately
- Utilization of chemicals/ fertilizer should be implemented with careful attention
- EIA system should be improved and implemented actually
- Environmental monitoring system should be established and implemented adequately including “Blue Flag System” as beach water quality monitoring system

#### **2.2.5 Implementation arrangement/ environmental awareness guideline**

Implementation arrangement, cooperation with stakeholders, and human resource development for coastal management are indispensable to implement coastal management. Therefore, the followings are required.

- Regulation arrangement for environmental management should be provided
- Staff arrangement of public sector for environmental management should be provided
- Local consultant for EIA and environmental monitoring such as water quality test at rivers/ sea should be developed
- Environmental awareness for solid waste management/ wastewater treatment/ EIA system/ environmental monitoring for public sector/ private sector/ resident/ student/ tourist should be developed by seminar/ training/ school education

#### **2.2.6 Role of related persons in the guidelines**

The some guidelines are already discussed as mentioned above. Table 2.8 shows the role of stakeholders in the guidelines.



**Table 2.8 Role of Related Persons in the Guidelines**

Guideline	Stakeholders					
	Staff in public sector	Land use planner	Developer	Staff of factory	Resident/ student	Tourist
Land use planning	Support of planner	Planning	-	-	-	-
Development control	Arrange the regulations	Planning	Understanding/abidance by rule	-	-	-
Pollution control	Arrange the regulations	-	Understanding/abidance by rule	Understanding/abidance by rule	Understanding/abidance by rule	Understanding/abidance by rule
Natural resource management	Arrange the regulations	Planning	Understanding/abidance by rule	Understanding/abidance by rule	Understanding/abidance by rule	Understanding/abidance by rule
Implementation arrangement	Arrange the regulations	-	-	-	-	-
Environmental awareness	Support of programs	-	Participation	Participation	Participation	Participation

Source: JICA Study Team

### 3. Visitor Center Development

#### 3.1 Introduction

##### 3.1.1 Background

The tourist arrivals both international and domestic to Hue and Hoi An have increased rapidly after the nomination of historical World Heritages for Hoi An and My Son in 1999. However, many independent international tourists complain some difficulties and inconvenience such as lack of travel information, public-transportation, tour guides, etc in the destination. On the other hand, the historical towns of Hue and Hoi An are apprehended that increase of visitors will cause environmental deterioration in the future if proper control and management on visitors do not achieve successfully in terms of access control and carrying capacity.

Convenient and comfortable excursions in the destination and well-organized visitor management in the historical towns have become important issue not only for tourist services but also historical heritage's environmental conservation. Coping with those issues, proper facilities are necessary to be developed in the destinations offering information services, transportation facilities and other attractive facilities.

##### 3.1.2 Objectives

Objectives of visitor center development are as follows.

- Offering convenient and comfortable base for tourists to visit attractions with proper information and efficient connections
- Offering core facilities for tourists with amenity
- Contributing to historical area management with proper visitor's guide and control
- Contributing to formulation and creation of tourist amenity
- Contributing to promotion of local tourism resources and product in each Province

This guidelines aim at developing a common understanding of the need, scope and

general approach to visitor center development for local government. The guidelines contain a general description of the following elements.

- To prepare tourist information of provincial tourism products and tourist destinations and other local information
- To provide intermodal transfer station in terms of convenient transportation connection
- To provide attractive and comfortable amenity services as a core place for tourists in the destination by introduction of tourism events and festivals
- To provide souvenir shop to promote local product such as handicrafts, food, etc.

## 3.2 Visitor Center Development Guideline

### 3.2.1 Definition

The visitor center is defined as one of tourist service facilities that are developed by public and private sectors jointly in the destination. It can offer an amenity place for tourists in combination with functions of tourist services and transportation service of destination tourism development. The functions and roles of the visitor center are illustrated as follows.

**Table 3.1 Functions and Roles of Visitor Center**

Function	Role	Example of Facilities and Services
Tourist Service and Promotion	Giving local tourism information and basic services to tourists	<ul style="list-style-type: none"> <li>• Tourist information booth with information media (guide map, brochure) and local guide</li> <li>• KIOSK for tourist's basic needs</li> </ul>
	Creating tourist amenity	<ul style="list-style-type: none"> <li>• Performance plaza for traditional art</li> <li>• Occasional events facilities, green garden</li> <li>• Restaurant / Coffee shop</li> </ul>
	Merchandising local specialties and products	<ul style="list-style-type: none"> <li>• Souvenir shop for general products</li> <li>• Direct selling shop and souvenir shop for local specialties</li> </ul>
Transportation Services	Encouraging convenient and comfortable transfer service	<ul style="list-style-type: none"> <li>• Parking area/ Public toilet</li> <li>• Transfer terminal for tourist bus and taxi</li> <li>• Water transportation jetty in case of necessity</li> </ul>

Source: JICA study team

### 3.2.2 Planning guideline

#### Site Selection

Location should be selected strategically to serve tourists conveniently and promote local tourism products efficiently. Adequate location for transportation should be also considered not to generate inadequate traffic flow. Location should be selected by following criteria:

- Visible and accessible location in the center of the tourist destination where tourists can easily find and go in suitable distances to attractions.
- Site condition concerning smooth traffic and convenient transfer should be located beside an arterial road to avoid traffic congestion.
- In case of historical town having narrow alley with heritage monuments, major traffic such as tourist buses or other heavy trucks should be controlled and

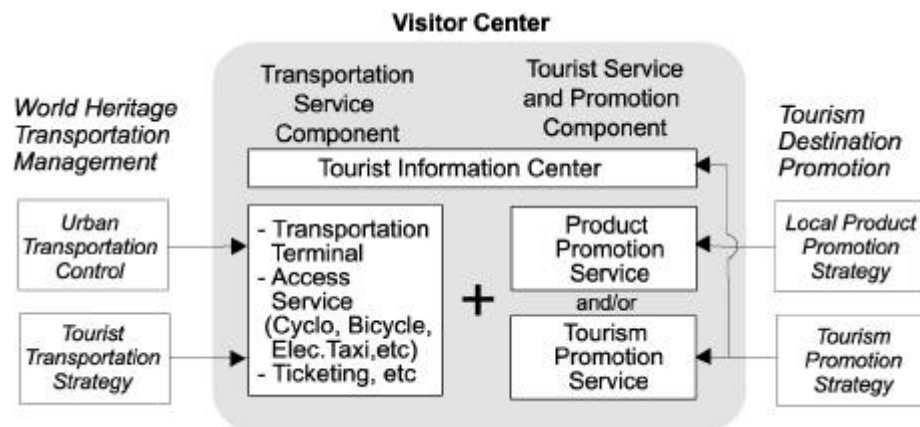
guided to the outside of historical town in combination with transportation terminal for substitutional measures such as Cyclo, permitted taxi and rental cycle station, etc.

- Place where tourists can enjoy good scenery, landscape or historical atmosphere such as waterfront, place with panorama view should be given priority.
- A land for development should be large enough to accommodate required facilities and transportation facilities space.

**Development component**

The visitor center is composed of two types of development based on the definition of function. One is tourist services and local products promotion facility components for Tourist Information Center and product promotion developed by public sector with private sector tenant. The other is transportation service component, which will be developed by public sector.

**Figure 3.1 Development Components for Visitor Center**



Source: JICA study team

**Facilities requirement**

Minimum facilities of the visitor center are composed of Tourist Information Center, intermodal station service, and selective tourism service facilities in case of their necessity can be added on the minimum facilities.

Standard space requirement of which demand and feasible capacity analysis are required as further studies can be indicated in Table 3.2 as reference information in the basis of design standard. Necessary facilities based on the development component aforementioned are listed as following table.

**Table 3.2 Facilities Requirement**

Component	Service	Type of Facilities	Minimum	Standard	Standard Space/m <sup>2</sup>
Tourist Service and Promotion	Tourist Information	Tourist Information Guide Booth (TIC)	■	■	10-25
		Traffic Information Guide Booth	■	■	5
	Product Promotion	Local handicraft promotion shop	□	■	10-50
		Local food restaurant	□	□	50-100
		General souvenir shop, Kiosk	□	■	10-50
	Tourism Promotion	Multi-purpose plaza for performances	□	■	50
Heritage Information (gallery, mini-museum)		□	□	100-300	
Garden and rest place with shelter		□	□	50	
Transportation Service	Intermodal Station	Inter-destination tourist terminal (bus, taxi)	■	■	1,500-2,500
		Intra-destination tourist terminal (Cyclo, etc)	■	■	100-500
		Public toilet /Telephone	□	□	20-60
		Service Parking for facilities	■	■	50-100
Site area requirement (ha)			0.5-1.0	1.0-2.0	

Legend: ■ = compulsory, □ = selective or alternative choice, – = not necessary except special condition

Source: JICA Study team

### **Design consideration**

When the visitor center is developed in adequate ways, the following should be taken into consideration in terms of traffic safety, convenient and attractive facilities.

Proper location and access road: Taking account of land form and road alignment conditions, safe and efficient traffic flow should be secured in setting the visitor center in conformity to the transportation facilities guidelines or regulations.

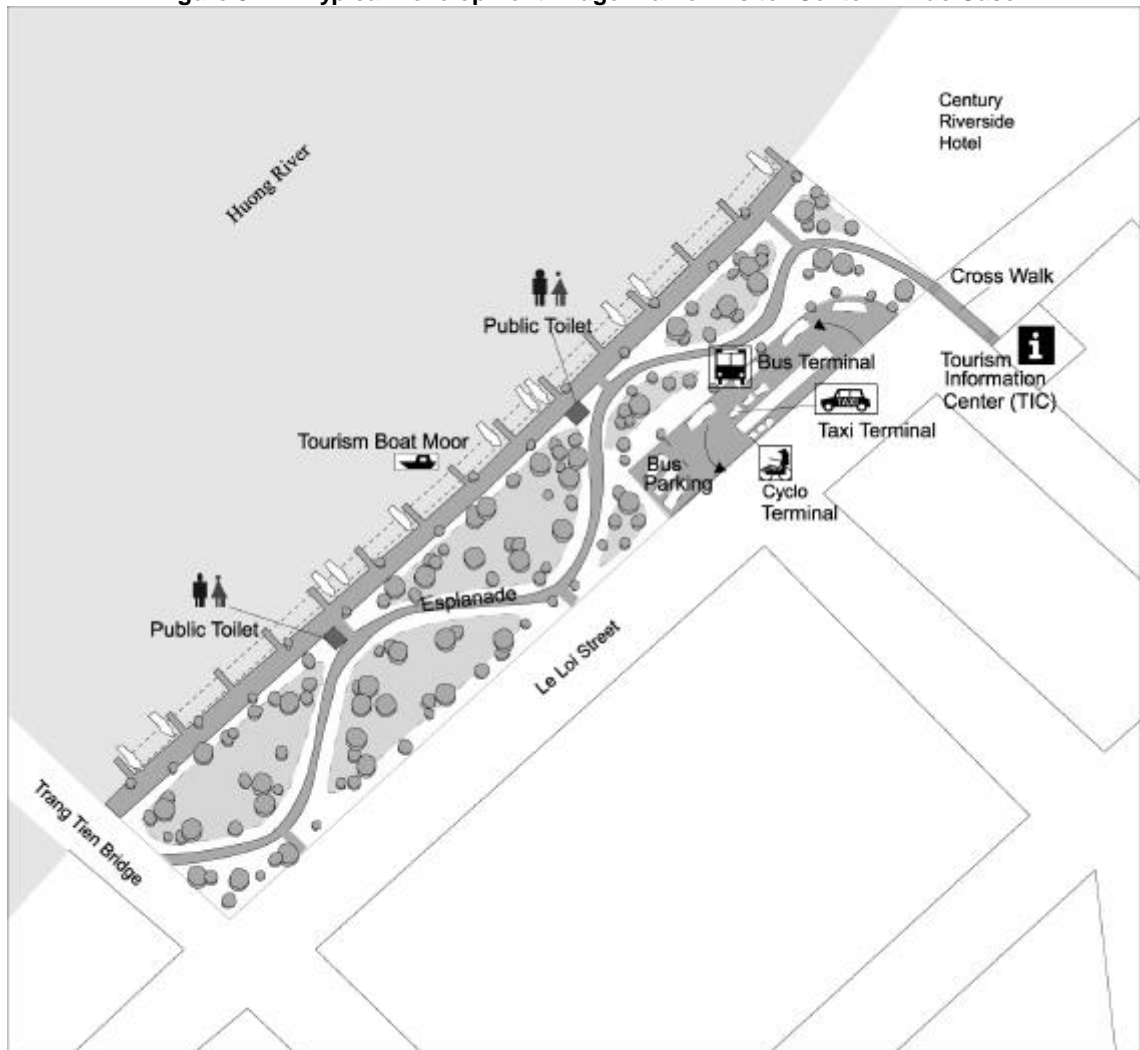
Proper design standard in consideration of location condition: In order to appeal to tourists and offer the certain level of services, discoverable and characteristic design are required in facility development such as signs, advertisement and color scheme, public facilities.

On the other hand, the harmonious design of facilities is essential to induce local characteristic from the site in attractive ways. Deterioration of natural or historical environment in the site should be kept to the minimum, and local material and design are desirable to introduce the facilities design.

