



5th Steering Committee Meeting on Integrated Development Strategy for Danang City and Its Neighboring Area (DaCRISS)

15 December 2009
Danang City
JICA Study Team

■ Contents

■ Outputs of DaCRISS

- Part I CFEZ Development Strategies
- Part II Danang City Development Master Plan
- Part III Planning Tools

■ Outline of CFEZ Tourism Development Study

■ Next Steps

Part I CFEZ Development Strategies



■ Constraints and Opportunities

◀ Constraints and Threats ▶

- Small population
- Lack of infrastructure
- Vulnerability to natural disasters
- Weak private sector
- Weak connectivity with global markets and growth hubs
- Impact of climate change

◀ Strength and Opportunities ▶

- Diverse and rich natural and cultural environment
- Strategic location in Vietnam and GMS region
- Growing market for quality tourism
- Improving investment environment
- Strong policy commitment of the Government for CFEZ growth

■ Redefined Vision

Realization of being “ECO – TECHS Region”
by promoting economic development,
ecological balance, and ethnological harmony

through

- Technology – oriented solutions,
- Enhanced environmental management,
- Cultural value preservation,
- Human resource development, and
- Strategic infrastructure development

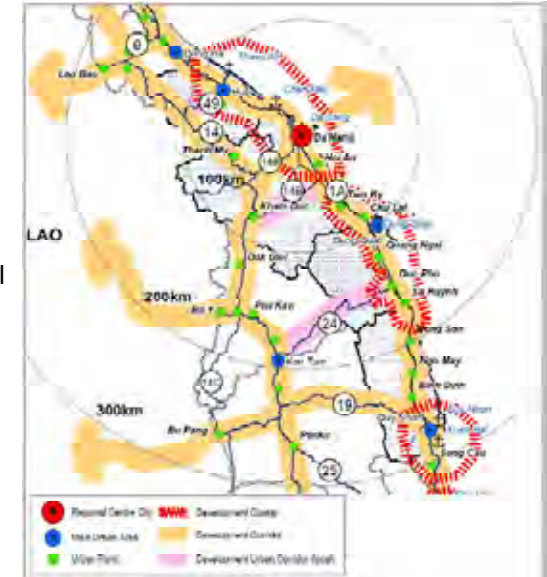
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■ Proposed Development Orientations

- Establish a complementary but competitive role of the CFEZ in the national development strategy
- Strengthen direct connectivity with international community
- Strengthen inter – provincial coordination to synergize strength and opportunities and lesson weakness and threats

◀ Integration ▶

- Spatial integration
- Sectoral integration
- Institutional integration

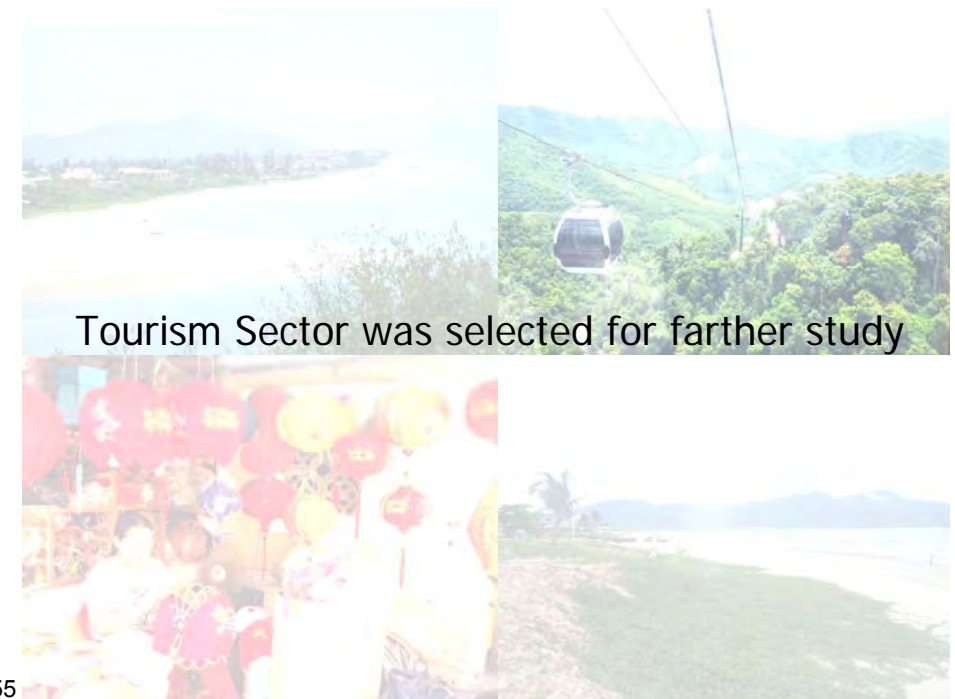


■ Role Sharing among CFEZ Provinces

Main Agenda	T.T. Hue	Danang City	Quang Nam	Quang Ngai	Binh Dinh	
Gateway Function	B	(A)	B	(A)	B	
Strategic Development Themes	Tourism	(A)	(A)	A	A	
	Conventional Industry	B	B	B	(A)	B
	Services	A	(A)	B	A	A
	New Business (health, education, environment)	B	(A)	A	B	B
	Human Resource Development	(A)	(A)	A	A	A
	Environmental management	A	A	A	A	A
	Cultural Value Enhancement	(A)	B	(A)	B	B
Urban Development	A	(A)	A	A	(A)	
Rural Development	A	B	A	A	A	

(A) : Regional role, A: Main role, B: Secondary role

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Tourism Sector was selected for farther study

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Part II Danang City Development Master Plan



■ Vision

Danang to be an Internationally Competitive
Environmental City
Beyond being Pollution - free

by achieving

- Safety and security ensured
- Ecological stability promoted
- Amenity and livability enhanced
- Reduced poverty and continued strong economy promoted
- Cultural values preserved
- Human resource developed

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■ Main Socio – economic Indicators (Estimated)

		2007	2025	2025/ 2007
Population (000)		807	2,100	2.6
GRDP (VND billion) 2007 price		15,107	133,161	8.8
GRDP / capita	VND million	18.7	63.4	3.4
	USD	1,100	3,730	
Vehicle Ownership (% of HH)	Car	1.5	69.9	46.6
	M / C	90.1	23.2	0.3

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■ Overall Growth Strategy

- Respond to regional role of Danang including (i) Danang to function as a strong socio – economic and physical binder for north and south integration of the country, (ii) Danang to play much bigger role to facilitate development and growth of CFEZ, and (iii) Danang to contribute to the development and growth of GMS through East – West Corridor
- Need for different growth strategy from those of NFEZ and SFEZ based on the strength (rich natural and cultural resources, Danang University) and by overcoming the weakness (small market, poor infrastructure) and threats (natural disasters)
- Maximize opportunities by strengthening connectivity with the world through expanded air transport and much improved information system

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■ Key Sector Development Strategies (1)

- **Economic development:** Shift to knowledge – based and environment business / industry including eco – tourism, healthcare, services, while strengthening competitive activity base for existing industries.
- **Tourism development:** Expand tourism (eco – tourism, MICE*) in coordination with provinces and integration with other related sectors such as transportation, environment, human resource development...
- **Human resource development:** Danang to become a national centre for human resource development for tourism, services, environmental business and knowledge industries by expanding / upgrading higher education and training centres

* MICE: Meeting, Incentives, Conference, and Exhibition

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■ Key Sector Development Strategies (2)

- **Urban development and infrastructure provision:** Promote development of efficient urban areas by developing high – quality public transport system integrated with flood free and environmentally rich urban lands with efficient utilities and services. Enforcement of updated Urban Plan is also to be strengthened.
- **Transportation development:** Ensure future mobility and accessibility of the people and visitors by strengthening connectivity of services at international, regional and city levels, and providing competitive public transport services and eco – vehicles.
- **Housing and living conditions:** Develop affordable, disaster proof and energy – saving collective housing and industries to meet increasing demand for housing by the people including migrants. Farther improve basic services and empower peoples’ initiatives to improve living conditions at community level.

