

How to Develop Vietnam's Sea Tourism?

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Abstract:

The objective of this paper is to assess the current situation of economic development of sea and island tourism in Vietnam. On the basis of the theoretical basic overview of island tourism. We conduct a state-of-the-art analysis of the situation of sea and island tourism in the world and in Vietnam. From there, propose solutions to develop island and island tourism for Vietnam.

Keywords: Sea tourism, Vietnam

1. Introduction

Sea and island tourism is one of the developing tourist types in Vietnam in recent years, in reality and in the future, sea and island tourism will be the main form of tourism after ecotourism and tourism. Cultural calendar.

This type of island tourism has been bringing high economic efficiency to the tourism industry, contributing to creating a diversity in tourism types, helping to reduce poverty for coastal people. Not only that, island tourism also contributes to protecting the environment for sustainable development

Tourism is a messenger of peace, friendship and cooperation among nations and peoples. In the world, tourism is now considered as one of the leading service economic sectors, developing at a high speed, attracting many participating countries for its great socio-economic benefits. This area brings. With the advantages of natural resources and unique culture imbued with national identity, to create a rapid development of the service sector according to the socio-economic development strategic orientations of the country. the 2010-2020 period, in the document of the Party Congress X pointed out: "Prioritizing the development of services with great potential and high competitiveness ... Encouraging investment in development and improving the quality and efficiency of operations. activities on tourism, diversifying products and types of tourism ... ". Sea and island tourism is very important in terms of both economic development as well as national defense and security. Going to sea has become a general trend of many countries. Tourism is a part of the marine economy that brings high efficiency to countries that are adjacent to the sea.

The paper studies the current state of development of Sea Island tourism economy in Vietnam. The structure of the article in addition to the introduction includes: Overview of research, current situation in Vietnam and solutions.

2. Literature review

2.1. Sea and island tourism concept

In fact, tourism has existed for a long time in the development history of human society. Even in ancient times with great cultures such as Egypt and Greece, there was a form of traveling, although it was a spontaneous activity, it was just a pilgrimage to the holy places and the land. saints, temples, Christian churches, excursions of kings and nobles ... By the 17th century, the renaissance in European countries, socio-economic development, such fields as information and transportation have accordingly grown rapidly, which has boosted tourism development.

In the modern era with the explosion of science and technology revolution, the introduction of new means of transport, and conditional tourism to thrive, people can go from place to place. other in short time. Living in the space of "concrete", "computers", industrial manners are too tired, people have a need to return to nature, to the origin of national culture or merely to rest. Rest after working periods.

As such, tourism has gradually formed a familiar activity in human life and has grown richly in both width and depth. And one of the types of tourism that people know and care about is sea and island tourism. So what is sea and island tourism?

Sea island tourism is a tourism activity taking place in coastal areas, islands with the purpose of welcoming guests to swim, resort, explore ...

Sea and island tourism is a form of eco-tourism that is based on nature, such as beaches, islands for bathing, playing, etc. in combination with indigenous culture and environmental education, contributing to conservation and development. sustainable development of local communities Or island-based tourism is a form of nature-based tourism that takes place in areas with potential of sea and islands in order to satisfy human needs for recreation and recreation. sightseeing, swimming, research ...

Sea and island tourism is built and developed on the basis of exploiting natural tourism resources such as coastal, sea water, sea sand, ... and natural islands. On the basis of exploitation and development together with humanistic tourism.

2.2. Characteristics

Vietnam's sea of islands with a large tourism potential with a 3,260km long S-shaped coastline from Mong Cai (Quang Ninh) to Ha Tien (Kien Giang) and more than 3,000 large and small islands scattered widely in most Provinces from North to South. Including coastal islands and two archipelagos of Hoang Sa and Truong Sa in the middle of the sea. Sea and islands are increasingly important in many economic, military and political aspects ... Therefore, the country's development history is closely linked with the protection of its territorial waters and islands. country.