### **Examples for Hue and Hoi An case**

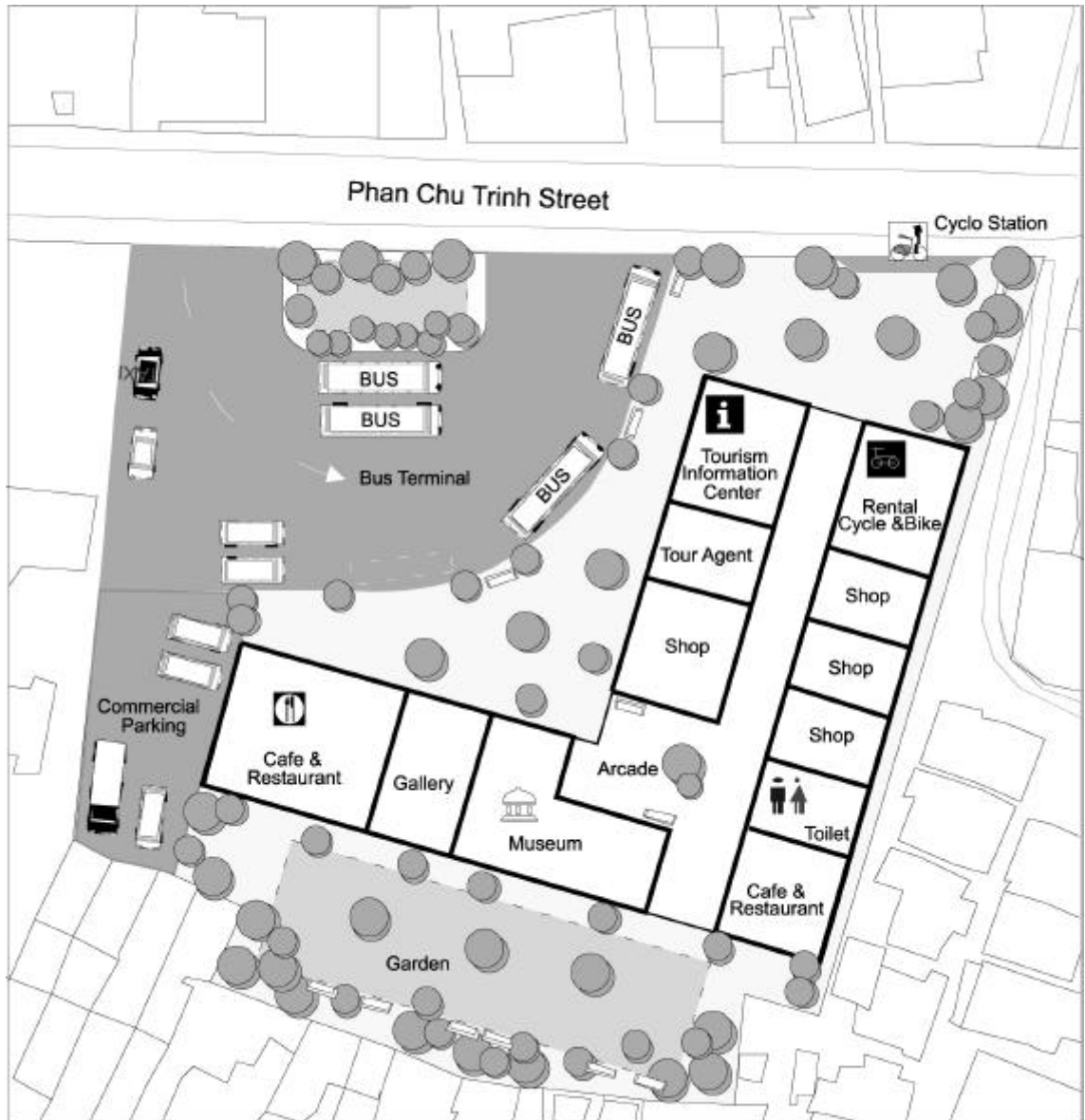
Both destinations of Hue and Hoi An as candidates for the development of the visitor center are desirable to concern this guideline with careful consideration for historical town management. Especially, selection of the site for Hoi An old town should be examined in terms of adequate traffic management of both vehicles and tourists. In Hue the local government has already decided similar development with only tourist service function in the city center. It is proposed to enhance it based on this guideline adding on transportation facilities. Typical image of development plans for both sites are shown in Figure 3.2 and 3.3.

Figure 3.2 Typical Development Image Plan of Visitor Center in Hue Case



Source: JICA Study team

Figure 3.3 Typical Development Image Plan of Visitor Center in Hoi An Case



Source: JICA Study team

### 3.2.3 Implementation

#### Coordination of Implementation Bodies

Development of the visitor center is composed of two part of public and private facilities development. Public sector will have responsibility to develop infrastructure such as terminal and parking, utilities and public facilities principally. On the other hand, commercial facilities such as souvenir shop, restaurant and coffee shops will be dealt by private sector including State Owned Company (SOE) as profitable facilities in the operation and management.

In order to implement the project smoothly and efficiently, a responsible organization is recommended to formulate several agencies in charge of management and development of facilities with a mainline agency of Tourism Department of local government ( DTC ) . A suggested organization for the center development is shown in Table 3.3.

**Table 3.3 Responsibility of Agencies for Visitor Center Development**

Related Organization and Agency		Local Government (PsC)				
		DTC	DT	DC	DT	DCI
Tourist Information	Tourist Information Guide Booth	■	-	■	□	□
	Traffic Information Service	□	■	■	-	□
Product Promotion	Local handicraft promotion shop	□	-	□	■	-
	Local food restaurant	□	-	□	■	-
Tourism Promotion	General souvenir shop, Kiosk	□	-	■	□	-
	Multi-purpose plaza for performances	■	-	■	□	□
	Heritage Information (gallery, etc)	□	-	■	-	■
	Garden and rest place with shelter	■	-	■	-	-
Intermodal Station	Inter-destination tourist terminal	□	■	-	-	-
	Intra-destination tourist terminal	□	■	-	-	-
	Public toilet /Telephone	□	-	■	-	-
	Service Parking for facilities	□	■	-	-	-

Legend: □ = mainline body, ■ = major responsibility, □ = coordination with others

Note: TDC = Department of Tourism (Commerce & Tourism), DT = Department of Transportation, DC = Department of Construction, DT = Department of Trade, DCI = Department of Culture and Information

Source: Study team

#### Private Sector Participation for Development

Private sector is suitable for participating with the project in terms of capability and know-how of the commercial activities. It should be considered that adequate implementation bodies for the commercial facility would be feasible to be financed by private sector. For example, promotion of local production s might be suitable for a professional association such as Handicraft Association, Food Industry Association in Province of the destination. The improvement project can be classified three types by each character of the visitor center as follows.

**Table 3.4 Suggested Implementation Bodies of Visitor Center Development Component**

Development Component		Site Preparation/ Infrastructure	Facilities Development	Operation and Maintenance
Tourist Information	Tourist Information Guide Booth	■	■	■/□
	Traffic Information Service	■	■	■
Product Promotion	Local handicraft promotion shop	■	■/□	■/□
	Local food restaurant	■	□	□
Tourism Promotion	General souvenir shop, Kiosk	■	□	□
	Multi-purpose plaza for performances	■	■/□	■/□
	Heritage Information (gallery, etc)	■	■/□	■/□
	Garden and rest place with shelter	■	■/□	■/□
Intermodal Station	Tourist bus-taxi terminal	■	■	■
	Light vehicle tourist station (cyclo, bicycle)	■	■	■
	Public toilet /Telephone	■	■	■
	Service Parking for facilities	■	-	■

Legend: ■ = Public Sector, □ = Private Sector, ■/□ = Public or Private or Joint Operation  
Source: JICA Study team

## 4. Roadside Station Development

### 4.1 Introduction

#### 4.1.1 Background

Overland travel is a dominant way for domestic travelers and international budget tourists in the Central Tourism Region because of limited services of the railway and costly air transportation. The traffic demand of the highways being under way for improvement in the Region will be accelerated more in the future.

Safe and comfortable travel on highways has become significant issue not only for overland tourists but also all travelers. Coping with above issues, proper facilities are necessary to be developed on highways offering a rest place and attractive facilities for long-trip travelers.

#### 4.1.2 Objectives

Objectives of the roadside station development are as follows.

- Achieving safe and comfortable overland travel on the highways
- Contributing to consolidation of tourist information system for overland travelers in the Central Tourism Region
- Contributing to promoting and revitalizing indistinctive local tourism resources and specialties along the highway in each province

This guidelines aim at developing a common understanding of the need, scope and general approach to the roadside station development for local government. The guidelines contain a general description of the following elements.

- To provide adequate transportation service facilities in terms of supporting safe traffic environment of the highways
- To provide attractive and comfortable travel service facilities as rest places on the highways for travelers utilizing potential site in terms of convenient place, good scenery point



- To prepare Tourist Information Centers for provincial tourism products and tourist destinations and other local information
- To provide service facilities for souvenir and shopping utilizing local specialties produced in the related province

## 4.2 The Need for Roadside Station

### 4.2.1 Long overland tour increase in the wide the Central Tourism Region

Beside of dominant air accesses as convenient and short-time trips for international tourists in the study area, some of them tend to enjoy overland tour on the highways stretching over 1,100 km by tourist bus or train. On the other hand, most domestic tourists or travelers tend to use land transportation because of cheaper cost than air transportation and quicker travel than train.

A future increase of overland travel, which is expected to have bad effects on the traffic environment, needs appropriate supporting facilities to secure safe and comfortable trip.

The followings are identified as issues of improvement for overland tour conditions except road improvement that has been has launched by the Government as national highways rehabilitation projects such as No.1 No.9, No.12, No.14, No.27, etc.

- Long intervals ranging from around 70 to 200 km among major towns or tourist destinations without proper rest places for drivers and slow average trip-speed due to mixed traffic (bicycle, vehicle, motorbike) in a lane cause traffic accidents by driver's stress and exhaustion. They need places on highways to take a rest for safe driving.
- Coping with unsafe traffic lane with disabled cars on highways, appropriate supporting facilities and services for repairing disable cars or selling vehicle's equipment are necessary to be prepared beside highways.

**Table 4.1 Highway Condition for Roadside Station by 11 Provinces in 2001(July)**

Route Sectionrf (Province)	National Highway	Length of (km)	Trip hour (30km/h)	Road Conditions	Projects & Status (period)
(1. HaTinh(HT) – DonHa(QB))	QL 1A	148	4.9	UC	Rehabilitation-2001
2. DonHa – DonHoi(QT)	QL 1A	92	3.0	UC	Rehabilitation-2005
3. DonHoi – Hue(TTH)	QL 1A	74	2.5	UC	Rehabilitation-2005
4. DonHoi – LaoBao border	QL 9, 1A	75	2.5	UC/Improved	EWCorridor-2003
5. Hue – DaNang	QL 1A	105	3.5	UC with Tunnel	Rehabilitation-2005
6. DaNang – TamKy(QNM)	QL 1A	62	2.1	BC	Rehabilitation-2005
7. TamKy – QuangNgai	QL 1A	63	2.1	BC	Rehabilitation-2003
8. QuangNgai – QuyNhon(BD)	QL 1A	168	5.6	BC/partially UC	Rehabilitation-2003
9. QuyNhon – TuyHoa(PY)	QL 1A	107	3.6	Normal/ BC	Rehabilitation-2003
10. TuyHoa – NhaTrang(KH)	QL 1A	121	4.0	Normal/ BC	Rehabilitation-2003
11. NhaTrang – PhanRang(NT)	QL 1A	105	3.5	Improved	
12. PhanRang – PhanThiet(BT)	QL 1A	146	4.9	Improved	
13. PhanRang – DaLat(LD)	QL 20	101	4.0*	Normal/ BC	
(14. PhanThiet – HCMC)	QL 1A	188	6.3	Improved	

Note: UC=Under Construction, BC= Bad Condition, QB=Quang Binh, QT=Quang Tri, TTH=Thua Thien Hue, QNM=Quang Nam, QNG=Quang Ngai, BD= Binh Dinh, PY=Phu Yen, KH=Khan Hoa, NT=Ninh Thuan, BT=Binh Thuan, LD=Lam Dong

Source: JICA study team

## 4.2.2 Promoting local tourism resources and specialties

Tourists have missed opportunities to see and enjoy local tourism resources or specialties owing to lack of adequate information services and tourist facilities along tour routes of the highways. Especially, beautiful coastlines in the study area have various potentials to show them up to tourists or travelers. Furthermore, each province has characteristic products such as food, beverage, handicraft and other products. However, it is very difficult for tourists to find and access those products easily. On this context, adequate service and facilities on the highways can play an important role in not only promoting local products but also contributing to local economic development. Major issues are identified as follows.

- Providing parking facilities for good scenery places as suitable rest points, utilizing potential places such as the hillside with panorama view in passes or coastal areas and historical sites along the highway.
- Expanding opportunities for local producers to merchandise local specialties of each province by preparation of shops in the roadside station. (e.g. the souvenir shop along the Highway No.5 in Hai Duong selling famous bean's cake for tourists)

**Table 4.2 Potential Resources for Roadside Station Development by 11 Provinces**

Route Section (Province)	Major Potential Attraction Point	Potential Local Specialty or Products by Province
(1. HaTinh(HT) – DonHa(QB))	(Ngang Pass)	
2. DonHa – DonHoi(QT)	Ly Hoa Pass	QB-Conical Palm Hat
3. DonHoi – Hue(TTH)	Ben Hai River	QT-Conical Palm Hat
4. DonHoi – LaoBao border	Dakrong Bridge	TTH-Conical palm hat, Bronze casting, Textile, Canework
5. Hue – DaNang	Hai Van Pass	
6. DaNang – TamKy(QNM)	Chien Dan site	DN-Stone carving, Sedge mat
7. TamKy – QuangNgai	Sa Huynh Beach	QNM-Embroidery, Pottery, etc
8. QuangNgai – QuyNhon(BD)	Thap Thap site	QNG-Cake and Candy
9. QuyNhon – TuyHoa(PY)	QuyNhon coast	BD-Pottery, Iron forge
10. TuyHoa – NhaTrang(KH)	DaiLanh Beach	PY- Rice (fabricated food)
11. NhaTrang – PhanRang(NT)	Cam Ranh Bay	KH-Coconut, Tea, Shell crafts
12. PhanRang – PhanThiet(BT)	Ca Na Beach	NT-Wine, Iron forge,
13. PhanRang – DaLat(LD)	Ngoan Muc Pass	BT-Dragon fruit, Fish sauce
(14. PhanThiet – HCMC)	(Rubber Plantation)	

Note: QB=Quang Binh, QT=Quang Tri, TTH=Thua Thien Hue, QNM=Quang Nam, QNG=Quang Ngai, BD=Binh Dinh, PY=Phu Yen, KH=Khan Hoa, NT=Ninh Thuan, BT=Binh Thuan, LD=Lam Dong

Source: JICA study team

## 4.3 Roadside Station Development Guideline

### 4.3.1 Definition

The roadside station along the highways is defined as one of the multi-purpose facilities with transportation service developed by public sector in each province. The roadside station aims to offer a rest place to drivers and passengers in combination with functions of tourist services and promotional activities in relation to local tourism products. The function and role are shown as follows.

**Table 4.3 Functions and Roles of Roadside Station**

Function	Role	Example of Facilities Type
Transportation Services	Encouraging safe and comfortable driving for drivers and passengers	<ul style="list-style-type: none"> <li>• Parking area</li> <li>• Public toilet / pavilion</li> <li>• Restaurant / Coffee shop</li> </ul>
	Securing safe vehicle conditions on travel	<ul style="list-style-type: none"> <li>• Car repair shop</li> <li>• Travel equipment shop, etc</li> <li>• (Fuel service station)</li> </ul>
Tourism Service and Promotion	Giving local tourism information and basic services to travelers	<ul style="list-style-type: none"> <li>• Tourist information booth with information media (guide map, brochure) and local guide</li> <li>• KIOSK for traveler's basic needs</li> </ul>
	Merchandising local specialties and products	<ul style="list-style-type: none"> <li>• Souvenir shop for general products</li> <li>• Direct selling shop and souvenir shop for local specialties</li> </ul>

Source: JICA study team

### 4.3.2 Planning guideline

#### Site Selection

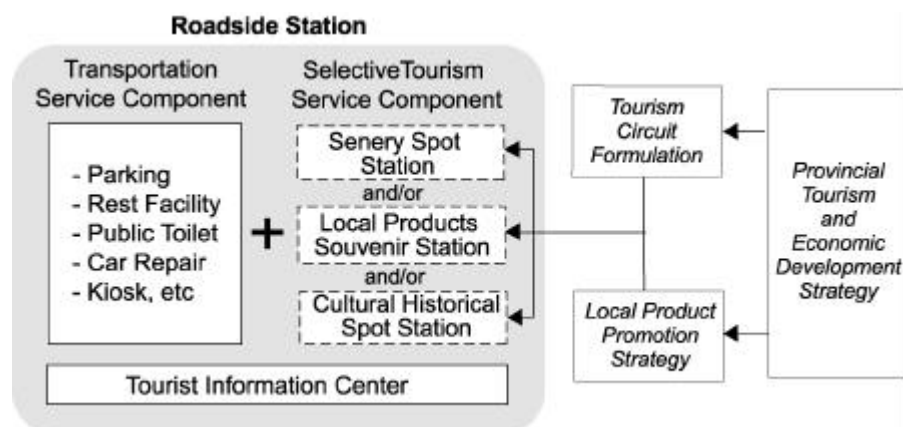
Location should be selected strategically to advertise and promote tourism industries for the province. At least, one station needs to be located along the national highway (QL-1 and others) in each province. Location should be selected by following criteria:

- Interval of Roadside Station should be 50 to 100 km principally apart from the other stations provided by other provinces or major cities and towns.
- Place where travelers can enjoy good scenery, landscape and atmosphere such as pass on the hill, coastal front area, other panorama view points should be given priority.
- Place where local communities can offer potential tourism products such as historical site or famous fresh foods, handicrafts and other attractive products along the highway, should be selected.
- Strategic location where attraction to be visited in tour program can be formulated easily in terms of adequate interval and itinerary should be considered.
- A land for development should be large enough to accommodate required facilities and parking space.
- Site condition concerning traffic safety and convenience should be located in wide purview area avoiding curving road alignment.

