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Sustainable Tourism Development: The Gap between Reality and Vision analysed by the Example of Sam Son (Vietnam)



Ha Thi HOANG

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Abstract

Tourism is booming on global level since many decades and developing countries often capture tourism as a lever to push up their economy. Many regions in Vietnam invest lots of money in this development hoping to change the traditional economic structure.

Located in North Central Vietnam, about 170 km South from the capital Ha Noi to at the coastline, Sam Son is known as an ideal location for holiday makers. Currently the number of tourist has been counted to millions. Realizing its potential, the local authorities decided to enlarge and improve tourism to become the biggest tourism centre in the North Central part of Vietnam.

As many mass tourism destinations, Sam Son is facing several hidden drawbacks, which are generated by a (too) fast growth. That's why unexpected problems may occur very soon. One path to mitigate weaknesses and to strengthen the positive impacts of tourism is to develop tourism in a more sustainable manner.

As the very first step Sam Son needs to delineate a proper strategy and to establish a powerful "Destination Management System". Although several studies have been conducted already, the destination lacks reliable empirical data. This research intends to fill the gap by supplying concrete information with specific focus on "making tourism more sustainable".

In the study methodological triangulation has been applied to collect data and information. Besides literature review and secondary data analysis, two surveys - statistically well secured - have been conducted: A household survey with more than one thousand questionnaires to record the situation and opinion of local people and a visitor survey with 1139 face-to-face interviews to collect structural data about current guests in Sam Son as well as to explore their behaviour. Moreover expert and stakeholder interviews were included to supplement the information basis.

As the research acquired the information directly from local people and from tourists by face-to-face interviews several weaknesses could be unveiled which official statistical data cannot show. There are three facets out of balance in terms of economic benefit: Compared with the political awareness and the financial support the tourism sector does not ensure the livelihood of an adequate number of people; the economic benefits from tourism are very unequally distributed and also the spatial dimension indicates a strong imbalance - only people living directly in the core area of tourism participate in tourism sector, the positive impact of tourism does not reach till the outskirts. In addition social

and environmental problems are recognized by a majority of local people as consequences of tourism in the region.

Regarding the touristic demand side a very low level of satisfaction has been detected: A small variety and low quality of touristic offers are the main reasons of dissatisfaction.

The most exiting finding is that tourists treasure environment in the destination, whereas this aspect is underestimated in the local's view. In addition, tourists are really willing to pay for an improvement of environmental and touristic quality! Even if the amount of voluntary payments is very low, the total sum can enable the local government to develop the destination in a very proper way.

Although this is a case study the results deliver valuable information and furthermore a concrete delineated roadmap for all destinations, which are in the same situation as Sam Son today. It is an example how to analyse and evaluate the present condition and how to continue in a proper way towards a more sustainable tourism development.

Tóm tắt

Du lịch đã và đang phát triển với tốc độ nhanh trên toàn cầu từ nhiều thập niên. Đặc biệt là các nước đang phát triển, du lịch được coi như một đòn bẩy để thúc đẩy nền kinh tế phát triển. Nhiều nơi ở Việt Nam đang đầu tư đáng kể vào lĩnh vực này với hy vọng thay đổi cơ cấu kinh tế truyền thống.

Nằm ở vùng Bắc Trung bộ của Việt Nam, cách thủ đô Hà Nội 170 km về phía nam, Sầm Sơn được coi như một địa điểm lý tưởng cho khách du lịch đến nghỉ dưỡng. Hiện tại số lượng khách đến Sầm Sơn đạt tới con số hàng triệu. Nhận thấy rõ tiềm năng của vùng này, chính quyền địa phương quyết định cải tạo, mở rộng và phát triển du lịch trong vùng trở thành trung tâm du lịch nghỉ dưỡng lớn nhất khu vực Bắc Trung bộ Việt nam.

Thực tế cho thấy, cũng giống như nhiều điểm du lịch khác với lượng khách quá đông, Sầm Sơn đang đối mặt với những vấn đề tiềm ẩn do tốc độ phát triển quá nhanh. Cũng vì thế rất có thể nhiều vấn đề ngoài mong đợi sẽ nảy sinh. Cách duy nhất để hạn chế những mặt xấu và phát huy những mặt tốt của du lịch là phát triển nó một cách bền vững.