Vietnam's sea and islands have abundant and diverse resources. Vietnam has more

3,000 islands but unevenly distributed, mainly concentrated in the two areas of Tonkin Gulf and Southern region. These islands and coastal islands are populated by: Co To, Cai Bau (Quang Ninh), Cat Ba, Bach Long Vi (Hai Phong), Hon Lon, Hon Tre (Khanh Hoa), Ly Son (Quang Ngai)), Phu Quy (Binh Thuan), Con Son (Ba Ria - Vung Tau), Phu Quoc, Tho Chu, Nam Du (Kien Giang) ... Especially there are two archipelagos of Hoang Sa and Truong Sa located off the east coast of Quang province Tri, Thua Thien - Hue, Quang Nam, Quang Ngai and Binh Thuan come to the Southern provinces, including many small islands, sandy beaches, rocky beaches and coral reefs.

Sea and island tourism is a form of tourism exploiting marine resources, islands, beautiful landscapes and human values. But this type of tourism is highly dependent on natural conditions, especially climatic conditions. Seasonal climate change is the main reason for the seasonality in our country's tourism activities, which greatly affects the organization of the tourism territory.

For activities of sea and island tourism in Vietnam, the majority of tourists travel for the purpose of relaxing combined with swimming. This is the main tourism type of this tourism activity, dependent and strongly influenced by natural conditions, especially climatic conditions. In fact, the places and resorts on the sea and islands where the climatic conditions are deeply divided over the time of the year, the seasonality in tourism activities there is also clear and the tourist season is often coincide with favorable weather for tourism activities.

In general, our country's coastal climate is divided into 2 seasons, so the seasonal characteristics in the type of sea and island tourism are relatively similar. But due to geographical location, topography, circulation leads to the division among regions, regions, the seasons in different destinations, sea and island resorts have different time, length and the nature of each other. season.

2.3. The role of island tourism

Diversifying tourism types is essential for countries that want to develop tourism, including Vietnam. For many countries and localities where tourism has become a key economic sector, tourism's development in a sustainable way brings practical economic benefits to the local community, and not only destroying or degrading tourism resources, but also contributing to economic, social and environmental growth.

Sea and island tourism developed in Vietnam in 1994, and marked the birth of island tourism as the birth of many relatively complete marine resorts such as Tuan Chau (Ha Long), Furama (Da Nang) - and now it is a 5-star resort that was voted the best resort in the world by the World Hotels Association in 2004.

Sea and island tourism creates a variety of types of tourism, the development of marine tourism entails a series of tourism types launched and developed such as accommodation, convalescence, sports, research, etc. will create diversity in tourism types and exploit the potential of the sea and islands, in order to satisfy the needs of tourists.

Diversifying tourism types is not only a task but also a prerequisite for the survival of a country's tourism industry. In fact, Vietnam's tourism is still in the form of potential, tourism advantages are exploited only at a basic level. However, with the experimental steps of new types of tourism, Vietnam tourism is gradually gaining success.

Like other types of tourism, sea and island tourism is in the service industry, the industry is smokeless, less polluting the environment, helping tourists to relax and reduce stress while knowing more and more new and interesting things. unknown guests. Sea and island tourism also contributes to economic restructuring, increase income, create more jobs for workers. Economic development of the country. However, sea and island tourism also has different features compared to other types of tourism.

Vietnam's sea has many conditions to develop tourism - a smokeless industry, currently contributing significantly to the country's economy. Due to the regional tectonic characteristics, the limestone ranges reaching close to the coast have created many diverse natural landscapes, many bays, white sand beaches, caves, peninsulas and islands large and small. linked together into a rare tourism complex in the world such as the natural heritage of Ha Long Bay by UNESCO. There are famous landscapes on the mainland such as Phong Nha, Bich Dong, Non Nuoc ..., historical and cultural relics such as Hue Ancient Capital, Hoi An Ancient Town, Thap Cham, Phat Diem Church ... distributed in the region At the seaside. The tourism potential mentioned above is very suitable for Vietnam to develop and diversify modern types of tourism such as rest, convalescence, swimming, eco-tourism, scientific research in coastal areas, islands and underground areas. Underwater, sports tourism: swimming, deep diving, windsurfing, jumping waves, sailing ...

