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MARINE AND LAGOON TOURISM DEVELOPMENT PROGRAM BY 2012

I. THE REAL SITUATION OF MARINE AND LAGOON TOURISM DEVELOPMENT IN THUA THIEN HUE PROVINCE

1. The real situation of local tourism resources

The scope of marine and lagoon area in Thua Thien Hue province consists of 42 communes and towns in 5 districts: Phong Dien, Quang Dien, Huong Tra, Phu Vang and Phu Loc.

Thua Thien Hue province has a marine bank of 128 kilometers with many famous beautiful beaches like Canh Duong and Lang Co. To the south, many high mountainous ranges with rocky falls associated with the beaches are advantages for deluxe marine tourist group's development.

Tam Giang-Cau Hai lagoon stretches out nearly 70 kilometers and 22.000 hectares in width is a typical wetland area in coastal wetland areas, which is of high value in biological diversification with a variety of endemic and noble organisms. These organisms play significant function to the ecology, the environment, and play important role in coastal nature balance and tourism development.

The human factors are also local remarkable and attractive values, for example, historical and cultural relics, architectures of faith, religion and folk values at coastal and lagoon localities, ancient traditional professional villages, which are unique cultural values enabling to attract the tourists.

2. The real situation of marine and lagoon development in Thua Thien Hue province

a) Results

Some of beach resorts of large-scale and good quality have been invested in Lang Co, Canh Duong, Thuan An, My An, etc. with main services like bathing, residence, restaurants, health treatment with hot mineral water. Some of the beaches developed by local people in Dien Loc, Quang Ngan, Vinh Thanh and Canh Duong have attracted a number of international and domestic tourists, which has contributed to the local socio-economic development.

The investment promotion activities into Chan May-Lang Co tourist base have attracted a great deal of big projects for investment, especially after the Chan May-Lang Co's operation, many tourism projects which are breakthrough and create driving forces for local development have been developed, for example, Laguna, Cattigana, Gia Minh conic, Lang Co Green village and etc.

The amount of marine-ship tourists has been rapidly increased for the last 3 years. If in 2006, we received only 7.755 visits, in the first quarter 2008, the number of marine visits has reached the number of 15.020, as twice as in 2006.

Some of the ecological tourist bases have been researched and developed for tourism services like Tam Giang lagoon, Ru Cha, Tuy Van mountain, Son Cha eco-island. Some of the cultural tourism types have participated in the traditional and modern festivals and sightseeing tours for historical, cultural, religious relics have been organized at the local area.

The technical infrastructure system have been put into consideration and invested. Many bridges were completed, such as, Truong Ha, Thuan An, Tu Hien and etc. The 49B national road, routes of national defense,

horizontal roads, inter-district roads and inter-commune roads have been remarkably improved, especially the tourism infrastructure in Canh Duong-Lang Co have been consistently invested, for example, the communication system, clean water, waster water, the electricity system and etc.

b) Limitations

The marine and lagoon to tourism in Thua Thien Hue province has mainly developed in the area of Thuan An and Lang Co beach with some small-scale and poor tourist bases. Some beaches have been spontaneously established and the local people mainly provide tourism services, in which the quality is not stable and professional. The tourists are mainly domestic and local tourists; meanwhile the number of foreign tourists and high-class tourists visiting marine and lagoon of Thua Thien Hue province is still low.

The marine and lagoon development in Thua Thien Hue are facing a great deal of difficulties, for example, negative disaster and weather impacts, the isolated areas, the high rate of poor households, low educational levels, low investment sources and etc. In general, there is a shortage of planning of tourist bases, the collaboration tasks on resources exploitation and management is not consistent from related agencies and levels, the management, conservation and development task of tourism resources is still inadequate, and the management capacity of authorities is still limited, etc.

II. RESPONSIBILITIES AND SOLUTIONS FOR DEVELOPMENT OF MARINE AND LAGOON TOURISM

1. Planning tasks

To complete and deploy the implementation of the master plan of the tourism development of Thua Thien Hue province together with the strategy of sustainable development of the coastal areas of Thua Thien Hue province (Azenda 21).

To promote the basic analysis of tourism resources of marine and lagoon in an adequate manner with a view to build a database system of the area.

To complete and deploy the detailed implementation at Chan May-Lang Co economic zone, the planning of the lagoon tourism area of Akitek Tenggara-Singapore company, the planning of marine tourism in Phu Vang district (Thuan An, Vinh Thanh), Quang Dien district (Quang Ngan, Quang Cong), Phong Dien district (Dien Loc, Dien Hai), Huong Tra district (Hai Duong), Phu Loc district (Lap An lagoon, Cau Hai lagoon, Canh Duong-Lang Co beach, Son chao island and etc.

To prepare and conduct the planning of restoration and development of traditional professional villages, plan the development of a system of urban, towns, and commercial centers and plan aquaculture areas.