Bước đầu tiên Sầm Sơn cần phải tìm ra được một chiến lược phù hợp và xây dựng được một “Hệ thống Quản lý Điểm du lịch”. Mặc dù một vài nghiên cứu cũng đã được tiến hành ở địa điểm du lịch này song những nguồn dữ liệu thực tế và đáng tin cậy thì vẫn thiếu. Nghiên cứu này, như là một đóng góp lấp vào khoảng trống đó, cung cấp những thông tin, số liệu cụ thể hướng vào mục tiêu “làm cho du lịch trở nên bền vững hơn”.

Nghiên cứu đã sử dụng tổng hợp nhiều phương pháp khác nhau “triangulation” để thu thập số liệu và thông tin. Bên cạnh việc thu thập số liệu sẵn có, hai đợt khảo sát đã được tiến hành: Một với người dân địa phương tại các hộ gia đình với hơn một nghìn bảng hỏi để có thông tin trực tiếp về ảnh hưởng của du lịch đối với người dân, ý kiến của họ; Một cuộc khảo sát với khách du lịch bằng cách phỏng vấn trực tiếp 1139 khách du lịch tại Sầm Sơn để có số liệu, thông tin cụ thể về cấu trúc, đặc điểm, ý kiến... của khách; Một số phỏng vấn với chuyên gia và các thành phần có liên quan cũng đã được tiến hành, ý kiến của họ được sử dụng làm cơ sở cho việc thảo luận và kiểm nghiệm các giả thiết.

Bởi vì số liệu thu được trong nghiên cứu này là từ các cuộc phỏng vấn trực tiếp khách du lịch và người dân, do vậy nhiều những tồn tại cũng như các vấn đề, mà thường thì số liệu thống kê không chỉ ra được, đã được làm rõ trong nghiên cứu này. Có 3 điểm rất không “công bằng” ở khía cạnh lợi ích kinh tế, đó là: du lịch chỉ tạo ra “kế sinh nhai” cho số ít người dân địa phương, chưa tương xứng so với nhận định của lãnh đạo địa phương cũng như so với sự đầu tư vào lĩnh vực này; có một sự chênh lệch rất lớn về sự phân bổ lợi ích kinh tế của du lịch đến người dân trong vùng; sự không đồng đều thể hiện cả về mặt không gian, đa số chỉ những hộ dân ở

vùng trung tâm mới có thu nhập cao từ du lịch, lợi ích chưa phát tán ra vùng ngoại ô. Hơn thế nữa, những vấn đề về môi trường và các tệ nạn xã hội được chỉ ra như là hậu quả của việc phát triển du lịch trong vùng.

Đối với khách du lịch, nhìn chung mức độ hài lòng của họ còn rất thấp khi đi nghỉ ở Sầm Sơn. Sự không đa dạng cũng như chất lượng của các loại hình vui chơi giải trí là nguyên nhân chính dẫn đến sự không hài lòng của khách du lịch.

Một điểm rất đáng chú ý nữa là khách du lịch rất coi trọng yếu tố môi trường ở đây, trong khi người Sầm Sơn lại tỏ ra không quan tâm và đánh giá thấp yếu tố môi trường ở địa điểm du lịch này. Hầu hết khách du lịch được hỏi đồng ý sẵn sàng chi thêm một số tiền nhỏ trong chuyến đi của họ cho việc bảo vệ và phát triển môi trường cũng như nâng cao chất lượng du lịch ở Sầm Sơn. Mặc dù số lượng họ đồng ý chi thêm không lớn nhưng với số lượng khách lớn, tổng số thu được không hề nhỏ, cho phép Sầm Sơn có thể cải tạo, phát triển du lịch tốt hơn.

Cho dù nghiên cứu này chỉ là một trường hợp cụ thể “case study”, kết quả thu được đã chuyên tải được một thông điệp cho một thực tế chung. Đặc biệt hơn nữa, một định hướng cụ thể cho việc phát triển, quản lý du lịch cho tất cả các điểm, mà có chung bối cảnh như Sầm Sơn, đã được vạch ra. Đây thực sự là một nghiên cứu có giá trị trong việc phân tích, đánh giá thực tại và định hướng cho một tương lai bền vững trong phát triển du lịch.

Abstract

Der Tourismus boomt seit mehreren Jahrzehnten auf globaler Ebene und viele Entwicklungsländer versuchen mit dieser Branche ihre Wirtschaft anzukurbeln. Auch etliche Regionen in Vietnam investieren viel Geld in den Tourismus, in der Hoffnung, damit ihre traditionelle Wirtschaftsstruktur zu verbessern.