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■ Key Sector Development Strategies (3)

- **Environmental management:** While sector strategy involves (i) protection and enhancement of ecosystems, (ii) removal of pollution from hot spots, (iii) strengthening of energy – saving measures, and (iv) strengthening of preparedness against disasters, environmental component is incorporated in strategies of other sectors on such as compact city in urban development, public transportation in urban transportation, etc.
- **City management:** Strategies include (i) establishment of transparent and accountable city management system, (ii) strengthening of municipal funding basis by expanding user charges, PPP, etc. and (iii) strengthening of inter – provincial coordination.

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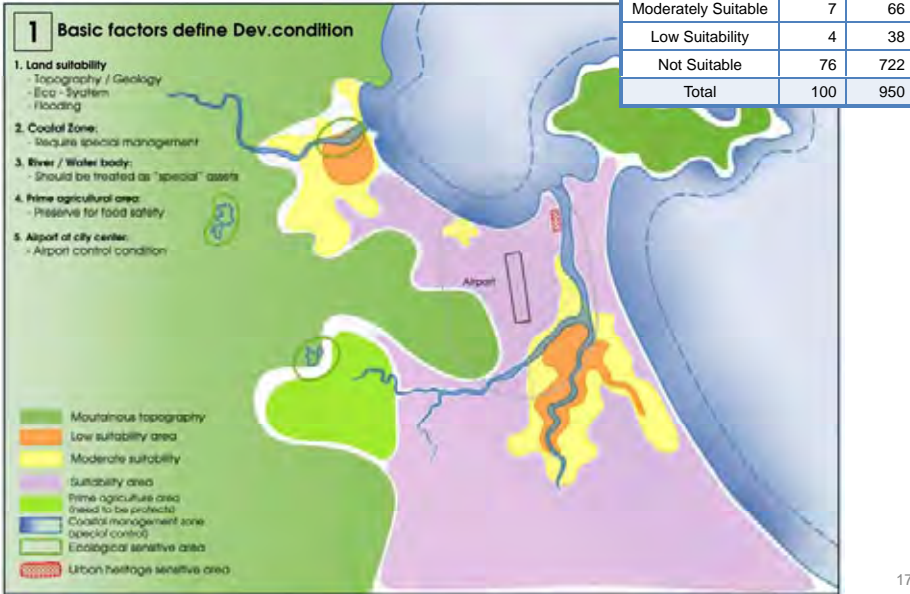
■ Place “Environment” as a Core Component in Each Subsector

Sector	Environmental Implication
■ Spatial development	• Compact City
■ Landuse	• Environmental Zoning • Development Suitability
■ Economic	• Green business • R&D on environment technologies
■ Social	• Public awareness • Community education
■ Transportation	• Public transport development • Greening of vehicles
■ Utilities	• 3R •Energy saving system • Renewable energy
■ Human resource dev.	• Environmental education / training
■ Tourism	• Eco – tourism
■ Finance	• CDM • Carbon tax
■ Environment	• Decontamination • Disaster prevention • Preservation

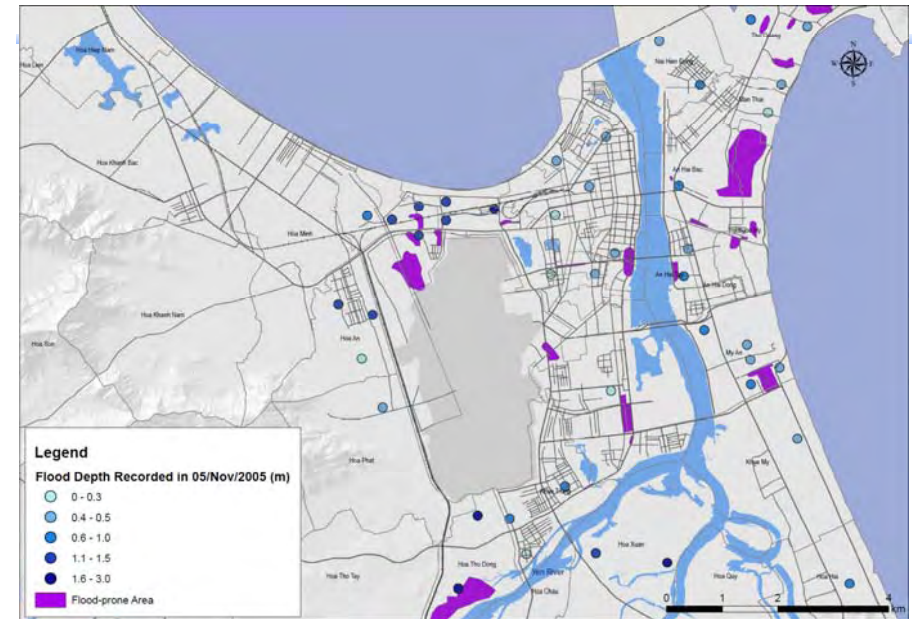
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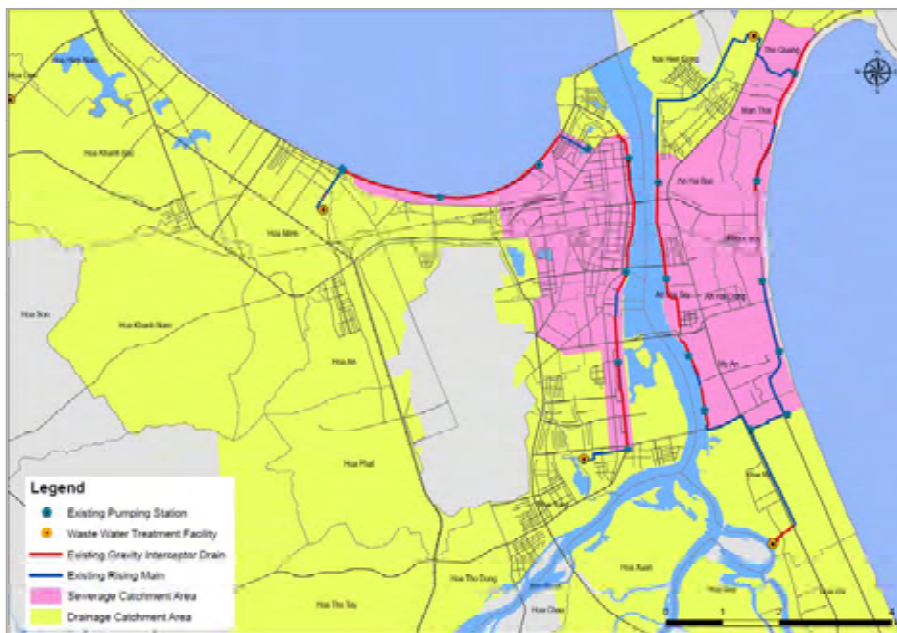
Assessment of Natural Conditions