Pollution of Vietnam's sea and island environment comes from sources such as industrial waste discharged from river mouths, organic pollution due to aquaculture, ship waste operating on international maritime routes outside. Vietnam offshore, oil spill accident from domestic and regional oil and gas exploration and production activities, pollution of domestic waste ...

In general, Vietnam's marine environment is facing great risks and challenges. Climate change impacts marine resources. In addition, the economic and policy constraints are not consistent affecting the ability to solve unexpected natural disasters. Issues of investment in equipment and facilities to prevent environmental pollution and raise public awareness and protect and preserve a clean and sustainable marine ecological environment for effective development of marine economy are issues. It is urgent that functional agencies and localities with islands and islands need to be concerned in the process of world integration.

The sea of our country is like a facade, a front yard and a national gateway; the sea, islands, continental shelves and inland form roosts, multi-layered, multi-layered warfare, arranged into a continuous line of defense to protect the Fatherland. National history has recorded up to 2/3 of the war, the enemy used sea to attack our country. The glorious victories on the battlefield of the river and sea have demonstrated: Three great victories over the enemy on the Bach Dang River (in 938, 981 and 1288); victory on the defense of Nhu Nguyet river 1077; the victory of Rach Gam - Xoai Mut in 1785 and the resounding victories of our army and people on the sea and sea battlefields in the two wars of resistance against the French colonialists and the American

imperialism are the evidences that never fade in national history.

Today, in the cause of building and defending the Fatherland and the Vietnamese islands and islands, Vietnam plays an important role, increasing the defense depth to the sea. Due to the characteristic of the land territory of our country, which is S-shaped, stretching along the coast from the North to the South, the width is narrow (the widest place is about 600 km, the narrowest place is about 50 km), the depth of the country is limited. . Most of our political and socio-economic centers are within a small distance from the coast, so it is easy for the enemy to attack from the sea. If the war happened, all targets on the mainland were within range, firing of high-tech weapons from the sea. If the offshore and near shore islands are strengthened to build bases, docks and deployments of the Vietnamese Navy and the participation of other forces, the sea and islands have an important role to increase. Effective defense depth for the country.

3. Actual situation of developing island and island tourism

3.1. In the world

Currently, in the world, besides exploiting the advantages and potentials of the sea and islands in order to bring economic benefits to each country, but also attaching great importance to developing sea and island tourism in order to fully exploit resources. nature bestows and diversifies forms of tourism to satisfy the diverse needs of travelers.

In the world, there are a number of countries developing strongly in sea and island tourism such as: Spain is famous for Tenerife island, USA has Hawaii island, India with Maldives island, Thailand is famous for Phuket beach, Australia with beach. Bondi beach ... these island beaches are famous in the world and have a strong attraction thanks to island tourism.

In Spain, it is currently developing strongly on sea and island tourism, with the famous island of Tenerife located on the Atlantic Ocean, about 200 km from the African coast each year attracting 5 million tourists visiting the island. island, making it one of the largest vacation destinations in the world. Tenerife Island is famous for the name "Island of eternal spring" because of its pleasant year-round temperature, around 22 - 28oC. The area is 2,034 km² with about 1 million people living. It has 2 airports to welcome guests, 2 parks, 10 nature reserves, 14 monuments, 9 protected landscapes. Therefore, with the available potential, the island is developing very strong tourism.

In Thailand, there is also a strong development of island tourism, although there is very little tourism potential, but due to knowing how to develop tourism, Thailand is in the development of island and island tourism. Phuket island is one of Thailand's most developed destinations. Thailand develops Phuket beach in a certain way, comfortable and environmentally friendly. Phuket has romantic resorts, with luxurious hotels fully serviced, so Thailand attracts a large number of tourists with tourism revenue ranked second in Southeast Asia. after Singapore.