#### Development component choice

The Roadside Station is composed of two types of development based on the definition of function. The component of transportation service is developed by public sector mainly as minimum service facilities in conjunction with condition of transportation improvement. Another component is the tourist service formulating specific facilities for with local tourism product development. Tourist Information Center will support both functions of transportation and tourist service fields by the latest traffic information or accident, tourist information and guidance for tourists and disaster information for all travelers.

Figure 4.1 Development Components for Roadside Station



Source: JICA study team

### Facilities requirement

Necessary facilities based on the development component are listed as following table. Minimum facilities for the roadside station are composed of rest facilities, tourist information facilities in principle, and restaurant or coffee shop and vehicle safety service facilities can be added on them as standard requirement.

Standard space requirement can be indicated in Table 4.4 as reference information in the basis of design standards for the Service Area facilities of Japan Highway Public Corporation. The space requirement needs further studies through demand and capacity analysis of facilities.

Table 4.4 Facilities Requirement

Component	Type of Station	Type of Facilities	Minimum	Standard	Standard Space/m <sup>2</sup> *
Transportation Service	Traveler's Resting Station	Car Parking Area	■	■	1,500
		Public toilet /Telephone	■	■	60
		Rest place (shelter and benches)	■	■	100
		Restaurant / coffee shop	□	■	200
		Kiosk	■	■	50
	Vehicle Safety Station	Car repair shop	□	■	200
		Car equipment shop	-	□	50
Fuel service station		-	□	500	
Tourist Information Center (TIC)		Tourist Information Guide Booth	■	■	25
		Traffic Information Booth	□	■	25
Selective Tourism Service	Scenery Spot Station	Observatory	□	□	50
		Walkway and garden	□	□	—
	Cultural Historic Spot Station	Interpretation facilities for the site	□	□	50
		Site garden and rest place	□	□	—
	Local Products Promotion Station	Local handicrafts shop	□	■	50
		Direct selling shop for local foods	□	■	50
Site area requirement (ha)					1.0-1.5 ha

Legend: ■ = compulsory, □ = selective or alternative choice, - = not necessary except special condition

Note: Each space requirement as building area is based on "Facilities Design Standard of Japan Road Corporation"

Source: JICA Study team

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### **Design consideration**

When the roadside station is developed in adequate ways, the followings should be taken into consideration in terms of traffic safety, convenient and attractive facilities.

- Proper location and access road  
Taking account of land form and road alignment conditions, safe and efficient traffic flow should be secured in setting the roadside station in conformity to the transportation facilities guidelines or regulations. Especially, safe access from the highway with proper traffic signs and adequate ramp ways should be equipped without any disturbance of main traffic of the highway's lane.
- Common design standard among stations  
In order to make an appeal to travelers, not only discoverable and characteristic design but also common design standard among all stations are required in facilities design such as signs, advertisement and public facilities.
- Environmental harmony  
In order to induce local characteristic from the site in attractive ways, the consideration of harmonious design of facilities is essential. Deterioration of natural environment in the site should be kept to the minimum, and local material and design are desirable to introduce the facilities design.

**Figure 4.2 Similar Development of Roadside Stations in Japan**



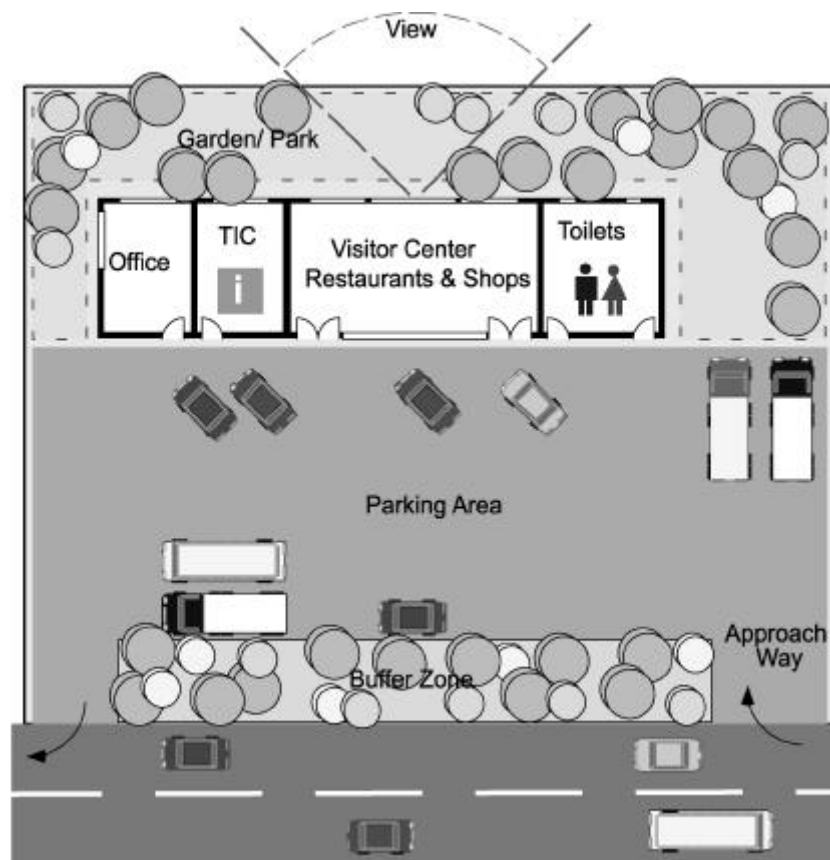
Case of the Station with direct selling shop  
In Ogachi town of Akita Prefecture



Case of the station with local traditional open  
theater In Atsumi town of Yamagata Prefecture

Source: Ministry of Land, Infrastructure and Transportation of Japan

Figure 4.3 Typical Development Image Plan of Roadside Station



Source: JICA Study team

### 4.3.3 Implementation

#### Coordination of Implementation Bodies

Development of the roadside station is composed of two part of public and private facility development. Public sector will have responsibility to develop infrastructure such as access road, parking, utilities and public facilities with non-profit principally. On the other hand, commercial facilities such as souvenir shop, restaurant and coffee shops will be operated and managed by private sector including State Owned Company (SOE) as profitable facilities.

In order to implement the project smoothly and efficiently, a responsible organization is recommended to formulate several agencies in charge of management and development of facilities with a mainline agency of Tourism Department of provincial government (PTDC). A suggested organization for the roadside station development is shown in Table 4.5.

**Table 4.5 Responsibility of Coordination Agencies for Roadside Station Development**

Related Organization and Agency		MOTC	Local Government (PsC)				
			PTDC	PDC	PDARD	PDT	PDCI
Transportation	- Parking	■	-	■	-	-	-
Service	- Car repair shop	■	-	□	-	-	-
Facilities	- Road and traffic information	■	-	□	-	-	-
	- (Gas station)	■	-	-	-	■	-
Tourist	- Public facilities (toilet, rest place)	-	■	■	-	-	-
Service	- Tourist Information Center	-	■	-	□	□	□
Facilities	- Restaurant, coffee shop, kiosk	-	■	-	-	-	-
Tourism	- Observatory-panorama facilities	-	■	■	-	-	-
Promotion	- Local food product shop	-	□	-	■	■	-
	- Local handicraft shop	-	□	-	■	■	■
	- Cultural or historical sites improvement	-	□	-		-	■
	- Interpretation facilities for local assets	-	■	-	■	■	■

Legend: □ = mainline body, ■ = major responsibility, □ = coordination with others

Note: PTDC = Provincial Department of Tourism (Commerce & Tourism), PDC = Provincial Department of Construction, PDT = Provincial Department of Trade, PDARD = Provincial Department of Agriculture and Rural Development, PDCI = Provincial Department of Culture and Information, MOTC = Ministry of Transport & Communication

Source: JICA Study team

### **Private Sector Participation for Development**

It should be considered that adequate implementation bodies for the commercial facilities development would be feasible to be financed by private sector including SOE. Private sector is also suitable to participate with the operation or management of projects in terms of capability and know-how of the commercial activities. The improvement project can be classified three types by each character of roadside station development as follows.

**Table 4.6 Suggested Implementation Bodies of Roadside Development Component**

Roadside Facilities		Development Component	Site Preparation/ Infrastructure	Facilities Developme nt	Operation and Maintenance
Transportation Service Facilities	- Parking		■	■	■
	- Car repair shop		■	□	■/□
	- Road and traffic information		■	■	■
	- (Gas station)		■	□	□
Tourist Service Facilities	- Public facilities (toilet, rest place)		■	■	■/□
	- Tourist Information Center		■	■/□	■/□
	- Restaurant, coffee shop, kiosk		■	□	□
Tourism Promotion	- Observatory-panorama facilities		■	■	■
	- Local food product shop		■	□	□
	- Local handicraft shop		■	□	□
	- Cultural or historical sites improvement		■	■	■
	- Interpretation facilities for local assets		■	■	■

Legend: ■ = Public Sector, □ = Private Sector, ■/□ = Public or Private or Joint Operation

Source: JICA Study team

### **Involvement of local communities**

One of purposes of roadside station development is to promote and develop local specialties by providing a place available to purchase them for both tourists and local producers or communities conveniently on highways. Therefore, it is necessary for successful achievement of the development to involve local communities or related stakeholders from the early planning stage through project possibility analysis of their local product potentials. The following actions are required to formulate the involvement.

- Organizing the local council of stakeholders with provincial government to formulate local products promotion
- Taking frequent counsels with the possibility of local product promotion and development through advisement of experts or specialists of product development
- Organizing an implementation body with function of research and development of local products
- Coordinating with bodies of Roadside Station development
- Establishing governmental financial assistance to implement the project

## **5. Village Tourism Guideline**

### **5.1 Aim of Village Tourism Guideline**

This guideline is prepared for village tourism planners, investment planners and can be also used for appraisers and reviewers, the development managers and rural managers in general and environmental protection managers in particular in rural area.

The compilation of the Village Tourism Guideline aims at;



- Developing village protection in terms of social and natural environment
- Advising tourism department, project developers and those carrying out village tourism
- Supporting designers and architects to have greater understanding of environmental impacts from tourism development projects and provide alternative measures for their implementation
- Enhancing co-operation between rural development planners and environmental experts to avoid possible problems, ensuring negative environmental impacts, which can be mitigated by finding suitable locations, planning and designing development projects effectively to solve the environmental problems arising from tourism development, improving the quality of projects, and mitigating their negative environmental impacts
- Facilitating comprehensive tools to investigate, research and establish sustainable village tourism report
- Providing the legislative basements for multi-level tourism management offices to appraise village tourism development projects.

## **5.2 Scope of Application of Guideline**

This guideline serves as a basis for the implementation of village tourism development. However, it can be also a reference for village tourism development of regional and detailed planning projects.

To implement village tourism development, an integral framework should be operational, composed of (1) a regulatory framework (laws, decree, circulars, etc.), (2) general and sectoral guideline, (3) specific guidelines. This guideline provides overall guidance for all village tourism stakeholders. However, it does not provide all the detailed methodological guidance for experts to prepare tourism development plan. For future development, sectoral and specific guidelines are indispensable in each development area.

## **5.3 Characteristics of Village Tourism Development**

Tourism development is useful instrument for regional and rural development. At the same time, village tourism development is the concretization of policies for development in specific areas. The benefits gained from village tourism development are very diverse. Village tourism development ensures not only intensive rural development, creating a balance and harmony between local people and outsiders, more jobs for the people, improvements to the quality of life, conserving historic, architectural and cultural vestiges, maintaining natural landscapes, but also the rural environmental protection for present as well as future rural development. Village tourism development has the following characteristics.

- Multi-disciplinary: participation of many different natural and socio-economic branches which all are directed toward the objectives or rural development (e.g. geography, demography, sociology, planning, investment, industry, architecture, construction, infrastructure, environment, finance, policy making)
- Multi-component: various activities in tourism areas, comprising people directly producing material wealth or improving the quality of life.
- Multi-objective: multiform interests in conservation of natural landscape,

history, specific cultural character, improvement of quality of life, environmental protection and advancement to sustainable development.

Instead of its positive aspects, it should be mentioned that village tourism development may have negative impacts on the environment. To mitigate negative impacts and bring into play the positive ones as well as to enhance the environmental protection role of village tourism development plan, awareness, analysis and evaluation and forecast of the degree of environment impacts as well as the mitigation of adverse impacts on the environment in village tourism development projects are important issues.

#### **5.4 Advantages and Disadvantages of Village Tourism Development for Rural Development in Vietnam**

##### **Advantages:**

- Due to the late implementation, Vietnam inherits valuable experiences from other countries, developed and developing countries
- Although it has just been recently investigated and applied, there is a possibility that much attention is paid by authorities from the central to local levels to village tourism development for projects in general (and for rural development/poverty alleviation projects).

##### **Disadvantages:**

- There is a lack of guidelines for village tourism development.
- Village tourism development is still new in Vietnam.
- The extent of rural development is too diversified, relating many environmental fields of and covering many fields of rural activities, Thus it is difficult to combine rural development with village tourism development
- Experienced and very specialized experts in village tourism development are lacking.
- The legislation, regulations, and environment standards in Vietnam are still not perfect.

##### **5.4.1 Concept of Village Tourism**

In order to develop sustainable tourism, village tourism as well as eco-tourism, cultural tourism, and ethnic tourism have been considered in place of mass tourism. These tourisms have different tourism sources/targets and different approaches by tourists.

Village tourism is a tourism type of providing unique characteristics of the village such as village culture, tradition, locality and natural beauty and the tourists can observe and experience those characteristics.

Basically village tourism should be lead by hosts (village tourism site) in collaboration with guests (tourists) and brokers (travel agent, tour guide, government, etc.) to create authenticity among them. The hosts should admit, maintain and enforce their culture, ethnicity and other tourism resources, whether it

is created by the outside tourism development.

They also should reconstruct their resources in development of modernization and commercialization through tourism. Village tourism should not be regulated and forced by the value of guests and brokers but developed through their cooperation with initiative of hosts for the sustainable system.

Table 5.1 shows preconditions to decide village tourism and items to support the conditions.