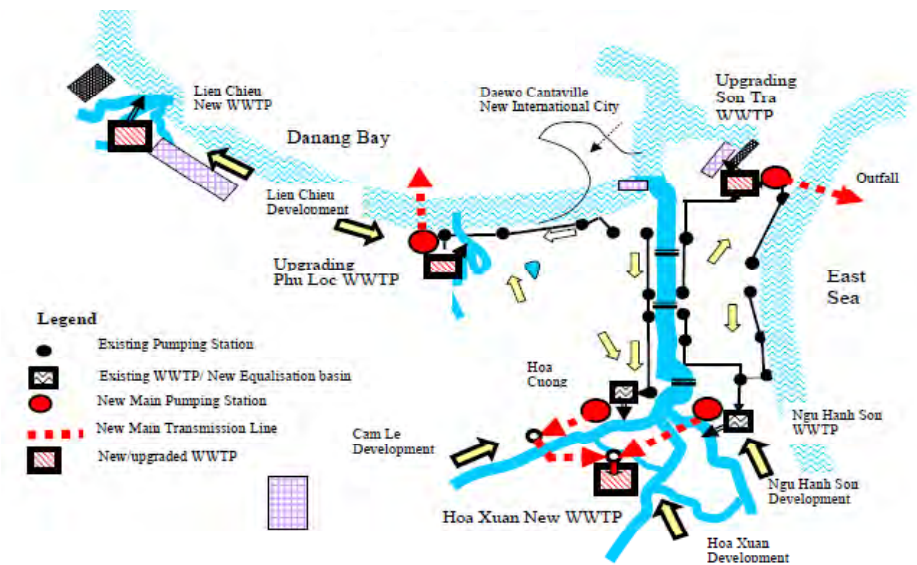
Flood Prone Area in Urban Area



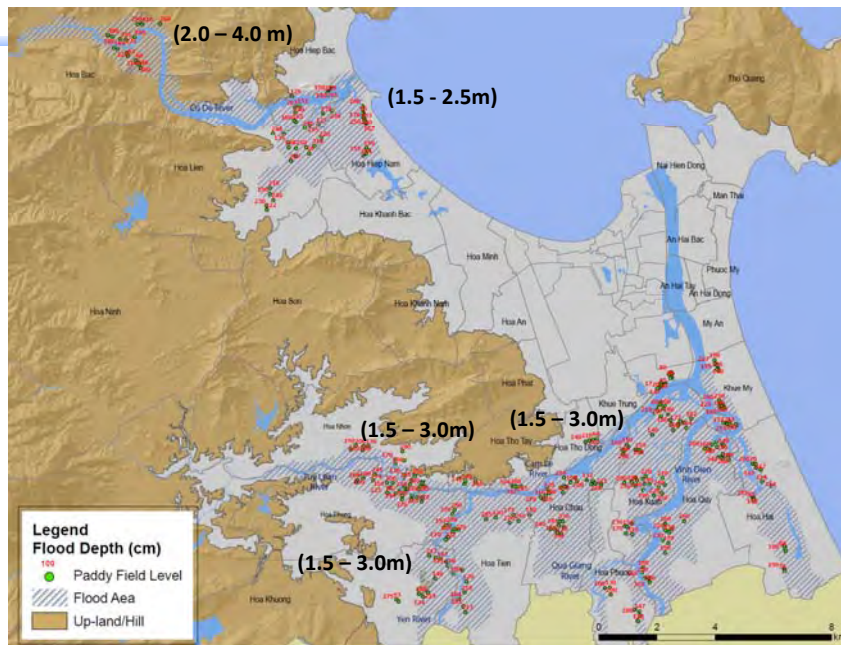
Sewerage and Drainage Network



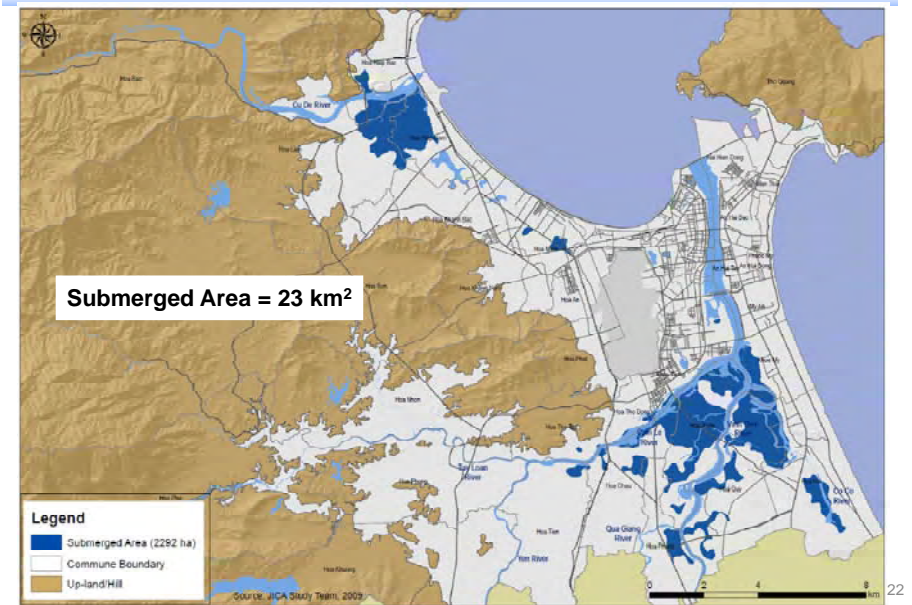
Proposed Wastewater System in Danang City (Scenario 3A PIIP)



Flooded Area by Typhoon Ketsana in Paddy Fields (September, 2009)



Estimated Submerged Area Due to Sea Level Rise by 1m (An Impact of Climate Change)



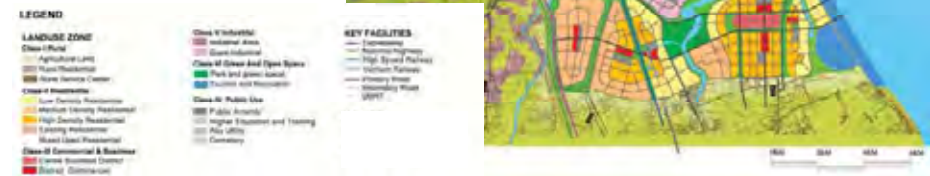
Urban General Plan: Main Considerations and Concept