In the UK, famous for Providenciales Island, the world's leading beach resort, was voted the top resort destination in the world, according to travel website TripAdvisor. Because of its brand of marine tourism, Providenciales Island attracts a large number of domestic and international tourists, with luxurious full-service resorts suitable for all types of guests. Providenciales Island in the UK will be a thriving tourist resort on island tourism.

In short, most countries with potential for sea and island tourism are now investing in tourism development to bring about economic and social benefits.

3.2. In Vietnam

From ancient times until the twentieth century, coastal countries had only narrow waters under their sovereignty over 3 nautical miles. Outside the boundary of 3 nautical miles territorial sea is the East Sea, where every individual, organization, ship of each country is entitled to freedom of the sea. Almost no one shares the sea with anyone, the border line in territorial waters between countries is often formed and respected according to custom.

From 1958 to 1984, coastal countries had territorial waters and contiguous areas not exceeding 12

naautical miles wide, with continental shelf stretching from the sea to not more than 220m deep (according to the Conventions of the Union). United Nations Law on the Sea of 1958). Neighboring or contiguous countries, based on their own laws, define the scope or boundary of national waters, resulting in overlap and disputes. International law of the sea at that time stipulated that the overlapping area must work together to resolve the sea boundary line (including the sea border in territorial sea, sea boundary in contiguous zone and continental shelf) in the overlapping area. The principle of sea boundary planning at that time was through negotiation based on the principle of applying the median line.

Vietnam is a coastal country located on the West Bank of the South China Sea, having a very important strategic and political position not every country has. With a long coastline stretching from the North to the South, it ranks 27 out of 157 coastal countries, island nations and territories in the world. The index of the length of coastline on the land area of our country is approximately 0.01 (meaning that for every 100 km² of land there is 1km of coast). Of the 63 provinces and cities of the country, 28 provinces and cities have seas and nearly half of the population lives in coastal provinces. In the history of thousands of years of building and defending the nation, the sea and islands have always been associated with the process of construction and development of the country and people of Vietnam.

Vietnam ratified the 1982 Convention (United Nations Convention on the Law of the Sea) in 1994. According to this Convention, a coastal country has five (05) waters: Internal waters, territorial waters, contiguous areas, exclusive economic zone, continental shelf. Thus, according to the 1982 convention, our territorial waters have expanded significantly from a few tens of thousands of kilometers to nearly one million km, with five seas having different legal scope and regimes. Vietnam is no longer purely S-shaped, it extends to the sea, not only with the maritime border with China and Cambodia but also with most countries in Southeast Asia such as the Philippines and Malaysia, Indonesia, Thailand.

Vietnam has great potential for developing marine tourism. Because it is a peninsula country, a place where there is a lot of contact between the natural system has created a great diversity of landscapes for Vietnam's coastal areas. Our country ranks 27th among 156 countries in the world with the sea, with 125 beaches, most of which are beautiful beaches, and is one of the 12 most beautiful bays countries in the world: Ha Long Bay and Nha Trang Bay. In particular, the Vietnamese sea is full of sunshine, abundant white sand, and has a combination of landscape elements of mountains, plains, coast, sea - islands, along with cultural factors - unique marine society, has given our country a huge potential for sea and island tourism.

Vietnam has great potential for developing marine tourism, with a coastline running from north to south, thousands of islands, large and small beaches, white sand beaches and clear blue water stretching along the coast. That Vietnam creates favorable conditions for the development of Vietnamese sea tourism. Vietnam is one of more than 20 countries with the "most beautiful bay" in the world, namely: Ha Long Bay (Quang Ninh) and Nha Trang Bay (Khanh Hoa). Ha Long Bay (2 times recognized by UNESCO as a World Natural Heritage and one of the new seven wonders of the world), Nha Trang Bay - one of the most beautiful bays on the planet, Da Nang beach is Magazine Forbes voted one of the 6 sexiest beaches on the planet ...