Für vietnamesische Urlauber ist Sam Son, etwa 170 km südlich von Ha Noi an der Küste gelegen, ein bekanntes Urlaubsziel. Derzeit verzeichnet diese Destination bereits über eine Millionen Gäste pro Jahr. Die politischen Entscheidungsträger haben beschlossen, den Tourismus weiter auszubauen und das Gebiet zu vergrößern, um dadurch zum größten Tourismuszentrum in der Region zu werden.

So wie viele Massentourismus-Destination sieht sich Sam Son ebenfalls mit einer ganzen Reihe von ernstern Problemen konfrontiert, die sich aus einem (zu) schnellen Wachstum ergeben.

Eine Möglichkeit, die derzeitigen Schwächen zu mildern und gleichzeitig mehr Vorteile aus dem Tourismus zu ziehen, liegt in einer Entwicklung, die sich strategisch stärker am Prinzip der Nachhaltigkeit orientiert.

Zunächst muss Sam Son eine angemessene Strategie entwickeln und ein schlagkräftiges Destinations-Management-System einrichten. Obwohl schon einige Studien vorliegen, mangelt es immer noch an einer zuverlässigen empirischen Datengrundlage. Die vorliegende Forschungsarbeit möchte durch die Bereitstellung konkreter empirischer Informationen diese Lücke schließen und darüber hinaus den Fokus auf eine Strategie richten, die weitere touristische Entwicklung nachhaltiger zu gestalten.

Für die Daten- und Informationssammlung ist hier die "Methodische Triangulation" eingesetzt worden. Neben einem intensiven Literaturstudium und der sekundärstatistischen Auswertung vorhandener Daten sind zwei eigene Erhebungen - mit hoher statistischer Signifikanz - durchgeführt worden: Eine Haushaltsbefragung mit über 1000 Fragebögen, um die Meinung der lokalen Bevölkerung zu erfassen, und eine Gästebefragung mit 1139 Face-to-face-Interviews, um sowohl strukturelle Daten über die gegenwärtigen Touristen als auch deren Verhalten aufzunehmen. Zur Ergänzung der Informationsgrundlage sind zahlreiche Experteninterviews geführt worden.

Durch die unmittelbare Einbeziehung der lokalen Bevölkerung und der Gäste konnten etliche Schwächen aufgedeckt werden, die mit den Daten der Amtlichen Statistik nicht zu erkennen sind. Es gibt drei Bereiche, die sich nicht im notwendigen Gleichgewicht befinden: (i) Gemessen an der politischen Aufmerksamkeit und der finanziellen

Förderung sichert der Tourismus zu wenigen Haushalten den notwendigen Lebensunterhalt; (ii) die positiven ökonomischen Effekte des Tourismus sind nicht gleichmäßig verteilt und auch (iii) ihre räumliche Verteilung ist sehr unausgewogen - es profitieren nur jene Leute, die direkt im Kernbereich des aktuellen Tourismusgeschehens wohnen, die Bewohner der Randbezirke und Vororte partizipieren nur wenig. Außerdem werden soziale und ökologische Probleme von der Mehrheit der Bevölkerung dem Tourismus angelastet.

Auf der touristischen Nachfrageseite ist ein nur niedriges Zufriedenheitsniveau festzustellen: Die zu geringe Angebotsbreite und niedrige Servicequalität sind hierfür die Hauptgründe.

Ein überaus spannendes Ergebniss ist die Feststellung, dass die Touristen die Umwelt in der Destination wert schätzen, wohingegen dieser Aspekt in der lokalen Bevölkerung stark vernachlässigt wird. Und vor allen Dingen: Die Touristen sind tatsächlich bereit für verbesserte Umweltbedingungen zu bezahlen! Auch, wenn der Betrag, den sie freiwillig bereit sind zu entrichten, auf den ersten Blick sehr niedrig erscheinen mag, der mögliche Gesamtbetrag würde es den Verantwortlichen ermöglichen, die Destination angemessen weiter zu entwickeln.