- Assessment of natural conditions (topography, ecosystems, river system, flood, erosion...)
- Broad zoning (conservation and development suitability)
- Regional transportation development (air, road, expressway, rail, high – speed rail, shipping)
- Height restriction around Airport
- Existing landuse
- Approved projects / plans
- Future population



Proposed General Plan

- Compact urban area
 Population: 0.8 to 2.1 million
 Urban area: 120km² to 173km²
- Growth boundary
- 3 CBDs
- Cluster development
- IZs along regional transport network
- Consolidated development in flood prone area
- Farther expansion of urban area towards Quang Nam



■ Image of the City



■ Transportation

- Regional transportation
 - National highway, expressway
 - Vietnam railway, high – speed railway
 - International airport and ports
- Urban transportation
 - Primary & secondary roads
 - Bus services
 - Mass – transit (BRT, LRT)
 - Water transportation
 - Non – motorized transport
 - Parking
 - Traffic management
- New services
 - Car sharing
 - Eco - vehicles

Overall Network



■ Mass – transit system

- Main urban areas will be covered within walking distance of UMRT (BRT, LRT)
- Entry of car / motorcycle can be restricted through congestion pricing
- Need for integrated urban development at and around stations



■ Bus and LRT



Bus Way (Bogota)



Critiba



A8-60 Sky Train (Bangkok)



LRT at grate (Barcelona)

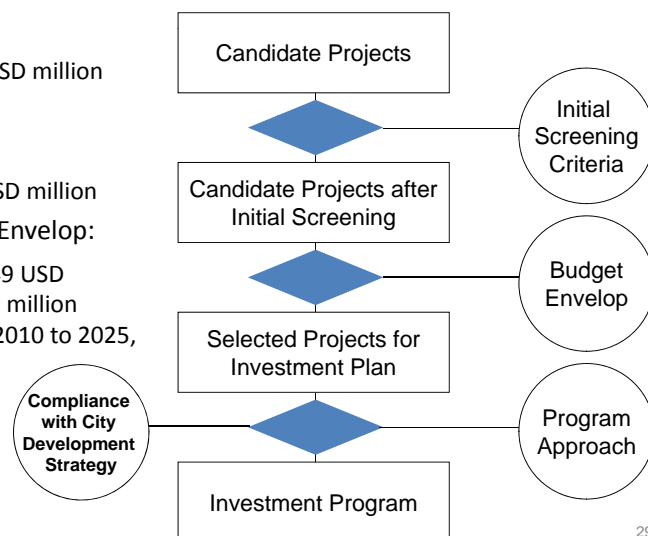
Consolidated Plan

Candidate projects:

- No. of projects: 245
- Total Costs: 4,539 USD million

Selected projects:

- No. of projects: 147
- Total Costs: 2,685 USD million
- Estimated Budget Envelop:
- Range between 2,949 USD million to 5,898 USD million (accumulated from 2010 to 2025, vary by scenario)



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Summary of Selected Projects

Sector	Type of Project			Invested By		Total	
	Infra-structure	Manage-ment	Technical Assistance	Govern-ment	PFI	No. of Projects	Total Cost (USD Mil.)
Economic Development	0	5	0	4	1	5	78
Social Development	10	2	3	12	3	15	81
Environmental Management	4	30	4	34	4	38	212
Spatial Development	2	7	2	11	0	11	154
Housing and Living Environment	3	1	0	4	0	4	26
Transportation Development	14	5	0	18	1	19	628
Urban Infrastructure and Utilities Development	19	13	1	32	1	33	1198
Human Resource Development	4	1	0	4	1	5	220
Municipal Finance Capacity Development and Management	0	1	0	1	0	1	0.006
Administrative Capacity Development	0	4	0	4	0	4	0.4
Tourism Development	8	4	0	7	5	12	88
Total	64	73	10	131	16	147	2,685

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Programming of Selected Projects (1)

	Proposed Strategic Program	No. of Projects	Cost (USD mil.)
A. Economic Development	P1. Program to promote eco – business / environmental industries and those on healthcare and human resource	8	212
	P2. Program to develop and promote eco – tour-ism	12	105
	P3. Program to develop higher – education on environment, high – tech, medical, and those related to new industries	13	401
B. Urban development and infrastructure provision	P4. Program to strengthen enforcement of up-dated Urban Master Plan, development permit process and environmental zoning	5	1
	P5. Program to develop attractive public transportation	4	175
	P6. Program to develop effective urban roads	11	392
	P7. Program to further develop facilities and utilities including waste water treatment and drainage system and to improve their operation and management	25	1,162
	P8. Program to upgrade existing IZ and develop new green and clean industrial / business parks	4	75
C. Environmental management	P9. Program to remove pollutions in identified hot spots and strengthen monitoring and enforcement	16	141
	P10. Program to strengthen policy dialogue at regional and international levels	11	9
	P11. Program to develop flood free urban lands and settlements	10	49
	P12. Program to establish and operate cross sec-tor participatory mechanism to monitor and manage environment	3	2

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Programming of Selected Projects (2)

	Proposed Strategic Program	No. of Projects	Cost (USD mil.)
D. Livability	P13. Program to develop new collective eco – housing (affordable, disaster – proof, energy saving) to meet increasing demand by citizens and immigrants	4	26
	P14. Program to establish landscape and urban design guidelines and enforcement mechanism to enhance city image and identity	7	27
	P15. Program to improve / enhance rural villages and quality of life in rural areas	2	7
	P16. Program to establish participatory mechanism to assess living environment and implement needed measures at community level	13	35
E. Management	P17. Program to expand application of IT in city management including GIS to promote e-government and e-city	1	3
	P18. Program to establish improved user charge and PPP mechanism with city's initiative to expand funding sources	4	55
	P19. Program to strengthen investment promotion	2	124
	P20. Program to strengthen inter – provincial co-ordination on integrated planning and policy implementation	4	176

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■ Proposed Priority Strategic Program (Tentative)

- Environment Hot Spots Removal Program: Waste water from Tho Quang IZ, Hoa Cam IZ, hospitals; air pollution; solid waste; water pollution, etc.
- New Industries Development Program: Locations of eco – business + clean and green IZs (existing) + Improved management
- Tourism Development Program: Eco – tourism + Inter – provincial coordination + Infrastructure / environment improvement (follow – up study)
- New Urban Areas (Southern CBD) Development Program: Flood free urban lands + competitive mass – transit / infrastructure + Rich environment
- New Public Housing Industries Development Program: “affordable”, “disaster proof”, “energy saving” collective housing

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■ Conclusion and Recommendations

- Danang City has ample opportunities to become not only a truly environmental city but also a significant growth centre in Vietnam and the region.
- Danang City must accelerate its growth through development and promotion of new type of industries (tourism, eco – business, human resource development), strategic urban area development (compact city incorporating rich environment and high – quality mass – transit) and much strengthened regional integration at international and national levels.
 - Update of investment strategies
 - Strengthening of enforcement of and guidance for developments based on updated Master Plan which needs further integration with environment, landuse, transportation,...
 - Integrate Danang City development strategy with priority national development agenda

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Part III Planning Tools

■ Planning Tools developed in DaCRISS

- GIS (initial system for urban planning purpose)
- Urban Karte for comprehensive assessment of living conditions at commune level
- Assessment of natural conditions to define suitable areas for development and critical areas for environmental preservation
- STRADA based urban transportation demand and network analysis
- Others (survey method, ATLAS, ...)