**Table 5.1 Conditions for Village Tourism**

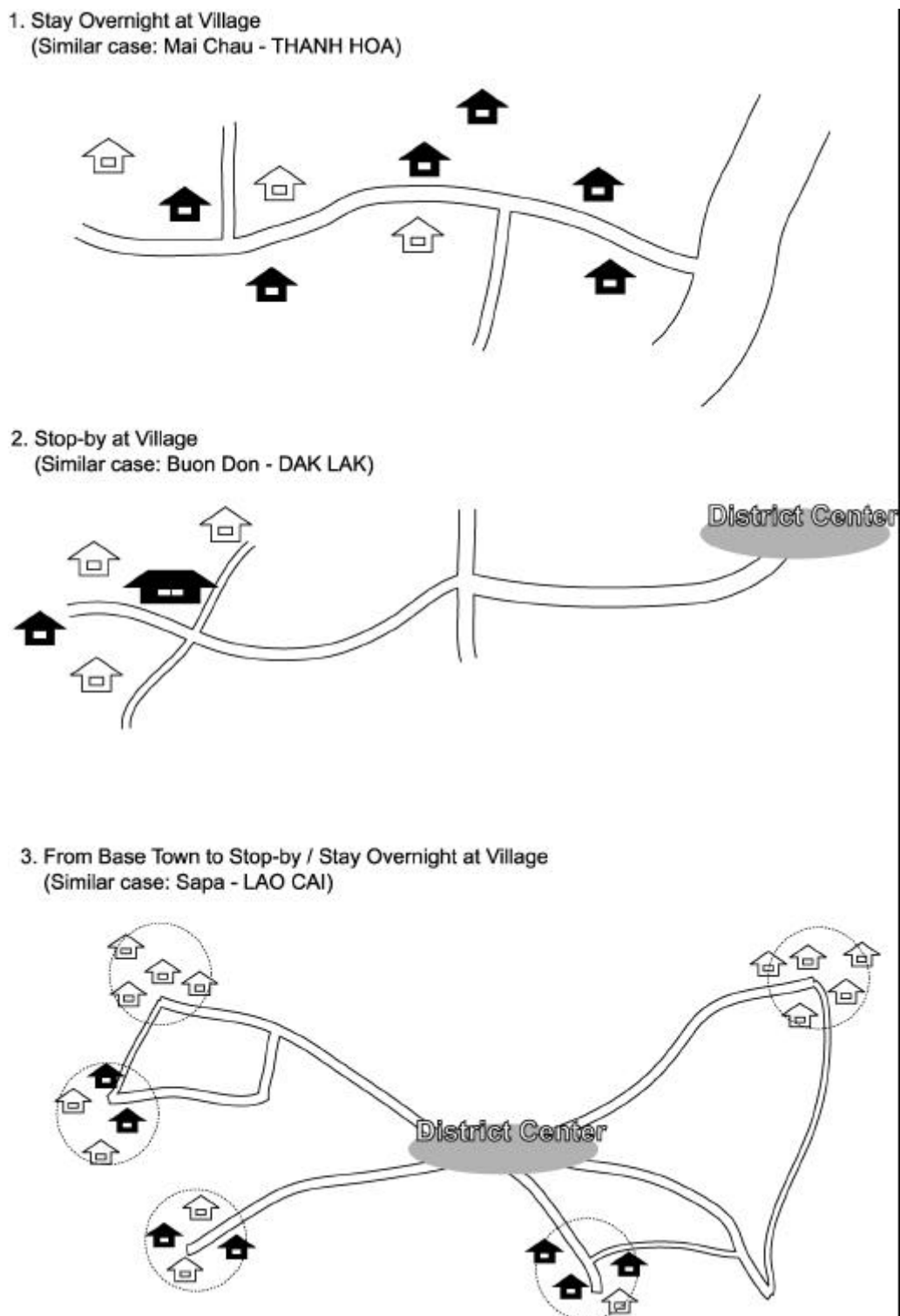
Condition	Items to Support Condition
1 Place for Village Tourism	<ul style="list-style-type: none"> <li>• Ethnicity</li> <li>• Tradition</li> <li>• Products</li> <li>• Natural beauty and climate</li> <li>• Accessibility</li> <li>• Utilization of existing facilities</li> </ul>
2 Value of Local Resources	<ul style="list-style-type: none"> <li>• Local people and tourists should identify the value of local resources and their conservation</li> <li>• Round-table of government, travel agency, industries, local people etc. is necessary for the common understanding</li> <li>• System to provide the necessary information to the tourists in advance should be established</li> </ul>
3 Identification of Different Climate, Tradition and Culture	<ul style="list-style-type: none"> <li>• Identification of different culture and value of life among local people and tourists</li> <li>• Identification of that these differences are value of village tourism</li> </ul>
4 Low Impact to the Area	<ul style="list-style-type: none"> <li>• Accommodation (appropriate structure and capacity)</li> <li>• Preparation of attractions and controlled behaviors of outdoor activities</li> <li>• Local people take initiative to manage and operate</li> <li>• Not provide excessive comfort to the tourists</li> <li>• Tourists should adopt local life style and time management</li> <li>• Provide enough information of the tourist sites beforehand</li> </ul>
5 Small Group of Tourists	<ul style="list-style-type: none"> <li>• Protection of the local people's privacy and resources</li> <li>• Capacity of the area should decide the tourism scale</li> </ul>
6 Provision of Environmental Education and Enlightenment	<ul style="list-style-type: none"> <li>• Tourists should be educated environmentally and socially in advance and during the tour</li> </ul>
7 Communication with Local People	<ul style="list-style-type: none"> <li>• Tourists contribute to the area and advise their own experienced knowledge and techniques to the local people through communication</li> <li>• Improve mutual understanding between local people and tourists</li> </ul>
8 Guide and Interpreter	<ul style="list-style-type: none"> <li>• Guides should have high-level knowledge and philosophy</li> <li>• Local people can be trained as tourist guides</li> <li>• Provide attractiveness of the area and the attitudes toward the area</li> <li>• Supervise each participant's activity</li> </ul>

Source: JICA Study team

## 5.5 Different Types of Village Tourism in Viet Nam

There are three types of village tourism to be considered at this moment as shown in Figure 5.1. In order to develop sustainable tourism, necessary conditions are required as shown in Table 5.2.

**Figure 5.1 Type of Village Tourism in Vietnam**



Source: JICA Study team

**Table 5.2 Necessary Conditions for Sustainable Tourism by Type**

No.	Type of Tourism Factor	Village Tourism: Stay overnight in the village	Village Tourism: Stop-by at the village (one/half day trip)	Eco-/Village Tourism: From Base town to Stay/stop-by at Village	Historical Town: Stay/stop-by at the town	Beach Resort: Stay in the resort
1	Accessibility	<ul style="list-style-type: none"> <li>- Easy access from center of town</li> <li>- Good road condition</li> <li>- Enough parking lots outside/ near village</li> </ul>	<ul style="list-style-type: none"> <li>- Easy access from center of town</li> <li>- Good road condition</li> <li>- Enough parking lots in the village</li> </ul>	<ul style="list-style-type: none"> <li>- Good/Moderate road condition to base town</li> <li>- Convenient transportation to base town</li> </ul>	<ul style="list-style-type: none"> <li>- Easy access from neighboring towns</li> <li>- Good road condition</li> <li>- Enough parking lots in/outside town</li> </ul>	<ul style="list-style-type: none"> <li>- Easy access from neighboring towns</li> <li>- Good road condition</li> <li>- Enough parking lots in/outside the area</li> </ul>
2	Infrastructure	<ul style="list-style-type: none"> <li>- Traditional accommodation</li> <li>- Toilets and shower rooms in each accommodation</li> <li>- Wastewater treatment</li> <li>- Garbage disposal</li> <li>- Water supply</li> </ul>	<ul style="list-style-type: none"> <li>- Central village tour center</li> <li>- Handicraft center</li> <li>- Some traditional accommodation</li> <li>- Public toilet/ individual toilets and shower rooms</li> <li>- Wastewater treatment</li> <li>- Garbage disposal</li> </ul>	<ul style="list-style-type: none"> <li>- Accommodation in base town</li> <li>- Small number of traditional accommodation in villages</li> <li>- Public toilets in village</li> <li>- Waste water treatment, garbage disposal system and water supply system in base town</li> </ul>	<ul style="list-style-type: none"> <li>- Some accommodation in town</li> <li>- Public toilets</li> <li>- Public resting places</li> <li>- Waste water treatment</li> <li>- Garbage disposal</li> <li>- Water supply</li> </ul>	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Public and individual toilets and shower rooms</li> <li>- Utilities covering local residential area</li> <li>- Separate design of resort and residential areas</li> </ul>
3	Population	<ul style="list-style-type: none"> <li>- Ethnic minority groups</li> <li>- More than 50 households</li> </ul>	<ul style="list-style-type: none"> <li>- Ethnic minority groups</li> <li>- More than 50 households</li> </ul>	<ul style="list-style-type: none"> <li>- Ethnic minority groups in village</li> <li>- Base town is within the range of daily life of minority groups</li> </ul>	<ul style="list-style-type: none"> <li>- Business in front, residence in rear of the house</li> <li>- Separate business and living areas</li> </ul>	<ul style="list-style-type: none"> <li>- Not disturbing local people</li> </ul>
4	Service	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Food/beverage</li> <li>- Area information/ guide</li> <li>- Traditional performance</li> </ul>	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Food/beverage</li> <li>- Area information/ guide</li> <li>- Traditional performance</li> </ul>	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Food/beverage</li> <li>- Area information/ guide</li> <li>- Traditional performance</li> </ul>	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Food/beverage</li> <li>- Area information/ guide</li> <li>- Traditional performance</li> <li>- Sale of local products</li> </ul>	<ul style="list-style-type: none"> <li>- Accommodation</li> <li>- Food/beverage</li> <li>- Area and activity information</li> </ul>
5	Attraction	<ul style="list-style-type: none"> <li>- Natural beauty</li> <li>- Traditional products</li> <li>- Traditional performance</li> <li>- Ethnic minority groups</li> <li>- Local foods</li> <li>- Traditional structure</li> </ul>	<ul style="list-style-type: none"> <li>- Natural beauty</li> <li>- Traditional products</li> <li>- Traditional performance</li> <li>- Ethnic minority groups</li> <li>- Traditional structure</li> <li>- Local foods</li> </ul>	<ul style="list-style-type: none"> <li>- Natural beauty</li> <li>- Traditional products</li> <li>- Traditional performance</li> <li>- Ethnic minority groups</li> <li>- Traditional structure</li> <li>- Local foods</li> </ul>	<ul style="list-style-type: none"> <li>- Historical structures</li> <li>- Traditional products</li> <li>- Local foods</li> </ul>	<ul style="list-style-type: none"> <li>- Natural beauty</li> <li>- Local products</li> <li>- Local foods</li> </ul>
6	Community participation	<ul style="list-style-type: none"> <li>- Opportunity including</li> <li>- Women</li> <li>- The poor</li> <li>- The elder</li> <li>- The unemployed</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunity including</li> <li>- Women</li> <li>- The poor</li> <li>- The elder</li> <li>- The unemployed</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunity including</li> <li>- Women</li> <li>- The poor</li> <li>- The unemployed</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunity including</li> <li>- Women</li> <li>- The unemployed</li> </ul>	<ul style="list-style-type: none"> <li>- Opportunity including</li> <li>- Women</li> <li>- Young</li> <li>- The poor</li> </ul>
7	Development Assistance	<ul style="list-style-type: none"> <li>- Bank loan for the tourism facilities/infrastructure</li> <li>- Training</li> <li>- Advertisement</li> <li>- Marketing of the local products</li> </ul>	<ul style="list-style-type: none"> <li>- Training</li> <li>- Advertisement</li> <li>- Marketing of the local products</li> </ul>	<ul style="list-style-type: none"> <li>- Training</li> <li>- Advertisement</li> <li>- Marketing of the local products</li> </ul>	<ul style="list-style-type: none"> <li>- Bank loan for the tourism facilities to households</li> <li>- Advertisement</li> <li>- Marketing of the products</li> <li>- Training</li> </ul>	<ul style="list-style-type: none"> <li>- Training</li> <li>- Advertisement</li> <li>- Marketing of the products</li> </ul>
8	Budget for development	<ul style="list-style-type: none"> <li>- Government support</li> <li>- Private company</li> <li>- Taxation system</li> </ul>	<ul style="list-style-type: none"> <li>- Government support</li> <li>- Private company</li> <li>- Taxation system</li> </ul>	<ul style="list-style-type: none"> <li>- Entrance fee to the villages</li> <li>- Taxation system</li> <li>- Government support</li> <li>- Private company</li> </ul>	<ul style="list-style-type: none"> <li>- Utilization of entrance fee</li> <li>- Taxation system</li> <li>- Government support</li> <li>- Private company</li> </ul>	<ul style="list-style-type: none"> <li>- Government support</li> <li>- Private company</li> <li>- Taxation system</li> </ul>
9	Key of organization	<ul style="list-style-type: none"> <li>- Cooperation of community leader and local government</li> </ul>	<ul style="list-style-type: none"> <li>- Cooperation of community leader and local government</li> </ul>	<ul style="list-style-type: none"> <li>- Cooperation of community leader and local government</li> <li>- Association of handicrafts/ shops in base town</li> </ul>	<ul style="list-style-type: none"> <li>- Cooperation of community leader and local government</li> <li>- Association of handicrafts/ shops</li> </ul>	<ul style="list-style-type: none"> <li>- Association of accommodations and shops</li> </ul>

Source: JICA Study team

## **5.6 Roles and Responsibilities of Different Stakeholders in Village Tourism Development**

Major development partners related to village tourism are:

### **Government at all levels**

- Tourism development agencies
- Rural development/Agriculture agencies
- Culture and information agencies
- Environmental agencies
- Education and training agencies
- Investment and planning agencies
- Public health agencies
- Transportation and communication agencies

### **Private Sector**

- Travel agencies
- Accommodation
- Shops and restaurants, etc.

Village tourism development has many influences on the future rural area, including political, economical, cultural, social issues and a series of other sensitive issues, especially the life of the rural minority community. Without the support of the community, the implementation of the village tourism development will be difficult.

For this very reason “a general planning project must be endorsed by the People’s Committee and relevant sectors before being submitted to the competent authorities for approval”, and “the approved village tourism development projects must be publicized for the people to know and to implement. During the process of implementation, the project must be reviewed and adjusted to suit the actual situation of rural development”.

There must be public involvement in the form of recommendations contributed to the village tourism development as well as the rural development. The roles of these stakeholders are summarized in Figure 5.2.

## **5.7 Process to Prepare Village Tourism**

Before the village tourism starts, the following activities by stage can be proposed as Figure 5.2.

### **Formulate Village Tourism Plan and Design**

The key agencies related to village tourism (VNAT, Ministry of Agriculture and Rural Development, Ministry of Culture and Information, Ministry of Investment and Planning and their local agencies) should prepare the proposal plan at national and local levels, including places, village tourism type and scale, organizations to operate and manage the tourism with their responsibilities and budget. Before

preparing the proposal, it is important that the social survey should be implemented for the review of the existing village tourism and selection of the new places. The candidate places should satisfy some of the preconditions indicated in Table 5.1. The proposal should be provided to the related agencies for consultation, technical support and approval.