Obwohl dieses eine Fallstudie ist, liefert sie doch sehr wertvolle Informationen und darüber hinaus auch eine hilfreiche "Roadmap" für alle Destination, die sich in der gleichen Situation wie Sam Son befinden. Es ist ein gutes Beispiel, wie man die aktuelle Situation zunächst erfasst und analysiert und wie eine Destination anschließend den Weg in Richtung einer nachhaltigen Weiterentwicklung einschlagen kann.

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Abbreviations

act.	Activity (ies)
ADB	Asian Development Bank
app.	Appendix (Appendices)
CIA	Central Intelligence Agency
CRS	Creative Research Systems
DEAT	Department of Environment Affairs and Tourism
DMS	Destination Management Systems
Ed.	Edition
Eds	Editors
Et al.	and others
Etc.	et cetera
ff. (singular f.)	the following page(s)
fig.	figure (s)
GDP	Gross Domestic Product
GO	Governmental Organization
H	Hypothesis (es)
IISD	International Institute for Sustainable Development
ITDR	Institute of Tourism Development Research
kph	Kilometer per hour
mil.	Million
n.d	No date
NASRV	The international Assembly of Socialist Republic of Vietman
NGO	Non-Governmental Organization
No.	Number
NOP	Nachhaltigkeit im organisch-chemischen Praktikum
p.	Pages(s)
PA	Public Relations
PC	People's Committee
PPT	Pro-poor Tourism
res.	Restaurant
RTDF	Responsible Tourism Development Fund
Stat.	Statistical
SWOT	Strengths, Weaknesses, Opportunities and Threats
TCD	Thanh Hoa Construction Department
TMP	Tourism Master Plam

TO	Tourism Office
TSTED	Thanh Hoa Science Technology and Environment Department
TTF	Tourism and Transport Forum
UN	United Nations
UNAIDS	Joint United Nations Program on HIV / AIDS
UNCTAD	United Nations Conference on Trade and Development
UNDP	United Nations Development Program
UNEP	United Nations Environment Program
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO/WTO	(United Nations) World Tourism Organization
USAID	United States Agency for International Development
Vi – Surv	Visitor Survey
VNAO	Vietnam Agents 21 Office
VND	Vietnam Dong
VNGP	Vietnam Governmental Portal
Vol.	Volume
Vs.	Versus
w/t	With
WTTC	The World Travel & Tourism Council
Jan/J	January
Feb/F	February
Mar/M	March
Apr/A	April
M	May
Jun/J	June
Jul/J	July
Aug/A	August
Sep/S	September
Oct/O	October
Nov/N	November
Dec/D	December

1 Introduction

Tourism is growing on global level steadily since many decades and nowadays this sector is becoming one of the largest and fastest growing economic sectors in the world (UNWTO 2012: 2). In many countries and regions this segment has been chosen as a priority for their prosperity. Especially in poor, less developed countries tourism is captured as a lifebuoy for developing, maintaining or improving the economy.

Despite its rapid growth and huge economic potential, tourism can be extremely destructive to the environment, to the society and culture and also to other economic branches if tourism is not managed properly (GUNNENG 2009: 7; USAID 2005: 33). And sometimes the development even leads to the situation that "tourism kills tourism". HAWKINS (1982) used a metaphor to describe this phenomenon: "Tourism is a goose that not only lays a golden egg, but also fouls its own nest" (cited by KREAG 2001: 17).

1.1 Background

Vietnam is a developing country, but endowed with a natural and cultural potential for tourism development. So Vietnam does not stay outside the global trend of following tourism for a flourishing economy.

Thanh Hoa is one of the largest provinces of Vietnam with 102 km of shoreline. The coastal location enables the province to run coastal economy and tourism has been considered as a big potential for changing economic structure in the region. Sam Son beach is already a well-known tourism destination of Thanh Hoa province. This village was discovered as a resort 1906 by the French colonial rulers and is meanwhile considered as one of the most beautiful beaches in the country (TCD 2011: 84). The number of tourists is about 1.75 million in 2010 (SAM SON PARTY COMMITTEE 2010: 4) which was 18 times more than in the year 1991 (with only 95.000 visitor arrivals) (TCD 2011: 1).

Currently national and local government plan to enlarge and improve this area to become the biggest tourism center in North-Central Vietnam with the purpose that using tourism as an important economic lever in the region. The aim is to receive up to 3.5 million visitors in the year 2025.