■ Next Step

- Conduct of tourism study
- Farther elaboration of Draft Final Report I based on the comments and the results of Tourism Study
- Conducting a workshop to discuss Draft Final Report I including wider participants
- Conducting a training session on planning tools (STRADA)
- Holding an exhibition on the outputs

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Work Plan for CFEZ Tourism Study

■ Objective and Main Tasks

- To formulate tourism program for CFEZ with focus on Danang City, Thua Thien Hue, and Quang Nam
- Main tasks include:
 - Review “Comprehensive Tourism Development Study” conducted in 2002 under VNAT
 - Formulate environmental improvement plan for selected tourism destinations
 - Formulate transportation network improvement plan to improve connectivity of selected destinations
 - Formulate capacity building plan for tourism sector management
 - Formulate priority action program

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■ Work Implementation Plan

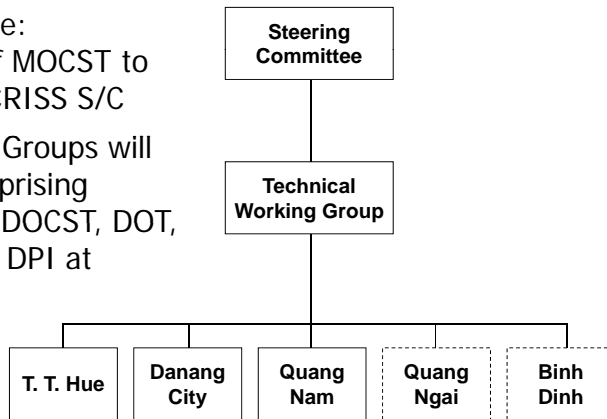
- | | |
|---|-------------------|
| • Commencement of the Study | December 2009 |
| • Submission of Interim Report II | Mid February 2010 |
| • Discussion of Interim Report II | March 2010 |
| • Submission of Draft Final Report II
(all results including CFEZ, Danang MP, Tourism Study) | end of April 2010 |
| • Final Report II
(to be worked out based on the comments on consolidated Draft Final Report II) | end of June 2010 |

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■ Study Organization

- Steering Committee: a representative of MOCST to be included in DaCRISS S/C
- Technical Working Groups will be organized, comprising representatives of DOCST, DOT, DOC, DONRE, and DPI at provincial level



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■ Request for Steering Committee

- Meetings with relevant departments of Danang City, TT Hue and Quang Nam
- Selection of tourism destinations by the city and provincial authorities and provision of related information on the destinations
- Provision of necessary assistance to visits and surveys of the Study Team members for selected destinations

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6th Steering Committee Meeting on Integrated Development Strategy for Danang City and Its Neighboring Area (DaCRISS)

16 June 2010
Danang City
JICA Study Team

■ Contents

■ Process of DaCRISS

■ Outputs of DaCRISS

Part I CFEZ Development Strategies

Part II Danang City Development Master Plan

Part III Tourism Development Strategy for CFEZ

Planning tools: GIS, ATLAS, Viewer, STRADA

■ Next Steps

■ Process of DaCRISS

■ Steering Committee:

- 1st S/C: 10 July 2008
- 2nd S/C: 28 November 2008
- 3rd S/C: 16 June 2009
- 4th S/C: 9 October 2009
- 5th S/C: 16 December 2009
- 6th S/C: 16 June 2010

■ SEA Workshop

- 15 and 22 August 2009

■ Meetings

- Provincial Workshops
- Technical Working Group Meetings
- Counterpart Team Meetings
- Others

Year / Month	TASK / WORK ITEMS	S/C Report Numbers					
2008/6	Task 1: Preparatory Work	IC/R					
7	Task 2: Analysis of Existing Conditions	• 1 st S/C					
8	<table border="1"> <tr> <td>2.A Evaluation of Central Focal Economic Zone Development</td> <td>2.B Evaluation of Danang City Development Strategies</td> <td>2.C Evaluation of Danang Urban Transport</td> <td>2.D Evaluation of Comprehensive Environmental Planning</td> <td>2.E Supplemental Surveys -Comprehensive household entrance survey (HS) -Economic survey -Establishment survey -Traffic survey -Others</td> </tr> </table>	2.A Evaluation of Central Focal Economic Zone Development	2.B Evaluation of Danang City Development Strategies	2.C Evaluation of Danang Urban Transport	2.D Evaluation of Comprehensive Environmental Planning	2.E Supplemental Surveys -Comprehensive household entrance survey (HS) -Economic survey -Establishment survey -Traffic survey -Others	
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9	2.F Identification of Planning Issues and Agenda						
10	Task 3: Formulation of Vision and Strategies						
11	<table border="1"> <tr> <td>3.A Development Strategies for Central Focal Economic Zone -Review existing regional plans -Consider regional development strategies</td> <td>3.B Danang City Development Strategies -Review existing plans -Formulate vision and strategies -Formulate growth management scenario</td> </tr> </table>	3.A Development Strategies for Central Focal Economic Zone -Review existing regional plans -Consider regional development strategies	3.B Danang City Development Strategies -Review existing plans -Formulate vision and strategies -Formulate growth management scenario				
3.A Development Strategies for Central Focal Economic Zone -Review existing regional plans -Consider regional development strategies	3.B Danang City Development Strategies -Review existing plans -Formulate vision and strategies -Formulate growth management scenario						
12	Task 4: Urban Development Master Plan (2025) -Prepare socio-economic and development framework (2025) -Formulate spatial structure plan -Prepare necessary subsector plans	• 2 nd S/C					
13	Task 7: Assessment of Environmental and Social Considerations	Seminar (1) PR/R					
2009/1+2		Seminar (2)					
3,4							
5							
6	Task 5: Urban Transport Program -Transport network plan -Transport service plan	• 3 rd S/C					
7	Task 6: Sustainable Urban Environmental Program -Plan for urban services -Environment management plan	IT/R					
8		• 4 th S/C					
9,10							
11	Task 8: Program Implementation Plan (2015)	DP/R					
12	Task 10: Research on Flooding Damage and Proposal for Flooding Control	• 5 th S/C					
2010/1	Task 11: Tourism Development Program for Central Focal Economic Zone	IT/R (2) Tourism					
2	Task 9: Development of an Urban Database-System and Institutional Capacity	DP/R (2)					
3		Seminar (3)					
4		DP/R (3)					
5		Seminar (4)					
6		• 6 th S/C					
7,8		FR					

Part I CFEZ Development Strategies

■ Constraints and Opportunities

◀ Constraints and Threats ▶

- Small population
- Lack of infrastructure
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- Weak private sector
- Weak connectivity with global markets and growth hubs
- Impact of climate change