2. Infrastructure investment

To continue the development of road traffic system, in which, to expand the 49B national highway connected Phong Dien-Phu Loc marine line, to deploy the upgrading of the road traffic system of the national defense from Thuan An-Chan May, build Phu Gia pass, Bu Lu bridge and Tu Hien-Canh Duong coastal road, finish Ca Cut bridge and try to deploy the construction of Vinh Tu bridge. To upgrade and enlarge the line Pho Trach-Thiem bridge-Dien Loc, 49A road from Hue to Thuan An, the road around Cau Hai lagoon-Phuong Tuong-Tu Hien, the 49B national highway to the beaches and the road to Bai Chuoi.

To invest and upgrade the navigation traffic route, of which, to clear and stabilize lagoon traffic systems leading to the eco-tourism sites and to complete the network of signal boards. To upgrade Chan May port, build dykes for wave prevention, and build a tourism port for international ships. To research on the Thuan An port serving for small size ships for the needs of internal travel.

To quickly finish the supplied and discharge water system and water waste treatment system, the system of waste collection and treatment at Lang Co and Chan May and others beaches in Phong Dien, Quang Dien, Phu Vang and Phu Loc district.

To deploy the investment of electricity, communication, water system, and other services, for example, banks, health care, education and etc. for the purpose of meeting the requirements by tourism projects' activities.

3. Develop types of tourism products

a) Marine and lagoon resorts:

To construct general deluxe relaxing and entertainment tourist bases with the advantage of landscape and environment like in Dien Loc, Quang Ngan, Hai Duong, Cu Du, Lang Co, Canh Duong and etc. To focus on the deployment of investment projects of deluxe tourist bases in Cu Du, Canh Duong, Lang Co for the development promotion of other areas.

To research on the establishment of resorts in Ngu Dien, Vinh Tu, Thuan An, Mui Ne, Loc Binh, along Cau Hai lagoon, the north of Lap An, etc. associated with lagoon landscape and traditional culture of the community.

To develop the health treatment resorts at mineral water sources in Thanh Phuoc, My An, Tan My and to collaborate with Hue health care center of high quality treatment services.

To research the establishment of general tourist base in Hai Van-Son Cha with a variety types of resorts, diving, entertainment and ecology.

b) Marine sporting tourism

To set up marine sporting centers with high quality, firstly in Chan May-Lang Co, to set up marine and lagoon sporting clubs specializing in the organization of boat racing in the marine and lagoon, surfing, diving, high speed boats, golf course and other beach sports.

To organize marine-sport tournaments of international and domestic scale, traditional sporting races as boat racing, football, beach volleyball which are combined with cultural community festivals.

c) Cultural tourism, community tourism

To develop the sightseeing tours of historical and cultural relics, for example, Thanh Duyen pagoda, Champa My Khanh tower, Hoa Chau wall, Phuoc Tich ancient village, Memorial house of Uncle Ho, Tran Hai Dai, Hai Van Quan, etc. To continue the development of festival products, for example, Fishing praising festival, Boat racing, Thu Le wrestling festival, Sinh village wrestling festival, Ba Trao Chantey song in Khuon Pho, to improve the professional skills in festivals organization, for example, the call from Thuan An beach, Ancient Huong village, Traditional market at the festival and etc.

To associate with community tourism and to set up village investigation tours and shopping tours with the purpose of restoration and development of traditional professional villages, as in Phuoc Tich pottery village, My Xuyen wood-making village, Bao La knitting, Dem Bang weaving village, Thanh Trung vegetable village, Thanh Tien paper flower and Thuan An fishing village, etc.

To step-by-step research, determine and develop new kinds of tourism, such as the faith tourism, religion tourism, spiritual tourism based on the values of culture, architecture, and faith.

d) Eco-tourism

To set up eco-tourism lines and areas at the natural conservation area of wet land in O Lau estuary, Bac Bien, Ru Cha, the conservation area of marine ecological system in Son Cha-Hai van island, other eco-forest tourism places in the west of Lap An and etc.

d) Tourism combined with meetings or conferences (MICE)

To combine the organization of meetings or conferences with relaxing tours, sightseeing, ecological tours, shopping, festivals, etc. at high quality tourist bases at the marine and lagoon areas.

e) Tourism products associated with inside and outside the local area

To set up some main tours: Hue-Phuoc Tich-O Lau-Dien Loc; Hue-Bap Vinh-Thanh Phuoc-Hai Duong; Hue-Thuan An-Vinh Thanh-Cau Hai-Tuy Van; Hue-Canh Duong-Cu Du-Lang Co-Son Cha and etc. To focus on the construction of Chan May-Lang Co economic zone as a marine resort and entertainment

zone with the international and regional level, associated with Hue city as a connection unit with other big tourism centers in the countrywide and in the world.

To step-by-step construct and establish internal navigation tourism routes in the lagoon, in Huong river, in Bo river and to research the development of international and internal shipping tourism lines through Chan May port and the tourism route to Lang Co-Son Cha-Da Nang-Hoi An.