### **Draft Planning Alternatives**

Village tourism plan in detail should be drafted covering the necessary conditions as follows.

- Mitigate negative impacts
- Promote positive impacts
- Coincide with the related socio-economic and rural development policies and strategies
- Involve the local people
- Reflect local socio-economic conditions

The plan should be submitted to the related agencies for approval, review and adjustment. Additionally, the plan should be informed to the local people of the proposed area for their comments and approval.

### **Complete Selected Village Tourism Planning Alternatives**

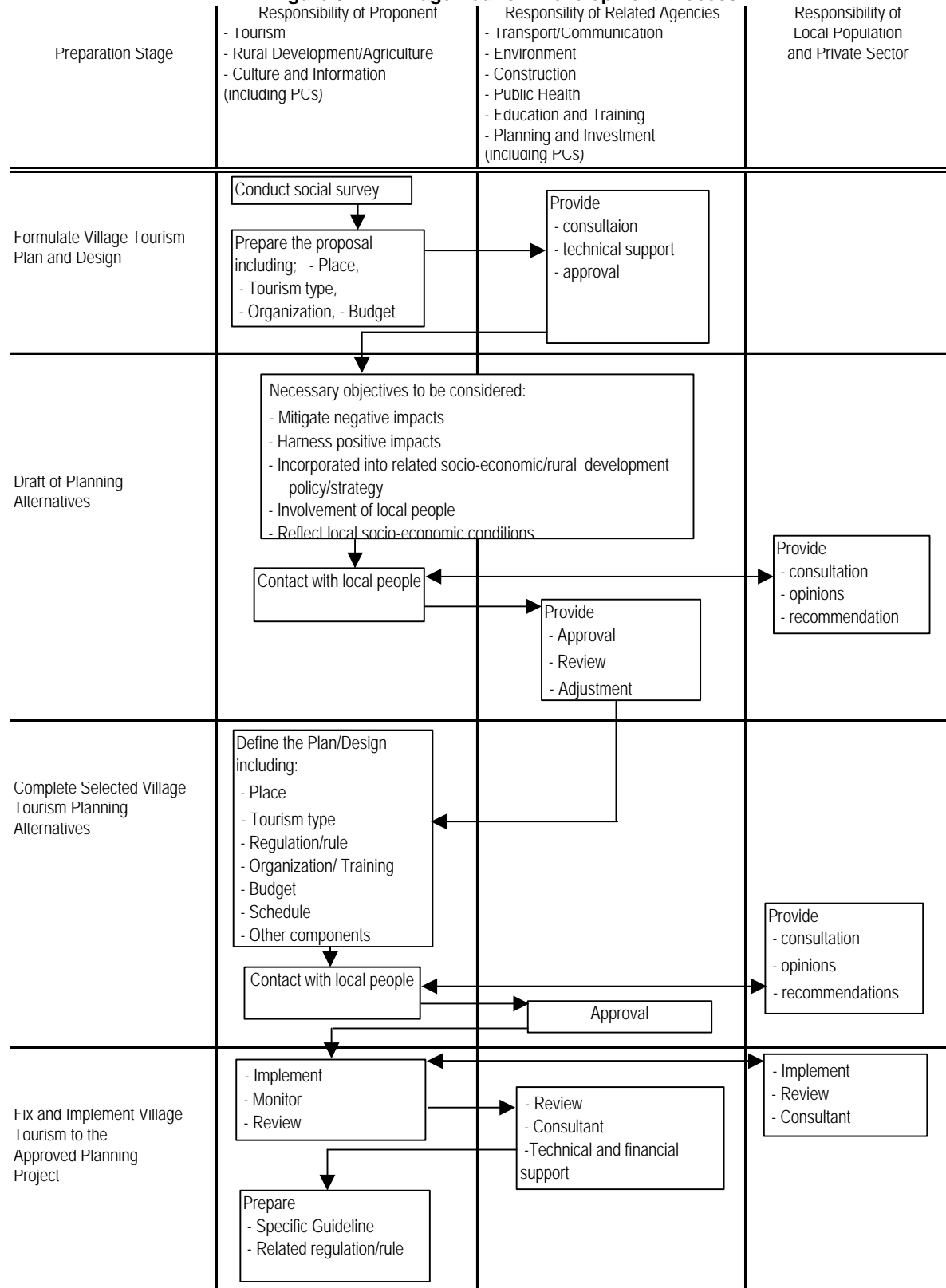
Among the all candidate places, the appropriate sites should be selected, and a plan should be prepared. Until the final decision, many discussion and consultations (stakeholder meeting, public hearing, etc.) should be held among the governments and between local people. The plan should be developed into the individual project including:

- Place
- Tourism type
- Scale of the appropriate guests
- Necessary facilities
- Training of local people
- Regulation and rule for the host, the guest and the broker
- Organizations (members, responsibilities and activities)
- Budget (source, amount and utilization)
- Schedule
- Other components including monitoring and evaluation

### **Fix and Implement Village Tourism to The Approved Planning Project**

After the project is fixed, the following activities are necessary.

**Figure 5.2 Village Tourism Development Process**



Source: JICA Study team



**Table 5.3 Necessary Activities Before Village Tourism Implementation**

Activity	Responsible Organization
Training of the tour agencies and guides (technical skills and legal knowledge)	Local government
Training of the local people to be involved in the tourism related activities (technical skills and legal knowledge)	Local government Private company
Preparation of guidebooks, pamphlets	Local government
Development of accommodation, facilities and other infrastructure	Local government
Training of the tourists	Private company

Source: JICA Study team

Once the project starts, it should be monitored and reviewed in terms of economic, management, technical, environmental and social aspects. Local skills and its training should be emphasized. Additionally, evaluation should be conducted on efficiency, effectiveness, impact, relevance and sustainability of the project.

## 6. Champa Historical Area Development Guideline

### 6.1 Introduction

#### 6.1.1 Background

Champa archeological sites in this region have taken up important and unique position in cultural and historical sightseeing tourism of Vietnam, because of their wide spread distribution representing their history of civilization through most provinces in the study area.

Some Champa site in historical sightseeing tours, visiting abandoned or distinct monument sites such as My Son and Poklong Garai are organized by special interest tour group (SIT). However, it is very difficult for independent tourists who enjoy overland travel in the region to find them and access them due to no information facilities and no access by vehicle. In addition, rare visits of domestic tourists or students who want to learn the Champa history except for the My Son World Heritage, are affected by the bad conditions aforementioned.

Development of Champa historical tourism will play an important role in not only diversifying tourism product in the region but also encouraging the conservation and succession of the historical heritages in Vietnam.

#### 6.1.2 Objectives

Objectives of Champa Historical Area development in consideration of the context mentioned above are itemized as follows.

- Formulating attractive tourism product to utilize entire Champa archeological sites
- Promoting proper resources management of Champa heritage sites coping with expected increase of visitors to the sites
- Contributing to conservation of Champa heritages financially through tourism use
- Contributing to encouragement of conservation awareness of neighborhood communities and tourists
- Encouraging local communities development by participation with site

improvement and management program

This guidelines aim at developing a common understanding of the need, scope and general approach to Champa Historical Area development for local government planners and experts. The guidelines contain a general description of following elements within an integrated manner.

- To provide sufficient and attractive information and about Champa history and culture
- To secure access to each Champa archeological site
- To improve Champa historical sites supported by adequate visitor management facilities to avoid deterioration of the site environment and disturbance of research activities
- To support Champa historical research and cultural activities providing proper facilities
- To formulate local participation programs for Champa archeological site improvement

## **6.2 Need for Champa Archeological Sites Improvement**

### **6.2.1 Insufficient Facilitation for Heritage Tourism on Champa Vestiges**

The amazing Champa towers in red bricks and sandstone can be found at present in the Central Region, raging from My Son in Quang Nam Province to Po Hai in Binh Thuan Province as the silent witnesses of a civilization<sup>2</sup> vanished in the Vietnam history.

When tourists try to visit those vestiges on the way of overland tour, tourist will face troubles due to invisible access road to their sites and no information about monuments as abandoned historical heritages except for the My Son World Heritage site and other live temples for Cham people. Moreover, the environmental condition of sites is not generally well organized in spite of huge efforts of their restoration due to no proper facilities such as footpath, interpretation board and boundary to protect monuments. The following issues to be solved as soon as possible are identified on the basis of field survey.

- Preparing an entire picture and information in an integrated manner in combination with museum, printed material (guide map, etc) and others (Internet, etc) for visitors about Champa culture, history and archeological sites in the Central Region coping with insufficient and piecemeal information presentation.
- Providing each site museum of each Champa monument beside the site coping with basic and interesting interpretation and a minimum place for basic research and conservation activities
- Improving the site condition such as access road, parking lot, rest place and attractive historical environment through careful archeological investigation

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<sup>2</sup> In the 2nd century AD Cham people adopted Indian culture and religion and established the kingdom of Champa. It passed next few hundred years through repeated fight against China. From the 7th to the 9th century, the capital was at Indrapura (Tra Kieu) near Hoi An. In response to pressure from another Kingdom in the north, Champa was step-down from central to south of Vijaya area near Quy Nhon, in the 11th century. In the 14th and 14th centuries, Champa as a final kingdom moved to Panduranga area and others in the southern part near Phan Thiet.

without any destruction of archeological remains

- Managing proper access control to archeological sites against direct vehicle access by visitors at present
- Consideration of local community participation and their beneficiary by giving opportunities of local employment in management and operation such as ticketing system and maintenance work

**Table 6.1 Existing Conditions of Champa Sites in the Study Area in 2001**

Province	Name of Champa Ruins	Access		Condition of Visitor Facilities				
		Trunk Road	Access Road (m)	Parking Area	Foot Path	Ticket Booth	Site Museum	Sign & Info
Quang Nam	1.Bang An Tower	R1/609	0	■	-	-	-	-
	2.Tra Kieu Ancient Capital	R1/537	0	-	-	-	-	-
	3.My Son Holyland	R1/537	1,800	■	■	■	-	-
	4.Dong Duong (Buddhism)	R1/612	7,500	-	-	-	-	-
	5.Chien Dan Towers	R1	50	-	-	-	■	-
	6.Khuong My Towers	R1	550	-	-	-	-	-
Quang Ngai	1.Chau Sa Citadel	R1/624	20	-	-	-	-	-
Binh Dinh	1.Hung Thanh (Twin Ts.)	R1	20	-	-	-	-	-
	2.Banh It (Silver Towers)	R1	450	-	-	-	-	-
	3.Binh Lam Tower	R1/640	2,600	-	-	-	-	-
	4.Phuoc Loc (Golden Ts.)	R1	2,000	-	-	-	-	-
	5.Canh Tien (Bronze Ts.)	R1	1,100	-	-	-	-	-
	6.Thap Thap Temple	R1	300	-	-	-	-	-
	7.Thu Thien Tower	R19	2,000	-	-	-	-	-
	8.Duong Long (Ivory Ts.)	R19	4,000	-	-	-	-	-
Phu Yen	1.Nhan Tower	R1	300	-	■	-	-	-
Khanh Hoa	1.Ponagar Towers	R706	0	■	■	■	-	-
Ninh Thuan	1.Hoa Lai Towers	R1	0	-	-	-	-	-
	2.Poklong Galai Towers	R20	500	■	■	■	-	-
	3.Porome Tower	R1	5,000	-	-	-	-	-
Binh Thuan	1.Po Dam Towers	R706	450	-	-	-	-	-
	2.Phu Hai Towers	R1/R?	2,000	■	■	-	-	-
Total			23,140	-	-	-	-	-

Note: ■ = Existing, - = No facilities

Source: JICA Study team

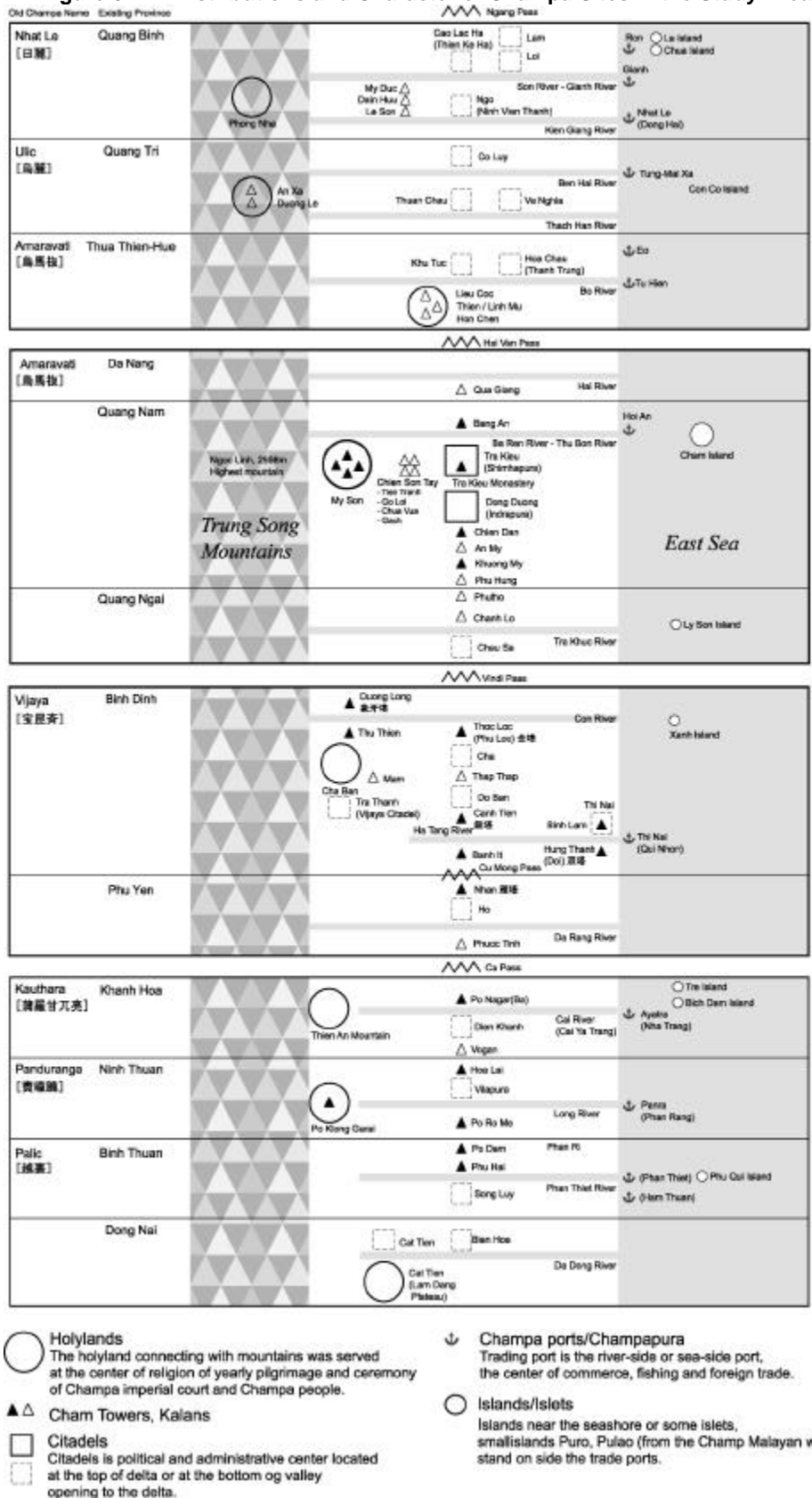
## 6.2.2 Tourism Potential of Champa Archeological Sites

### Tourism Potential Evaluation of Champa Sites by Physical Conditions

According to the result of several Champa sites research reports, every Champa monument has a peculiar character based on its historical background and environment. Although it is difficult to define each site historical value, the development potential of Champa sites can be referred by the study of VNAT evaluating each tourism use potential. The report of Scientific Research Project / Orientation & Solution Exploiting Characteristics of Cham Culture (VNAT regional office) evaluated each Champa site value for tourism use by the following criteria.