▶ Strength and Opportunities ▶

- Diverse and rich natural and cultural environment
- Strategic location in Vietnam and GMS region
- Growing market for quality tourism
- Improving investment environment
- Strong policy commitment of the Government for CFEZ growth

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■ Refined Vision

Realization of being “ECO – TECHS Region”
by promoting economic development,
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■ Proposed Development Orientations

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- Strengthen direct connectivity with international community
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◀ Integration ▶

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■ Role Sharing Among CFEZ Provinces

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	Conventional Industry	B	B	B	(A)	B
	Services	A	(A)	A	A	A
	New Business (health, education, environment)	B	(A)	A	B	B
	Human Resource Development	(A)	(A)	A	A	A
	Environmental management	A	A	A	A	A
Cultural Value Enhancement	(A)	B	(A)	B	B	
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(A) : Regional role, A: Main role, B: Secondary role



Tourism was selected for farther study

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Part II Danang City Development Master Plan

■ Proposed Vision

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Environmental City

Beyond being Pollution - free

by achieving

- Safety and security ensured
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- Reduced poverty and continued strong economy promoted
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■ Key Growth Strategy

- **Respond to regional role of Danang:**
 - (i) Danang to function as a strong socio – economic and physical binder for north and south integration of the country,
 - (ii) Danang to play much bigger role to facilitate development and growth of CFEZ
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- Need for **different growth strategy** from those of NFEZ and SFEZ based on the strength (rich natural and cultural resources, Danang University) and by overcoming the weakness (small market, poor infrastructure) and threats (natural disasters)
- Maximize opportunities by strengthening **connectivity with the world** through expanded air transport and much improved information system

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■ Strategy for Environmental City



◀ Integration ▶

- Sectoral integration
- Institutional integration
- Spatial integration

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■ Integrated Subsector Strategies



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■ Purpose of Urban Growth

- Rapid urbanization
 - Economic growth
 - Motorization
- expansion of urban area
- shift to car use
- provision of employment opportunities

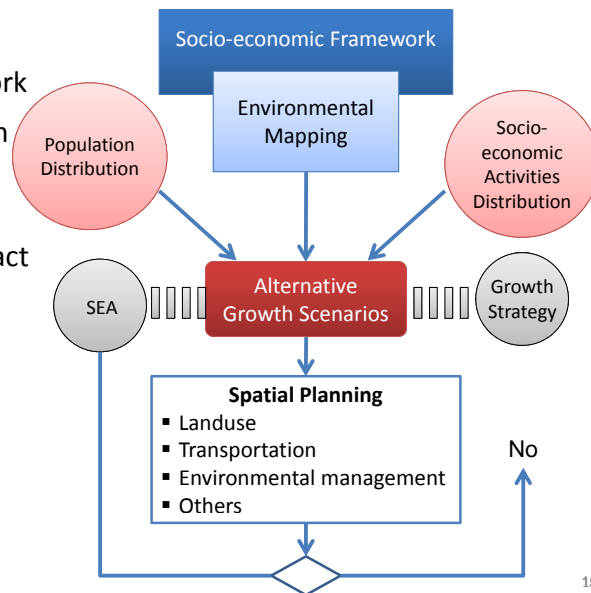
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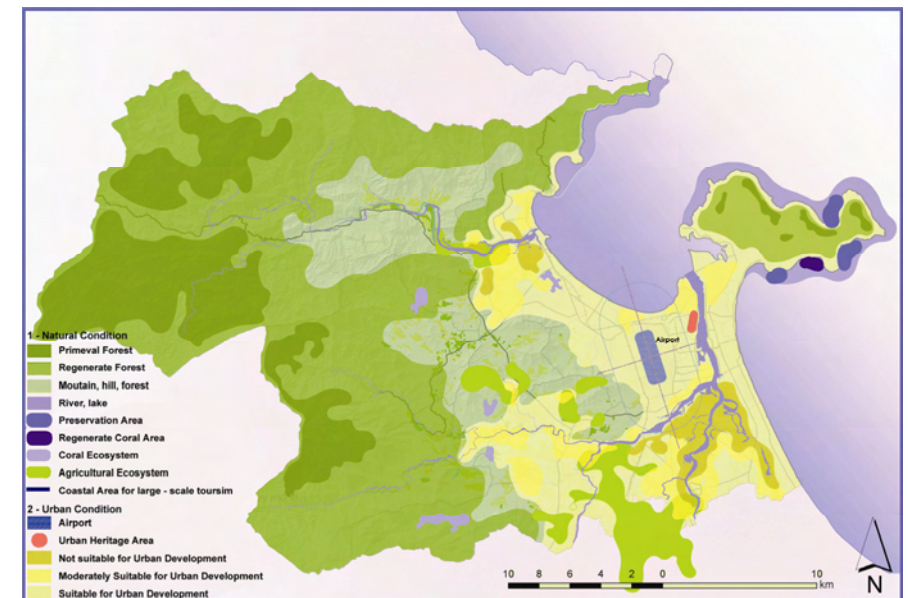
■ Spatial Planning Process

- Socio – economic development framework
- Ecological conservation and development
- Alternative spatial structure plans (compact urban area vs trend)
- Integrated planning of landuse, transport and environment



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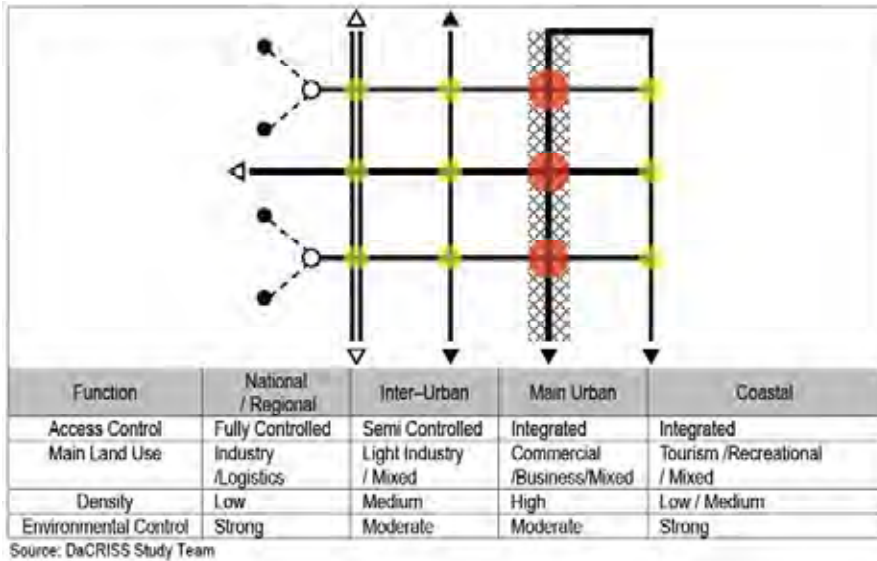
■ Broad Zoning (Environmental Mapping)