As of 2007, Vietnam has been recognized by UNESCO as 6 "world biosphere reserves": Cat Ba (Hai Phong), Red River Delta biosphere reserve in 2 districts of Tien Hai (Thai Binh)) and Giao Thuy (Nam Dinh), Can Gio (Ho Chi Minh City), Cat Tien National Park in Dong Nai province, Kien Giang sea and West Nghe An area also spoke of the attraction of Vietnamese sea to tourists. domestically and internationally.

The system of coastal and marine tourism products is distributed according to regions in Vietnam as follows:

- Sea tourism, convalescence and island gathering in Quang Ninh - Hai Phong area; Thua Thien - Hue, Da Nang - Hoi An; Khanh Hoa, Binh Thuan and Vung Tau; Kien Giang.

- Cultural tourism, revolutionary history; visiting to learn about ethnic culture, festive tourism. concentrated in Thua Thien - Hue, Quang nam, Ninh Thuan, Khanh Hoa.

- City Tourism, MICE, concentrated in Ha Long City, Hai Phong, Da Nang, Hoi An, Hue, Nha Trang, Vung Tau, Ho Chi Minh City.

- Marine and mangrove ecotourism in Quang Ninh - Hai Phong localities; Peaceful; Thua Thien - Hue and Khanh Hoa; BA Ria Vung Tau; coastal areas of the Mekong Delta such as Ben Tre, Tra Vinh, Bac Lieu, Ca Mau and Kien Giang.

Information from the Tourism Development Research Institute (Vietnam National Administration of Tourism) said that in Vietnam the area has been exploiting sea and island tourism such as Ha Long - Hai Phong - Cat Ba; Hue - Danang - Quang Nam, Van Phong - Dai Lanh - Nha Trang, Phan Thiet - Mui Ne, Kien Giang - Phu Quoc, Con Dao - Vung Tau ...

Among Vietnam's beaches and bays, there are some famous destinations that attract many international tourists every year. It is Ha Long Bay - the world natural heritage site of Quang Ninh Province, Nha Trang Bay - one of the most beautiful bays in the world, Da Nang beach was voted as one of the six most attractive beaches on the planet. The annual sea area also attracts about 70% of international visitors to Vietnam and 50% of domestic tourists, bringing 70% of the turnover for the country's tourism industry. Ở Khánh Hòa, xem du lịch biển là loại hình du lịch chủ đạo của tỉnh, với lợi thế về bãi biển đẹp gắn với nhiều di tích văn hóa đã tạo cho Khánh Hòa điểm nhất để phát triển mạnh về du lịch biển, hàng năm thường tổ chức các sự kiện văn hóa đặc sắc như festival biển Nha Trang, festival diều quốc tế, hoa hậu hoàn vũ... nên đã cuốn hút được đông đảo lượng khách du lịch trong nước cũng như quốc tế đến đây, đem lại nguồn thu đáng kể cho ngành du lịch của tỉnh.

In Kien Giang, very strong sea and island tourism is currently developing, with Phu Quoc Island, the largest tourist island in Vietnam, located in the Gulf of Thailand. Phu Quoc has long been famous for tourists all over the country and internationally. Phu Quoc has many beautiful beaches stretching from the north to the south, with 99 hills and mountains and primeval forests with rich flora and fauna. In the south of the island, there are 12 small and big islands in the part of An Thoi island, or in the North, there are Mong Tay, Doi Moi, Ban Boi and coral reefs, exploring the wild and picnic islands ... Currently , Phu Quoc tourism has made a clear change, the system of hotels, restaurants, entertainment spots ... on the island will meet the needs of tourists. Because of the potential of the island, Kien Giang tourism has created a highlight for tourism development, especially sea and island tourism.

Not only that, the system of accommodation establishments in coastal areas of Vietnam is constantly increasing, especially the number of accommodation establishments of 3 stars or more are mostly concentrated in coastal localities. According to statistics, the coastal area has nearly 1,400 accommodation establishments with over 45,000 rooms. The coastal tourism workforce currently accounts for about 65% of the country's direct labor force, most concentrated in Ho Chi Minh City, Ba Ria - Vung Tau (over 60%), Thua Thien - Hue, Danang (8.5%), Hai Phong - Quang Ninh (8.1%). Besides, the development of marine tourism also creates indirect jobs for 60,000 workers who are coastal residents.