4. Environmental protection of marine and lagoon views

Tam Giang-Cau Hai lagoon is considered to be not only a particular economic area, but also a biosphere reservation area. Thus, tourism is supposed to be a key development point, however, the protection of national defense and eco-environment must be taken into account.

There will be a focus on the educational communication and socialization of environmental protection at tourist places and residential. There will be a research on erosion resistant at Hai Duong, Thuan An, Tu Hien beach and at river banks; solving of unexpected environmental issues resulting from the marine mouth's fluctuation; solving the aggradations of the river mouth, marine mouth and that of Tam Giang-Cau Hai lagoon.

There will be a research on lagoon nature conservation zones, conservation zone of marine creatures at Son Cha-Hai Van, nature museum of coastal areas in the central region, the application of biotechnology for the development of crops and livestock of high-yielding and high quality, but less effects to eco-environment.

To finish the stake traps rearrangement in the lagoon, to stop destructive fishing activities, to punish the violating cases of regulation of aquatic resources protection in a serious manner, to protect the environment, and to implement resettlement for sampan people and the policy of « boat suspension ».

To implement the protection and development of a range of eco-mangrove forest and a system of coastal protective forests for the purpose of sand flying and marine shore erosion resistance. To build a system of waste collection and treatment at lagoon residential community, a system of industrial waste water treatment at the industrial zones, urban and tourism places; to carry out the assessment of environmental impact and to monitor and evaluate the project's implementation.

5. Human resources training and development

To quickly build and deploy the proposal of tourism human resources development by the year 2015; to train 2.400 labors serving for the marine tourism; train and improve the capacity for officers and staff members on law, management and operation skills of marine and lagoon economic and national defense.

To provide infrastructure, build capacity for professional training schools on culture and tourism, for example, Hue Junior college of Tourism-Faculty of Tourism of Hue University, Hue Junior college of Culture, and Art. To complete the training programs on tourism, to promote the cultural development, to develop new training types of professional tourism and to construct the vocational schools in Phu Loc and Phu Vang district according to the approved proposal.

To encourage the vocational schools to combine the programs with the funded projects to open training courses and knowledge development courses on tourism for many participants and to organize on site-training courses involved the labor forces in the marine and lagoon area.

To improve step by step the management capacity on tourism business, to build a staff of active business managers and to improve the knowledge for local management staffs and to improve the management capacity for authorities at all levels on tourism.

6. Awareness raising on marine and lagoon

To propagandize and disseminate the resolutions and instructions from the Party and government (No 4 National resolution, Resolution No 06-NQ/TU by the Provincial Committee of the party on marine and lagoon economic development, Decision No 2093/QĐ-UBND by the Provincial People's Committee on

the implementation of Resolution No 06-NQ/TU, etc.) for agencies at all levels and local authorities for the purpose of sufficient and consistent understanding on the roles of the marine and the marine and lagoon economic development for the promotion of roles and responsibilities of stake holders.

To reinforce the awareness raising for the lagoon and coastal communities on community-based marine tourism activities for the purpose of alternative profession and livelihood improvement combined with tourism development and poverty reduction. To organize training courses on environment for managers and tourism enterprises. To actively raise the awareness for tourists on the sustainable development of marine tourism for the purpose of reducing the harmful practices caused by tourists to the environment

7. The mobilization of investment resources

To conduct the investment encouragement and absorbance, to create a stable, clear and equal investment environment, to ensure the rights for the investors and to actively organize investment promotion activities.

To diversify capital mobilization and information forms, to conduct the administrative reform, to prepare methods to encourage local people and enterprises to invest in the business development.

To give priority on the absorbance of foreign investment, especially multinational companies for the purpose of accessing modern technologies, operational and management skills.

To develop and utilize the national investment capitals and ODA capitals in an effective manner for local infrastructure development. To execute the policy of « contribution from both the government and people » for rural infrastructure development. To utilize a land fund for capital information. To call for the investment into tourism development from Vietnamese living in foreign countries.

V. ON IMPLEMENTATION

1. The request for leaders from Departments; agencies and branches; local People's Committee and the Management board of Chan May-Lang Co economic zone to:

a) To strengthen the guidance of the policies and lines by the Party and Government regarding adjustment scale in marine and lagoon area and to deploy the proposals and projects' implementation for the tasks completing of this program (see the annex).

b) Based on this program, it is requested the above subjects to instruct the preparation of the implementation plans, to monitor and to supervise and speed up the implementation, to be responsible for collaboration with the Department of Culture, Sport and Tourism during the implementation procedure, to report the implementation progress once every six months and once every year to the Department of Culture, Sport and Tourism for consolidation and report to the Provincial People's Committee

2. The Department of Culture, Sport and Tourism: The Department of Culture, Sport and Tourism is requested to be the main responsible unit for the deployment of this program to local authorities, for the supervision and speed up stake holders to report and for periodical report to the Chairman of the Provincial People's Committee on the implementation results./.

**ON BEHALF OF PEOPLE'S COMMITTEE
ON BEHALF OF CHAIRMAN
VICE-CHAIRMAN**

NGO HOA