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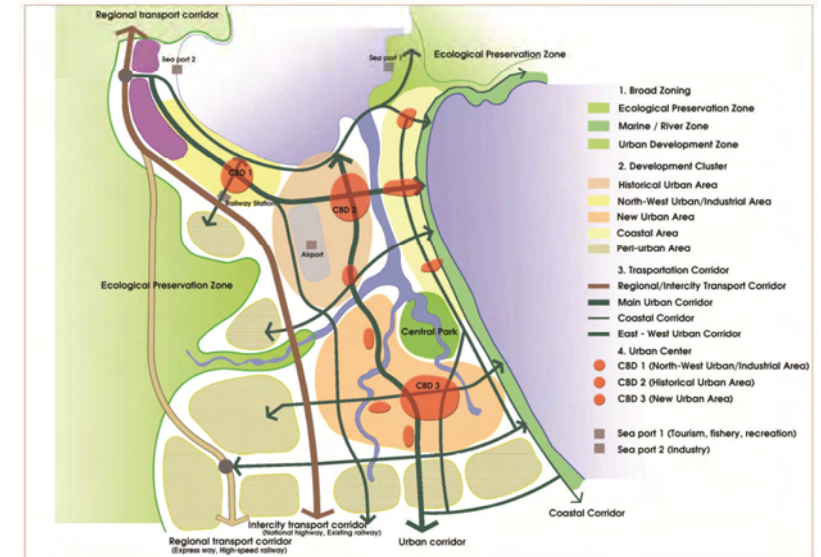
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Basic Planning Concept: Transportation Network Structure, Landuse and Environment



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Spatial Structure Concept



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A Constraint to Development of High-rise Buildings

- Fastest and cost – effective means of transport to link Danang to major cities in Asia
- Increase in tourism opportunities such as MICE
- Integrated development with the city (airport related industries, commercial use of terminal, function as a transportation node)
- Proximity to the city center, new terminal building (expected to be completed in 2010) will enhance the above opportunities



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Proposed General Plan



■ Image of the City



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■ Development of Han River Areas



Investment Plan and Projects

■ Consolidated Investment Plan

■ Candidate projects:

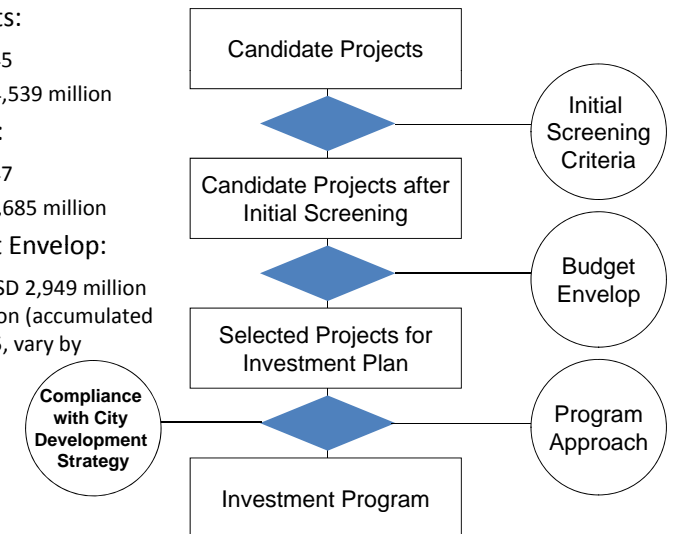
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■ Selected projects:

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■ Estimated Budget Envelop:

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Summary of Selected Projects

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Tourism Development	8	4	0	7	5	12	88
Others	0	5	0	5	0	5	0.4
Total	64	73	10	131	16	147	2,685

- Project profile has been prepared for all projects

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Priority Projects for Transportation and Environment

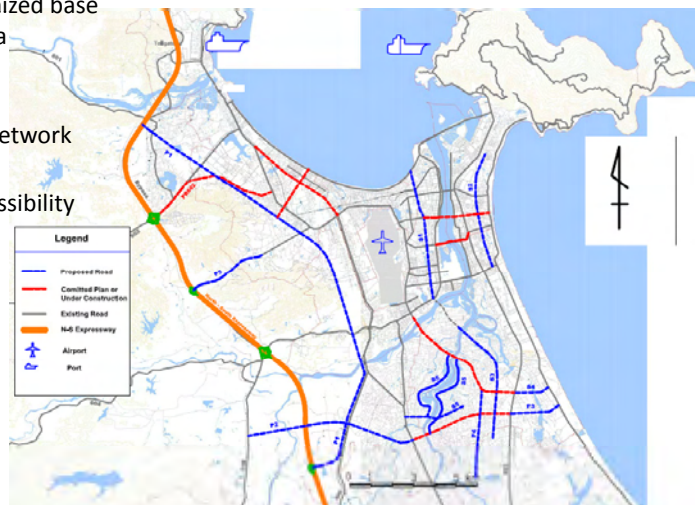
Roads Development

Rationale

- Provide organized base for urban area development
- Strengthen hierarchical network articulation
- Improve accessibility

Next Step

- Funding



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Comprehensive Transportation Management in City Center and Main Corridors

Objectives

- To realize smooth transportation and living environment suitable for the concept of environment city

Subcomponents

- urban traffic signal control system
- safety facilities
- management of corridor transport
- parking management
- pedestrian environment
- public transport environment
- capacity development

Estimated Cost

- USD 68 million

Next Step

- Technical Assistance



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■ UMRT Line 1

■ Objectives

- To serve as the backbone for the realization of “environment city”
- Effective public transport and urban development
- Link to all 3 CBDs and main residential areas

■ Subcomponents

- Feasibility study on alignment, system (BRT, LRT)
- Detailed designs of structure

■ Total Length

- 20 km (UMRT Line 1)

■ Next Step

- Feasibility Study



■ Improvement of Water Environment and Sanitation on Industrial / Medical Sector

■ Objectives

- Improve waste water facilities in industrial / medical sector
- Enforce regulations to operators, improve operating performance
- Establish a more reliable waste water monitoring system

■ Subcomponents

- facility support
- capacity development for operators
- management enhancement (DONRE)

■ Estimated Cost

- USD 45 million

■ Next Step

- Feasibility Study

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■ Introduction of Intermediate Treatment System for Domestic Waste and Segregate Garbage Source and Recycle Solid Waste

■ Objectives

- Efficient operation of intermediate plant, source separation
- Reduction of waste generated from domestic waste
- Support CDM mechanism through improvement and waste collection

■ Subcomponents

- Preparation study
- Intermediate treatment system operation
- 3R Activities

■ Estimated Cost

- USD 10 million

■ Next Step

- Technical assistance and funding

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■ Smooth Supporting of Phasing Out of Septic Tanks in Urban Area, Water and Sanitation Project in Rural Area

■ Objectives

- Promotion of the waste water treatment in the urban area
- Improvement of water and sanitation condition in rural area

■ Subcomponents

- Urban Area: housing connection, night soil treatment
- Rural Area: small – scale water supply and treatment system
- Capacity development