- Monuments physical conditions ranked by five grades (A to E)
- Historical value ranked by four grades (high, average, uniqueness, ordinal)
- Grade of tourism attraction level by four level (IV to I)

**Figure 6.1 Distributions and Character of Champa Sites in the Study Area**



Source: Heritages and Culture of Champa Kingdom/TOYOTA Foundation, illustrated by JICA Study team

The study team evaluated the possibilities to utilize Champa sites based on those criteria as an integrated evaluation way. Consequently, 22 Champa sites are selected from 40 sites as candidate sites for tourism use and enhancement of conservation shown in below Table 6.2.

**Table 6.2 Champa Archeological Sites Tourism Potential Evaluation (VNAT)**

Province	District	Xa	No.	Name	Function	Cond ition	Historical Values		attrac tion	
Quang Binh	Quang Trach	The Luy Hamlet	1	Lam Citadel	Citadel	A	ave	ord	I	
	Bo Trach	Cao Lao	2	Loi Citadel	Citadel	B	ave	ord	I	
TTHue			3	Khu Tuc Citadel	Citadel	A	ave	ord	I	
Da Nang	Hoa Vang	Hoa Phuoc	4	Qua Giang Ruin	Art	A	ave	ord	I	
Quang Nam	Dien Ban	Dien An	5	Bang An Tower	Siva genie worship	D	high	uni	II	
	Duy Xuyen		Duy Son	6	Tra Kieu Capital	The fiest capital	A	ave	uni	II
			Duy Trinh	7	Tien Tranh Ruin	Supplementary to Tra Kiew	A	ave	ord	I
				8	Go Loi Ruin	ditto	A	ave	ord	I
				9	Chua Vua Ruin	ditto	A	ave	ord	I
			10	Gach Mound	ditto	A	ave	ord	I	
	Duy Phu	11	My Son Holyland	The biggest/oldest holyland	D	high	uni	IV		
	Thang Binh	Binh Dinh	12	Dong Duong	The capital/ Buddhist Institute	A	ave	uni	II	
	Tam Ky	Tam An	13	Chien Dan Tower		D	ave	ord	II	
			14	An My		A	ave	ord	I	
	Nui Thanh	Tam Xuan	15	Khuong My Towers Group	Vishnu genie worship	D	ave	ord	II	
			16	Phu Hung	Genii worship	A	ave	ord	I	
Quang Ngai	Quang Ngai		17	Chanh Lo		A	ave	ord	I	
	Son Tinh	Tinh Chau	18	Chau Sa Ancient Capital	Citadel, the capital?	C	ave	uni	II	
Binh Dinh	Quy Nhon	Dong Da	19	Hung Thanh (Twin Tower)		E	high	ord	II	
	Tuy Phuoc		Phuoc Hiep	20	Banh It (Silver Tower)		B	high	ord	II
			Phuoc Hoa	21	Binh Lam	Siva genie's Linga worship	B	high	ord	II
			Phuoc Quang	22	Thi Nai Citadel	Citadel	A	ave	ord	I
	An Nhon	Nhon Thanh	23	Phu Loc		B	ave	uni	II	
			24	Mam Tower		A	ave	ord	I	
			Nhon Hau	25	Canh Tien (Congai)		D	high	ord	II
				26	Do Ban Citadel	Citadel	A	high	uni	I
	27	Thap Thap Temple	Champa antiques worship	A	ave	ord	II			
	Nhon Loc	28	Cha Citadel	Citadel	A	ave	ord	I		
Tay Son	Binh Nghi	29	Thu Thien (Thap Dong)		B	ave	uni	II		
Tay Son	Binh Hoa	30	Duong Long (Thap Nga)	Champa kings incineration	D	high	uni	II		
Phu Yen	Tuy Hoa		31	Nhan Tower	Lighthouse	B	ave	uni	II	
			32	Ho Citadel	Citadel	B	ave	ord	I	
			33	Phuoc Tinh		A	ave	ord	I	
Khanh Hoa	Nha Trang	Xuong Ha	34	Ponagar Tower (Ba Tower)	Mother worship and festivals	E	high	ord	IV	
Ninh	Ninh Hai	Tan Hai	35	Hoa Lai (Tam Thap)		B	high	ord	II	
Thuan	Phan Rang		36	Poklong Galai (Buu Son)	Poklong Galai king worship	E	high	ord	III	
	Ninh Phuoc	Phuoc Huu	37	Porome	Porome king worship, festivals	E	high	ord	III	
Binh	Tuy Phong	Phong Phu	38	Po Dam (Po Tam)		B	high	ord	II	
Thuan	Phan Thiet	Thanh Hai	39	Phu Hai (Posanu)	Mouse fairy worship	B	high	ord	II	
	Hoa Da	Song Luy	40	Song Luy Citadel		A	ave	ord	I	

Note: Monuments physical condition = A/ Heavily damaged, difficult to restore, B/ Heavily damaged, but can be restored, C/ Well remained, high potential to restore, D/ Convenient for tourist, but weak service, E/ Good for tourism, service must be improved, Historical value = High value (high), Average value(ave) / Uniqueness = Unique monument (uni), Ordinary (ord), Grade of tourism attraction level = IV (high), III (good), II (moderate), I (low)

Source : Scientific Research Project / Orientation & Solution Exploiting Characteristics of Cham Culture (VNAT)

### **Potential Visitors for Historical Tourism in the Central Region**

The airport survey conducted by the study team indicates the importance and potential for international tourists based on the question of the reason for choosing Central Vietnam. Although the historic sites in the questionnaire include other historic attractions such as Nguyen Dynasty's monuments and others, it is obvious that major purpose of visit to the Central Tourism Region is to enjoy historic sightseeing including Champa sites, and its purpose will not change in future.

**Table 6.3 Reason for Choosing the Central Region in Airport Survey**

Reason for Choosing VN	Europe	America	ASEAN	Other Asia
<b>Historic Sites</b>	<b>34%</b>	<b>40%</b>	<b>38%</b>	<b>18%</b>
Nature	17%	7%	0%	18%
Shopping	5%	17%	5%	0%
Hospitality	5%	0%	5%	0%
Accessibility	4%	7%	10%	0%
Visit friends & relatives	3%	0%	0%	18%
Moderate cost	3%	3%	10%	9%
Safety and secure place	1%	3%	0%	0%
Others	26%	23%	33%	36%

Source: JICA study team: Airport survey 2001

Domestic visitors to historical sites have recently become significant market source represented by student tour or sightseeing tour of Vietnam. Proper improvement and conservation of Champa historical area will be inevitable for potential domestic tourism, taking account of historical tourism that plays an important role in reverting people's footing of heritage conservation in present society and identifying tourists with own historical background by heritages.

**Table 6.4 Case of Visitor Arrivals to My Son World Heritage**

	1996	1997	1998	1999	2000
International	12,273	17,686	19,209	22,415	34,859
Domestic (D)	2,880	4,586	4,837	4,136	12,980
Total	15,153	22,272	24,046	26,551	47,839
Annual growth rate (D)	-	0.59	0.05	-0.14	2.14

Source: My Son Conservation Center

## **6.3 Guidelines for Champa Historical Area Development**

### **6.3.1 Definition**

Development and management of the Champa historical area range from physical development to tourism product formulation. Each measure for development and improvement of Champa sites is based on the following definition of each object. In addition, actual boundaries of each definition should be determined through careful archeological research and proper land use planning.

**Champa monument:** The monument of Champa architecture as stupa, temple or pagoda building made of red brick with some sandstone blocks and sculptures and carvings is the object to be restored and preserved by agencies under Ministry of Culture and Information.

**Champa site:** Champa site covering original building area including the exterior

walls is defined as the area to be conserved and managed as a Sanctuary without any artificial facilities development by agencies under Ministry of Culture and Information.

Champa historical area: Champa historical area ranging from the monument to its surroundings with some buffer is defined as the area necessary to conserve and keep its historical environment against inharmonious physical development and to improve visitor facilities. Agencies in charge of this area are several organizations from the related Government and local communities.

These objects require proper measures to manage Champa Historical Areas in balanced combination with site conservation and facilities development as follows.

**Table 6.5 Champa Historical Area Management Measures by Objects**

Object \ Measures	Research & Restoration	Visitor Management	Facilities Development	Scenery/ land Use Control	Local Participation
Champa Monument	■	■	-	-	□
Champa Site	■	■	□	■	■
Champa Historical Area	■	□	■	■	■

Note: ■ = compulsory, □ = in case of necessity, - = not suitable or not necessary

Source: JICA Study team

### 6.3.2 Visitor management guideline

#### Visitor control zoning

Visitor control zoning aims at not only preventing the monuments from visitor's impact but also managing suitable environment of the historical area that can offer present and comfortable experience to visitors. Zoning should be established, according to site values, its fragility and carrying capacity within it. Champa historical areas can be divided into the following zones for visitor control.

**Table 6.6 Establishment of Visitor Control Zoning**

Zoning	Purpose	Reference	Access Control	Visitor Service Control	Visitor Activities Control
Sanctuary Zone	Zone for preserve historical environment and protection from physical destruction of the monuments and its sites and visitor negative impacts	Champa monument and its site	No vehicle access	Information (signs & info) and footpath only	Strict control and limited permission only for local ceremony and festivals
Park Zone	Zone for facilities development and site improvement in order to support conservation and research activities and accommodate visitors	Champa site and its surrounding	Management vehicle only	Adequate Visitor Services (site museum, toilet, ticket booth, etc)	Moderate control is required to restrict inadequate activities
Historical Environment Zone	Scenery and land use control zone for protection from historical environmental destruction with reserves to guarantee future research and excavation	Champa historical area	Free to access	Access signs & information and limited private services	Awareness program is required to guide visitors activities

Source: JICA Study team

#### Land use control in Park Zone or Historical Environment Zone

Archeological sites sometimes exist in the middle of the sphere of local residential area or agricultural land. Land use control for the site and its surroundings should be applied into any settlements, agricultural land and access corridor in order to

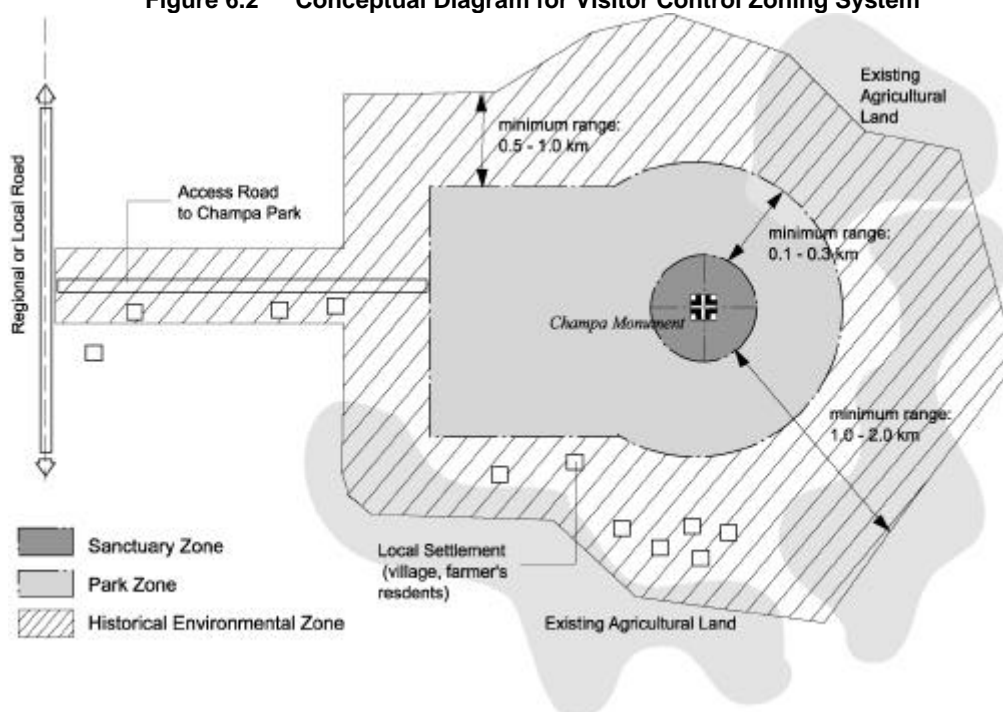
prevent the area from inharmonious facilities development or scenery deterioration. Existing environment should be principally kept as it is except for the case of a significant problem on the site affected by negative activities or conditions. The following table indicates examples of regulations for local activities within the control zones.

**Table 6.7 Example of Regulations for Private Activities in the Control Zones**

Zoning	Changing (existing)				Developing (new)		
	Building height	Land use	Land reclamation	Cutting Trees	Building facilities	Advertising facilities	Planting
Sanctuary Zone	-	-	-	-	-	-	-
Park Zone	-	-	□	-	□	-	-
Historical Environment Z	-	□	■	□	□	□	■

Note: ■ = allowed, □ = conditionally allowed, - = not allowed  
Source: JICA Study team

**Figure 6.2 Conceptual Diagram for Visitor Control Zoning System**



Source: JICA Study team

### **Development of park facilities for visitor management**

Visitor facilities are inevitable for the park development to offer attractive and illuminative experience of visitors about Champa site. At the same time, management facilities for adequate visitor controls and research activities are required. The facilities' design and planning require careful consideration to avoid historical environment deterioration, including destruction of archeological value in the non-excavation area and historical scenery. The followings are listed as candidates for desirable visitor facilities to be selected based on each Champa site condition.