Therefore, according to the orientation of the General Department of Tourism to 2025, sea and island tourism is the main tourism type. The system of sea and island tourism products will be built and developed into a tourism product competing with the region and the world. Along with the two types of development are also prioritized cultural tourism and community ecotourism.

4. Conclusion

Some solutions to develop Vietnam's tourism economy on the sea and islands towards sustainability

First of all, it is necessary to develop a national integrated marine use plan with an ecological approach. At the same time, develop and implement a blue sea economy by ensuring the optimization of benefits. Strengthen interdisciplinary development and management of marine economy for the common and long-term interests through integrated planning and policy tools. Coordinate the establishment and management of coastal and island protected areas to preserve the ecological function of the sea area and the marine natural capital for sustainable marine development.

Secondly, raising awareness of sustainable marine economy, minimizing behaviors harmful to the marine environment and resources, as well as dealing with and coping with natural disasters, controlling waste sources well, cleaning up beaches, preserving marine ecosystems in order to create an appropriate living environment to meet the needs of current and future generations. Along with that, creating livelihoods and welfare for people from the sea; encourage and create favorable conditions for people and businesses to participate in the development of marine economic sectors such as eco-tourism, science-exploration and community-based tourism, in association with raising the responsibilities of all organizations and businesses, industries, communities and every citizen in Vietnam's sustainable sea development.

Thirdly, develop high quality marine human resources. In addition to focusing on investing in the development of high-quality scientists and experts, priority should be given to investment in vocational training and retraining for people, ensuring labor demand of economic sectors. At the same time, developing science and technology, promoting innovation, creativity, taking advantage of the achievements of the Industrial Revolution 4.0, strengthening marine baseline surveys, promoting research and establishing scientific arguments. study for making and perfecting policies and laws; prioritize investment in assessing potentials and advantages of natural conditions, natural resources, ecosystems and economic sectors and sectors, such as: maritime, seafood processing, aquaculture and aquaculture amount of renewable, marine digital information and technology, marine nano, marine biophysics, ...

Fourth, respect the specific factors, core values in the region and each locality, ensure good regional linkages in developing the "chain" of island economic zones, coastal urban chains and urban chains. island. Each locality needs to find specific characteristics, create a separate competitive advantage to exploit, develop tourism potential from the sea or link between localities to form a series of marine tourism to exploit common advantages. Increasing investment in natural values, preserving and developing biodiversity values through expanding the area and establishing new marine conservation areas; restore natural ecosystems, especially coral reefs, sea grass beds, mangroves and coastal protection forests.

Fifth, improve the capacity of forecasting, warning, proactively preventing, avoiding and mitigating natural disasters from the sea, adapting to climate change and sea level rise. To synchronously implement measures to prevent and combat sea erosion, inundation, saline intrusion due to high tides and sea level rise for coastal areas. At the same time, it is necessary to restructure the coastal and coastal economic industries based on the ecosystem and in accordance with natural advantages and potential. In particular, priority should be given to the development of industries and fields such as sea and island tourism, renewable energy (wind power, tidal current energy and ocean wave energy), step by step investing in technological development. marine biology, marine medicine, in addition to promoting traditional marine industries, such as maritime economy, oil and gas exploitation and mineral resources, aquaculture, marine and marine exploitation, infrastructure. fisheries, shipbuilding industry, ...

Sixth, focus on the holistic, comprehensive; maximizing comparative advantages in terms of natural conditions, geographical location, ensuring the connectivity between coastal localities with each other, as well as with other

localities in the inland, thereby enhancing cohesion. , forming a closed connection chain, improving the value of commodity products, competitiveness for industries, localities and regions throughout the country. On the other hand, it is necessary to promote marine management in an integrated approach to minimize the impact from activities of other economic sectors on the marine environment and resources./.

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