■ Estimated Cost

- USD 9 million

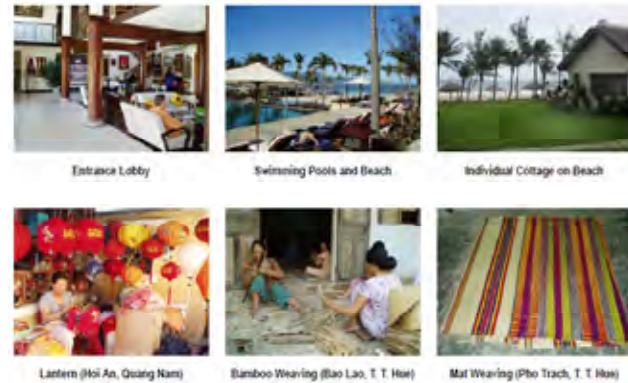
■ Next Step

- Technical assistance and funding

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Part III Tourism Development Strategy for CFEZ



Tourism Demand

Number of tourists (000)		1995	2000	2005	2007
Domestic	Danang	-	-	492	724
	Quang Nam	-	-	650	1,099
	Thua Thien Hue	143	275	680	852
	Total	-	-	1,822	2,675
Foreign	Danang	-	-	271	300
	Quang Nam	-	-	713	1,006
	Thua Thien Hue	134	195	370	666
	Total	-	-	1,354	1,972
Total	Danang	-	-	763	1,024
	Quang Nam	-	-	1,363	2,105
	Thua Thien Hue	277	470	1,050	1,518
	Total	-	-	3,176	4,647

Source: Department of Culture, Sports and Tourism of each Provinces.

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Satisfaction (H = high, M = medium, L = low)

		Danang	T. T. Hue	Quang Nam	Average
H	Hospitality of the local communities	3.93	3.96	3.73	3.87
	Natural attractions	3.86	3.92	3.73	3.83
	Cultural attractions	3.00	4.13	3.82	3.65
M	Quality / organization of the local facilities, services	3.38	3.35	3.27	3.34
	Local public services	3.00	3.70	3.27	3.32
	Typical atmosphere	3.00	3.70	3.27	3.32
	Quality / variety of restaurants	3.43	3.36	3.09	3.29
	Quality / comfort of accommodations	3.40	3.19	3.09	3.23
	Information on activities for holidays	3.29	2.61	3.27	3.06
	Diversification by tourism product supply	2.79	3.65	2.73	3.06
	Parking	2.87	2.68	3.50	3.02
L	Local transport in the area	3.07	2.59	3.09	2.92
	International transport to reach the destination	2.21	3.08	3.45	2.92
	Tourism organizations of the area	3.07	2.85	2.55	2.82
	Traditional attractions	2.47	2.75	2.82	2.68
	Marketing policies and programs of the area	2.71	3.00	2.00	2.57
	Tradition of the local cuisine	3.00	2.13	2.55	2.56
	Entertainment, night life	2.14	2.68	2.36	2.40
	Price	3.14	1.95	1.80	2.30
Average		3.04	3.12	3.02	3.06

Source: DaCRISS Tourism Survey, 2010.
1) Rated from 1 (not satisfied) to 5 (very satisfied)

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Main Areas of Gaps (L = large, M = medium, S = small)

		Danang	T. T. Hue	Quang Nam	Average
L	Marketing policies and programs of the area	2.02	-	3.00	2.30
	Entertainment, night life	2.46	1.73	2.64	2.27
	Price	1.46	2.38	2.66	2.16
ML	Traditional attractions	1.75	1.86	2.18	1.93
	Tradition of the local cuisine	1.40	2.14	1.91	1.82
	International transport to reach the destination	2.43	1.33	1.55	1.77
	Local transport in the area	1.53	1.80	1.73	1.68
	Diversification by tourism product supply	1.75	1.06	2.18	1.66
	Tourism organizations of the area	1.20	1.43	2.36	1.66
MS	Parking	1.20	1.92	1.40	1.51
	Information on activities for holidays	1.33	1.87	1.18	1.46
	Quality / organization of the local facilities, services	1.35	0.96	1.64	1.31
	Quality / comfort of accommodations	1.39	0.99	1.45	1.28
	Local public services	1.43	0.78	1.55	1.25
S	Quality / variety of restaurants	0.90	1.09	1.64	1.21
	Typical atmosphere	1.27	0.26	1.27	0.93
	Cultural attractions	1.23	0.42	1.09	0.91
	Hospitality of the local communities	0.35	0.68	0.91	0.65
	Natural attractions	0.45	0.40	1.09	0.65
Average		1.41	1.29	1.76	1.49

Source: DaCRISS Tourism Survey, 2010.
1) Importance score minus satisfaction score

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■ Proposed Focal Points

Focal Points	Descriptions
Attractions Identification of target tourism resources/ products	<ul style="list-style-type: none"> World cultural and natural heritage sites Traditional villages Ecosystems Resorts (marine, land)
Amenity – Safety Improvement of infrastructure services at destinations	<ul style="list-style-type: none"> Utility services (water, power, telecom) Sanitary conditions (drainage, wastewater, garbage) Operation, maintenance, management
Accessibility Linking of destinations through adequate transportation	<ul style="list-style-type: none"> International direct access (air, land, sea) Connectivity with Hanoi / HCMC (expressway, high-speed railway, domestic air) Local transportation connectivity (World Heritage Route at regional / international levels, tourism circuit, rural transportation) Comfort in transport (maps, signs, pedestrian friendly areas)

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■ Approach and Strategy

Main Scope	Approach and Strategy
Promotion	<ul style="list-style-type: none"> Conducive investment environment Coordinated sales and marketing Development of new products
Development of New Products	<ul style="list-style-type: none"> MICE (meeting, incentives, conference, exhibition/ events) Marine sports/ activities Entertainment/ amusement facilities Weekend houses (or long term rentals) International retirement villages
Sector Management	<ul style="list-style-type: none"> Interprovincial coordination Funding, user charges, dedicated taxes Capacity building Carrying capacity (traffic management) Comprehensive urban planning / management for Hoi An and Hue City

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■ Proposed Projects (Tentative List)

1. Strengthening tourist organizations and information
2. Development of the tourism Institute of Vietnam – Branch of Central Vietnam (pilot)
3. Hue – Danang tourism train operation (future extension to Tam Ky)
4. Improvement of waterways linking Danang and Hoi An
5. Improve tourism safety and develop disaster preparedness
6. Village tourism supporting program
7. Integrated lake and marine protection
8. Rural water supply and sanitation improvement
9. Infrastructure upgrading along HCM trail
10. Sustainable development program for Hoi An

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■ Support to Capacity Building

- Planning tools developed in DaCRISS
 - (1) GIS based natural conditions analysis (environmental mapping)
 - (2) Viewer, PC based information system comprising all GIS data and thematic maps
 - (3) ATLAS, a booklet including all GIS data and main results of HIS
 - (4) STRADA, a PC based traffic demand analysis software
- Training sessions were held for GIS and STRADA
 - (1) For GIS, both general overview and detailed training were provided in 27 March and 19–21 April respectively
 - (2) For STRADA, both general overview and detailed training were provided in the period 24–26 March

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■ Next Steps

- Preparation of Final Report based on comments made on the Draft Final Report II
- Conduct of tourism workshop and finalization of the tourism study
- Organization of Exhibition on the output of DaCRISS
(for one week in Danang City)