**Table 6.8 Park Facilities Requirement and Positioning**

Function	Facilities	Sanctuary Zone	Park Zone	Minimum Requirement
Visitor Service	Visitor Information Booth		■	□
	Site Museum, Open Theater for Cultural Events	□	■	□
	Restaurant, Coffee shop, Rest Place	-	■	-
	Souvenir Shop, Kiosk	-	■	-
	Public Toilet	-	■	■
	Night Illumination Facilities	■	□	□
Park Management	Ticket Booth and control gate	□	■	■
	Park service road and Parking Area	-	■	■
	Light-vehicle Transportation	-	■	-
	Footpath, Sign & Information	■	■	■
	Park Management Office	-	■	-
Research & Development	Archeological Research Office	□	■	-
	Convention & Auditorium	-	■	-

Note: ■ = suitable, □ = conditionally, - = not suitable

Source: JICA Study team

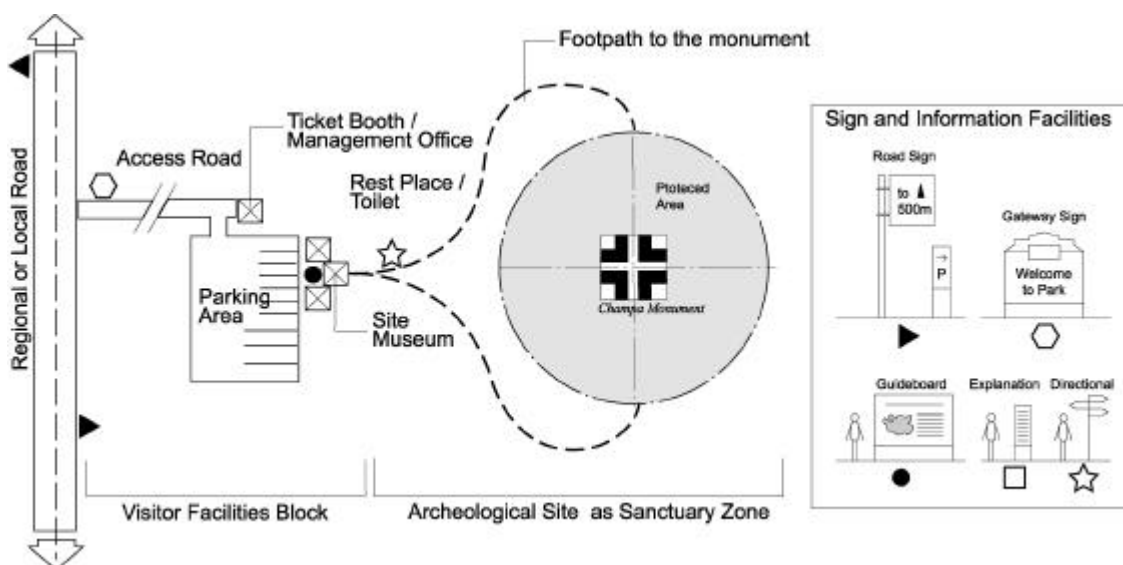
In addition, major considerations for the facilities development to sustain and conserve the historical environment of Champa sites and monuments indicate as follows.

**Design guideline requirement:** The architectural design should be formulated by appropriate design standards to achieve harmonious improvement and development in the Champa historical areas such as sympathetic scale of facilities and design introducing local architecture elements and materials.

**Access control and road improvement:** Preferable traffic control system for site access is recommendable to avoid deterioration of the historical site physically by road construction or negative impact of vehicle. And also it is preferable to create comfortable environment and amenity by no-emission electric vehicle in case of long-distance interval from gate to monuments.

**Attractive illumination:** Champa site locates sometimes on the hill where tourists can find Champa monuments easily and dramatically. In terms of promotion of historical tourism product in the study area, representation of Champa sites with dramatic measure in a proper manner is desirable. Illumination for Champa monuments is one of the measures to show them up after dark for tourists, other travelers and local residents.

**Figure 6.3 Schematic Guideline for Visitor Facilities Improvement for Champa Sites**



Source: JICA Study team

**Table 6.9 Improvement Guideline for each Champa Sites**

Province	Name of Champa Ruins	Access			Visitor Facilities				Environment		
		Trunk Road	Access Road (m)	Parking Area	Foot Path	Ticket Booth	Site Museum	Sign & Info	In-wallin g Ruins	Planti ng	Illumin ation
Quang Nam	1.Bang An Tower	R1/609	0	□	-	■	-	■	□	-	-
	2.Tra Kieu Ancient Capital	R1/537	0	■	■	■	■	■	□	-	-
	3.My Son Holyland	R1/537	1,800	□	□	□	■	■	-	-	■
	4.Dong Duong (Buddhism)	R1/612	7,500	■	■	■	■	■	■	-	-
	5.Chien Dan Towers	R1	50	■	□	□	□	■	□	■	-
	6.Khuong My Towers	R1	550	■	■	■	-	■	■	-	-
Quang Ngai	1.Chau Sa Citadel	R1/624	20	■	■	■	-	■	-	-	-
Binh Dinh	1.Hung Thanh (Twin Ts.)	R1	20	■	-	□	-	■	-	-	■
	2.Banh It (Silver Towers)	R1	450	■	■	■	■	■	■	■	■
	3.Binh Lam Tower	R1/640	2,600	■	■	■	-	■	■	-	-
	4.Phuoc Loc (Golden Ts.)	R1	2,000	■	■	■	-	■	■	■	-
	5.Canh Tien (Bronze Ts.)	R1	1,100	■	■	■	-	■	■	-	-
	6.Thap Thap Temple	R1	300	■	■	■	-	■	-	-	-
	7.Thu Thien Tower	R19	2,000	■	■	■	-	■	■	■	-
	8.Duong Long (Ivory Ts.)	R19	4,000	■	■	■	-	■	■	■	-
Phu Yen	1.Nhan Tower	R1	300	■	-	■	■	■	-	-	■
Khanh Hoa	1.Ponagar Towers	R706	0	□	-	□	■	■	-	-	■
Ninh Thuan	1.Hoa Lai Towers	R1	0	■	■	■	-	■	□	■	-
	2.Poklong Galai Towers	R20	500	□	-	□	■	■	-	■	■
	3.Porome Tower	R1	5,000	-	■	■	-	■	■	-	-
Binh Thuan	1.Po Dam Towers	R706	450	-	■	■	-	■	■	-	-
	2.Phu Hai Towers	R1/R?	2,000	□	-	□	■	■	-	■	■
<b>Total</b>	<b>22 ruins</b>		<b>23,140</b>								

Note: ■ = Newly development, □ = Improvement, - = no improvement due to new existing wall or difficult to develop wall physically

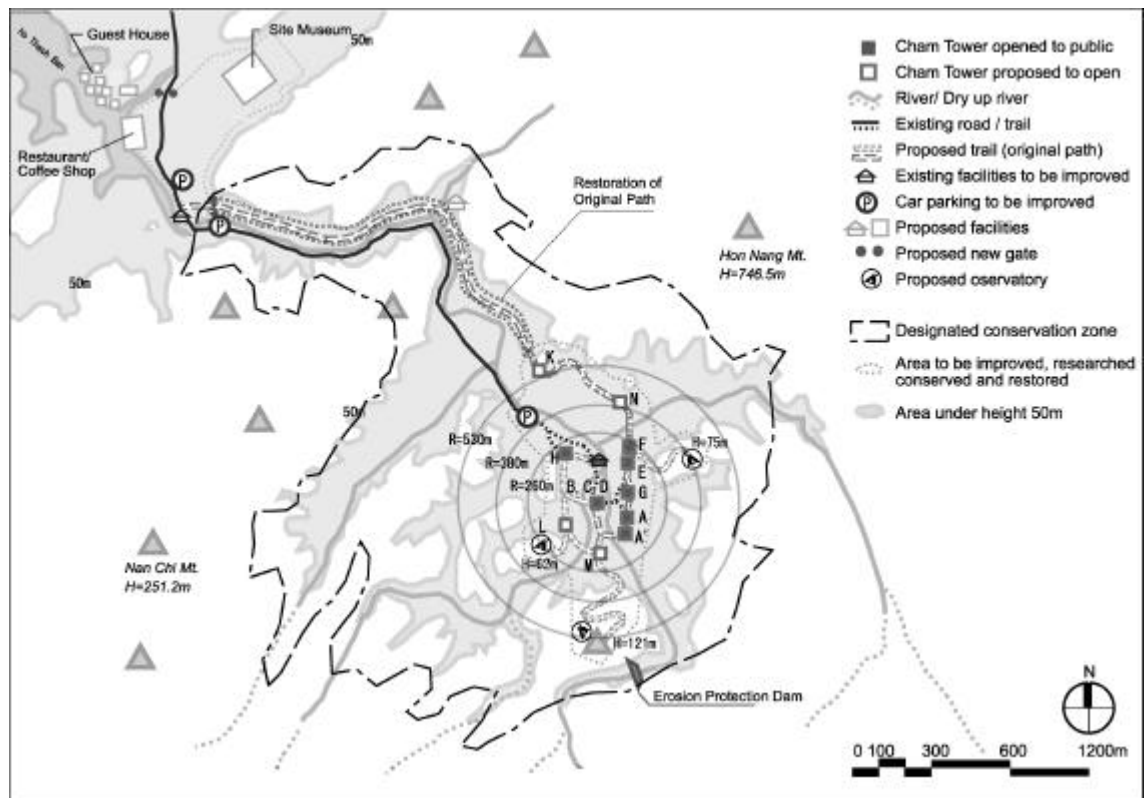
Source: JICA Study team / \* = based on the Scientific Research Project Report-VNAT

**Example for My Son Archeological Park facilities improvement**

The archeological park improvement is recommended to apply the guideline to the My Son World Heritage. The following improvement programs are expected to implement as soon as possible.

- Developing sign and information facilities in appropriate location such as road side, gate area and sites for explanation
- Developing site museums in appropriate area with both interpretation material for international and domestic visitors
- Developing My Son Institute in order to enhance research and restoration activities
- Improving site environment and visitor facilities (rest place, walkway, observatories in the hill, performance plaza, night time illumination)
- Improving access road including parking area and appropriate shuttle transportation in terms of capacity and environmental conscious such as electric car
- Restoring the original historical promenade connecting with My Son monuments as park walkways

**Figure 6.4 Example for My Son Archeological Park facilities improvement**



Source: JICA Study team

### 6.3.3 Promotion of Champa tourism

Except for My Son Sanctuary World Heritage, most of Champa sites in the study area have been behind current tour programs, and some SIT programs cover them. It is necessary for the sites to promote with attractive product formulation and merchandise the products with proper information and guides to international and domestic tourists.

Firstly, basic information of Champa history, culture and existing location which tourists can visit and enjoy, should be distributed to tourists by proper measures (Internet or printed matters). Secondary, attractive tour program composing of Champa sites and others should be developed.

#### **Champa guide map**

The complete guide map for Champa sites in the study area and other related information should be developed and issued through proper basic information by archeologists and historians' editing. These maps are desirable to be distributed to related organizations (museums, provincial tourism department, etc) and site museums in the Champa sites. Possible financial sources for the guide map issue are listed as follows.

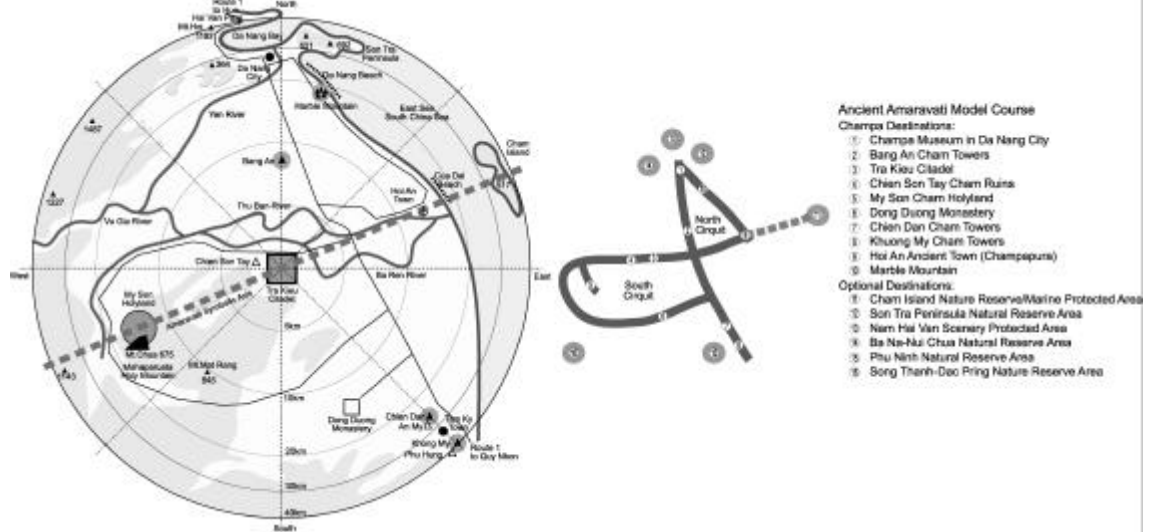
- Inducing financial assistance from international organization's such as UNESCO, TOYOTA foundation, etc.
- Involving global enterprises with their international contribution through printed advertisement of the guide map issue.(e.g. Air France, Accor Group, Daimler-Chrysler Group, CANON, etc)
- Inducing financial assistance from major tourism industries in Vietnam such as Vietnam Airline, Saigon tourist company with commercial advertisement

#### **Tour program formulation**

One of the most exciting tour is a trip, which tourist's interest can be satisfied by its intellectual information, especially on this historical tour seeking Champa mystery. Well-elaborated tour programs with sufficient historical background of the Champa sites should be developed to satisfy tourists. The following examples can be demonstrated for the Champa Historical Tours.

- *Case I: Discover Tour for the Heartland of the Kingdom of Champa*  
The ancient town of Champa Kingdom composing of My Son as the holy place, Tra Kieu as the political center and Hoi An as the economic center will be an interesting tour product as whole. Thu Bon River can offer the fantastic river cruising connecting with those centers as one of the historical trade routes. Cham Island is an optional tour of this product to seek the mystery of Cham culture in combination with village tourism of Cham villages in the Island. Of course, marine recreation in the Island can be another potential product of this tour program.

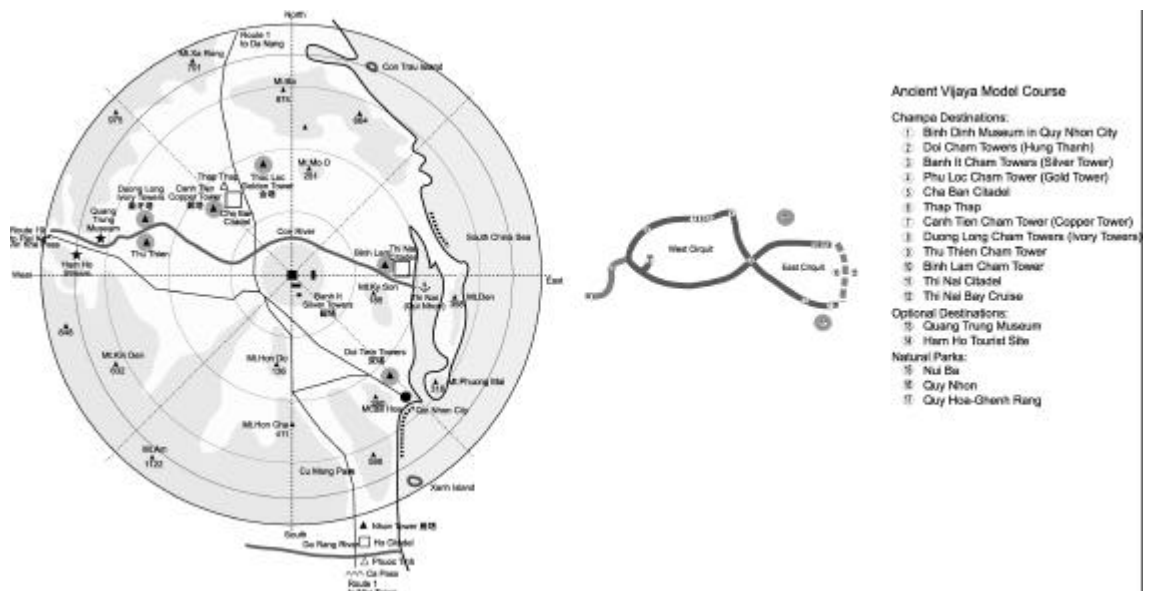
Figure 6.5 Example of Discover Tour for the Heartland of the Amaravati Kingdom



Source: JICA Study team

- **Case II: Discover Tour for the Another Ancient Town of the Vijaya Kingdom**  
Spectacular landscape with expressive Champa monuments on the hills spreading to wide agricultural plain will be also an attractive tours to seek Champa kingdom’s mystery. Tay Son historical area as Vietnam’s Great Hero memorial place also can be combined with this historical tour for domestic tourist and international SIT group. Additionally, nature tourism utilizing river cruising, canoeing and trekking such as Ham Ho Stream tour or Quy Nhon Marine Protected Area tour will be optional enjoyment of this tour.

Figure 6.6 Example of Discover Tour for the Another Ancient Town of the Vijaya Kingdom



Source: JICA Study team

### **Education and public awareness programs**

As another important pillar of the Champa parks, education and public awareness programs play an important role in the conservation of archeological sites and monuments of the study area. The following programs to be organized in the park are necessary to be developed.

- To awaken public awareness of park purposes and policies and strives to develop a concern for protection of archeological sites and monuments.
- To enlighten the visitor to appreciate concept and meanings of Champa historical and cultural assets.
- To interpret archeological sites with a greater sense of wonder and curiosity about the archeology, providing facilities such as a site museum and other measures.

#### **6.3.4 Research and Development Programs for the Archeological Sites**

The archeological research and development as one of the main functions of the park, should be enhanced for conservation activities in the study area. Although the site museum in the park may be a small facility, restoration activities in the site museum will play a part of Champa archeological conservation program by the establishment of research network in Vietnam. Major programs of site museum and its activities should be formulated in order to:

- Research not only into the archeological sites of the park but also ruins scattered regionally, through excavation and other research activities.
- Develop scientific techniques and training programs for the restoration of archeological sites and monuments.
- Exhibit and present the fruits of research and general information about archeological sites in the study area.

#### **6.3.5 Local Community Involvement and Participation**

Local communities possible to be important catalyst for conservation of ruins by the sustainable way should have several opportunities of not only getting jobs as tourism industries in the park, but also participating the park management activities. Examples of local communities' participation in the park operation are listed as follows.

- Planning and development stage, such as Local participation in the project cycle (workshop, permanent committee, etc), and creating stakeholder such as a part of an organization of the park system.
- Management and operation function, such as Inner transportation system (mini-bus, rent bicycle and horseback riding, etc.) operated by local communities, and employment of local peoples to do the sub-work of archeological research and monitoring activities such as helps for excavation and restoration and the management or maintenance works as the staff and clerk, and based on the training.
- Tourist services function such as clerks for souvenir, restaurant and craft shops or tenants by concession to local communities, park guides and interpretative staff by commission, and material supplier for park operation such as foods,

and equipment by commission.

On the other hand, traditional activities such as ceremony and events organized by local communities such as Kate Festival in Po Klong Garai, should be encouraged not only for the patrimony of Cham culture but also for the tourism attraction diversification.

### 6.3.6 Implementation

#### **Establishment of organization and implementation body and coordination**

Although public intervention by the central and local governments in Champa historical area development is essential, local communities and related private organization should be involved with organization and implementation body. In order to establish the organization to manage and control the park, stakeholders should be involved such as Department of Information & Culture, Department of Tourism (& Trade), Department of Construction, Department of Agriculture & Rural Development, local People's Committee, public or private organization for monuments conservation, etc.

In order to implement the project smoothly and efficiently, a responsible organization is recommended to formulate several agencies in charge of management and development of facilities with a mainline agency of Culture and Information Department of provincial government. A suggested organization for the center development is shown in Table 6.10.

**Table 6.10 Responsibility of agencies for Champa Historical Area development**

Related Organization and Agency		MOCI	Local Government					
			PDCI	PDTC	PDC	PDARD	PDT	PsC
Visitor Service	Visitor Information Booth	-	■	□	□	-	-	□
	Site Museum, Open Theater for Cultural Events	-	■	□	□	□		□
	Restaurant, Coffee shop, Rest Place	-	-	□	□	□	□	■
	Souvenir Shop, Kiosk	-	-	□	□	-	□	■
	Public Toilet	-	-	-	■	-	-	■
Park Management	Ticket Booth and control gate	□	□	-	■	□	-	■
	Park service road and Parking Area	-	□	-	■	□	-	■
	Light-vehicle Transportation	-	□	-	■	□	-	■
	Footpath, Sign & Information	-	□	-	■	-	-	■
	Park Management Office	■	■	-	□	-	-	□
Research & Development	Archeological Research Office	■	■	-	□	-	-	□
	Convention & Auditorium	■	■	-	□	-	-	□

Legend: □ = mainline body, ■ = major responsibility, □ = coordination with others

Note: MOCI = Ministry of Culture and Information, PTD.= Provincial Department of Tourism (Commerce & Tourism), PDC = Provincial Department of Construction, PDT = Provincial Department of Trade, PDARD = Provincial Department of Agriculture and Rural Development, PDCI = Provincial Department of Culture and Information, PsC = Local People's Committee

Source: JICA Study team

#### **Private Sector Participation for Development**

It should be considered that adequate implementation bodies for the commercial facilities development would be feasible to be financed by private sector including local community's organization. Operation and management are also suitable for private sector to participate in the project in terms of capability and know-how of the commercial activities. The improvement project can be classified three types by

each character of Champa historical area development as follows.

**Table 6.11 Suggested Implementation Bodies of Champa Historical Area Development**

Development Component		Site Preparation/ Infrastructure	Facilities Development	Operation and Maintenance
Visitor Service	Visitor Information Booth	■	■	■/□
	Site Museum, Open Theater for Cultural Events	■	■	■
	Restaurant, Coffee shop, Rest Place	■	■/□	■/□
	Souvenir Shop, Kiosk	■	■/□	■/□
	Public Toilet	■	■	■/□
Park Management	Ticket Booth and control gate	■	■	■/□
	Park service road and Parking Area	■	■	■/□
	Light-vehicle Transportation	■	■/□	■/□
	Footpath, Sign & Information	■	■	■/□
	Park Management Office	■	■	■/□
Research & Development	Archeological Research Office	■	■	■
	Convention & Auditorium	■	■	■

Legend: ■ = Public Sector, □ = Private Sector including local community's organization, ■/□ = Public or Private or Joint Operation

Source: JICA Study team

### **Consideration of priority development of the sites**

Among many archeological sites being threatened by natural hazards and human activities, some important archeological sites and monuments are urged to protect and need attractive interpretation and presentation for visitors. Taking account of rational and efficient implementation of the historical sites development, the following level of considerations in selection of the priority improvement can be applied.

- Degree of importance of strategic position for Champa tourism circuit formulation or tour route program development in the Central Region
- Degree of tourism development potential for both international and domestic tourists, in consideration of accessibility, attractive environment, etc.
- Degree of national significance from archeological, cultural and historical point of view
- Degree of dangers threaten by several factors such as human settlements, economic activities, natural hazard possibilities



## **IV Terms of Reference**

### **1. Terms of Reference for The Study on Urban Management Program in Hue of Vietnam**

#### **Donor**

Government of Japan – Japan International Cooperation Agency (JICA)

#### **Demand Ministry:**

Ministry of Construction

#### **Project Implementing Agencies:**

- Thua Thien Hue Province
- Hue City People's Committees
- Hue Monuments Conservation Center

#### **Outcomes:**

The project by Geographical Information System (GIS) compiling integrated urban management system for following benefits.

- Urban development management (Zoning plan, control measure assessment, land use plan, etc)
- Heritage monuments or facilities management (inventory, structure, spaces, other database)
- Architectural and archeological research management (predictive modeling, protect planning, etc)
- Traffic control management (traffic volume monitoring, access control, improvement plan, etc)
- Monitoring and assessment from potential threats (flood, urban development, infrastructure, etc)

Plan in the Period 2002 – 2005

#### **Estimated Budget:**

- US\$ 3.0 Million

## **Terms of Reference for The Study on Urban Management Program in Hue of Vietnam**

### **1.1 Background**

Vietnam has achieved rapid economic growth on one hand, however it widened the regional economic disparities on the other hand. Ho Chi Minh City has attracted a large part of foreign direct investment in the South Region, followed by Hanoi centered the North Region, enjoying extension of economic prosperity.

Hue is located in Thua Thien Hue Province of central Vietnam and is roughly equidistant between the country's two main cities, approximately 700km south of Hanoi and 1,000km north of Ho Chi Minh City.

The following explain the reasons that the comprehensive study is essential for Hue.

- Cultural, historical heritages are under constant pressure from urban infrastructure and tourist facility development. Adequate control measures with regular monitor should be implemented in the earliest stages of site management.
- Hue Monuments Conservation Center had made efforts to establish Micro and Macro Geographical Information System (GIS) financed by Japanese NGO in 1993. However, base map production was based on the old base maps (1970, 1984) and insufficient operation and maintenance of the system due to limited budget and lack of staff skill.
- Hue has been suffered from flood recently, so the necessity of assessing their damage and adequate protection urgently rises more. On the other hand, amusement park planned by local government close to the Royal Tombs area also requires careful assessment not to destroy historical heritages environment.
- Accordingly, effective and efficient urban management system by latest and accurate information is inevitable to protect the World Heritage and adequate urban development. GIS as a key tool of assessment, monitoring and planning process for urban management is recommended to be enhanced with more integrated system and program.

The comprehensive study on urban management program in Hue of Vietnam targets at:

- Urban development management (Zoning plan, control measure assessment, land use plan, etc)
- Heritage monuments or facilities management (inventory, structure, spaces, other database)
- Architectural and archeological research management (predictive modeling, protect planning, etc)
- Traffic control management (traffic volume monitoring, access control, improvement plan, etc)

- Monitoring and assessment from potential threats (flood, urban development, infrastructure, etc)

All of these show that a comprehensive study on urban management program in Hue of Vietnam is inevitable. Before implementation of any urban management activity, a development plan must be prepared. That is the rationale for the proposal of the comprehensive study.

## 1.2 Objectives of the Study:

### Long-term Objectives:

- To contribute to strengthen urban planning and boost tourism development in Hue.

### Short-term Objectives:

- To develop strategy/ master plans on urban planning in Hue.
- To develop feasibility studies of investment projects on tourism database by application of advanced technologies.

## 1.3 Study Area:

Hue City and Royal Tomb area covering about 95 sq.km in several districts and communes as follows.

Hue City and Two Districts in Thua Thien Province Old Quarter, including Citadel and surroundings (about 36 sq.km)

- Xa Kinh Thanh, Xa Kim Long
- Xa Phu Hiep, Xa Huong So, Xa Huong Long Royal Tombs and surroundings (about 59 sq.km)
- Xa Khu Pho Moi, Xa Huong Long,
- Xa Thuy Xuan, Xa Thuy An, Xa
- Huong Thuy District
- Huong Tra District

## 1.4 Scope of the Study:

The Study covers the following contents.

### Urban Management Sector Review:

Urban management sector of Hue as a whole will be outlined with examining available data and information on the following aspects;

- Infrastructure and transportation
- Preparation of base maps
- Physical features
- Socio-economic conditions
- Updating of the existing Geographical Information System (GIS)
- Environmental management and conservation of cultural heritage

- Tourist facilities
- Tourism resources and tourism development potential
- Sustainability

### **1.5 Preparation of long term development plan of urban management:**

The long-term development plan of urban management will be prepared;

- Setting up of urban management development policy and strategy
- Forecast of tourism demand and capacity analysis
- Preparation of long-term urban plan and land use plan
- Infrastructure and tourism facility development plan
- Protection plan of cultural heritage
- Tourism promotion and facility plan

#### ***(1) Feasibility study of priority projects***

Feasibility study will be carried out on two selected priority projects, examining the following aspects by each project;

- Data collection and analysis
- Appropriate scale topographic map (Digital information) for the selected area
- Updating of the existing GIS
- Land use
- Transportation and infrastructure
- Tourism resources and facilities
- Development concept
- Public services and security conditions
- Protection of cultural heritage

#### ***(2) Study Schedule***

The study will be conducted in accordance with the attached tentative schedule.

#### ***(3) Expertise Requirement :***

In order to carry out the study, the following expertise will be required;

- Team leader
- Regional planning / Land use
- Urban planning
- Transport infrastructure planning
- Mapping and Geographical Information System (GIS) database
- Tourism promotion and facility planning
- Financial / Economic Analysis
- Physical / Social Environment
- Conservation planning of cultural heritage
- Implementation plan
-

***(4) Report***

JICA shall prepare and submit the following reports to the Government of Vietnam.

- Inception Report (20 versions in both Vietnamese and English) for identification of scope, method and schedule of the project implementation
- Progress Report (20 versions in both Vietnamese and English) to be submitted within 5 months from initiative stage for presenting data collection for setting up and analyzing geographical information system (GIS) at provincial level
- Interim Report (20 versions in both Vietnamese and English) to be submitted after 16 months from the project implementation for presenting content of planning on tourism development in the region as well as the draft version of feasibility studies
- Draft Final Report (20 versions in both Vietnamese and English) to be submitted after 20 months from the project implementation for presenting achievements of these development plans and feasibility studies
- Final Report (20 versions in both Vietnamese and English) to be submitted within 2 months after gathering comments from the Government of Vietnam
- A database on urban management, tourism destinations and routes and other concerning factor in Hue.

***(5) Undertaking of the Government of Vietnam***

To facilitate the smooth conduct of the Study, the Government of Vietnam shall take the following necessary measures:

- To secure the safety of the Study Team
- To permit the members of the Study Team to enter, leave and sojourn in Vietnam for the duration of their assignment therein, and exempt them from foreign registration requirement and consular fees
- To exempt the members of the Study Team from taxes, duties and other charges on equipment, machinery and other materials brought into Vietnam for the conduct of the Study
- To exempt members of the Study Team from income tax and charges of any kind imposed on or in connection with any emolument or allowance paid to the members of the Japanese Study Team for their services in connection with the implementation of the Study
- To provide the necessary facilities to the Study Team for remittance as well as utilization of funds introduced into Vietnam from Japan in connection with the implementation of the Study
- To secure permission for entry into all areas concerned for the implementation of the Study
- To secure permission for the Study Team to take all data and documents (including maps and photographs) related to the Study

***(6) Undertaking of JICA***

For the implementation of the Study, JICA shall take the following measures:

- To dispatch the Study Team to Vietnam as its own expense
- To pursue technology transfer to Vietnamese counterpart personnel in the course of the Study

**(7) Others**

- To pursue technology transfer to Vietnamese counterpart, JICA shall consult with each other in respect of any matters that arise in connection with the Study
- The Scope of Work is prepared both in English and Vietnamese. In case any doubt arises in interpretation, the English version shall prevail.

**(8) Estimated budget:**

- App. US\$ 3.0 million from JICA (aid)
- Estimated time for the project implementation: within 20 months