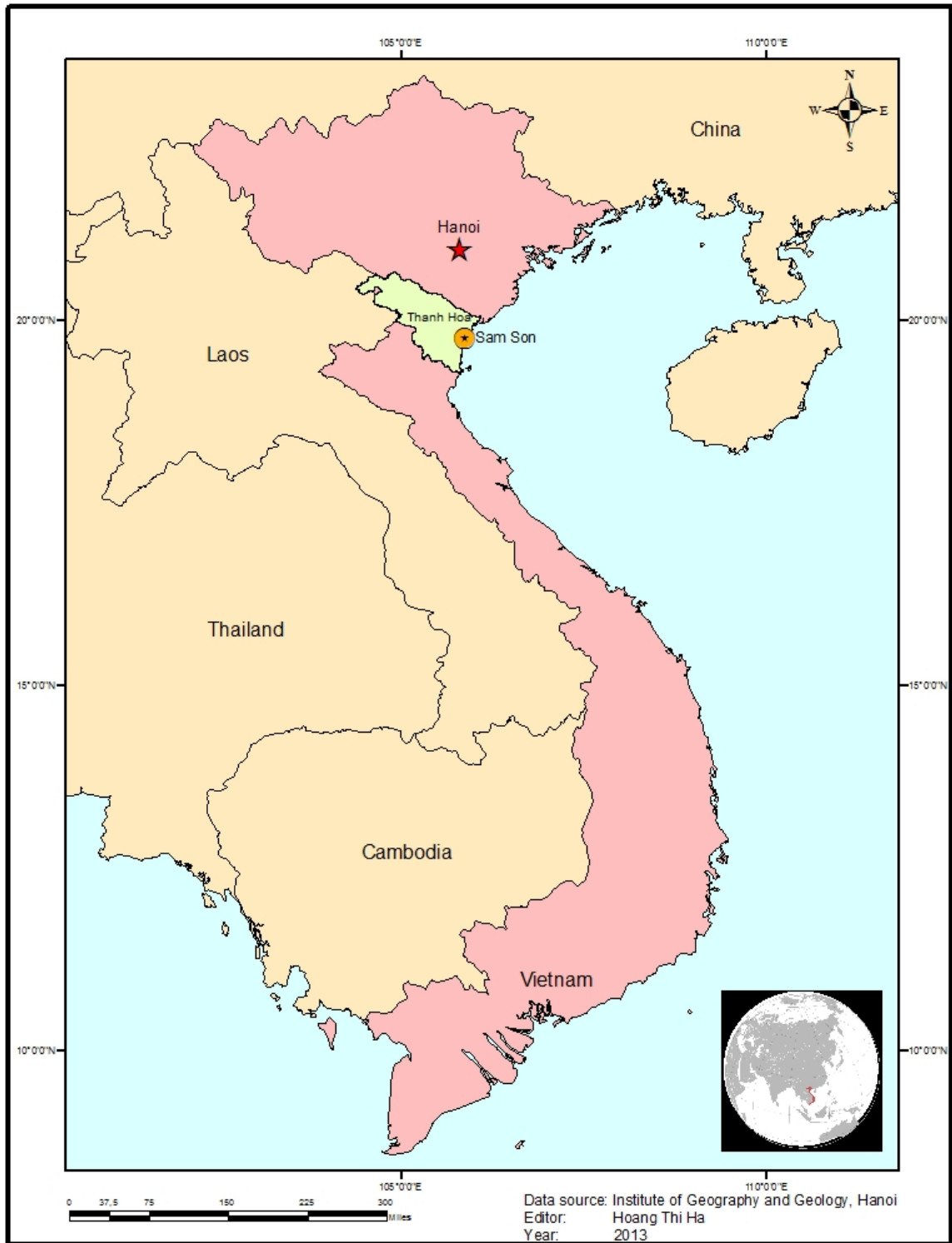


Figure 1: Location of Sam Son (own source)

1.2 Problems to be addressed

Tourism business seems to run well in Sam Son and that is why this economic sector shall be extended. Despite of the seeming success, very simple and general observations indicate several weaknesses of the current situation and risks for the future development:

- a) For most local people the benefit of the tourism sector is still on a very low level, only very few locals earn a lot of money by their tourism business, means the distribution of the benefits is highly disproportional. The general problem of economic disproportion is known and tourism is designated as a leading factor to foster the economic balance in the region.
- b) Generally coastal tourism is one of the fastest growing segments of global tourism (UNF 2006: 14). Unfortunately the ecosystem of coastal areas is very sensitive and vulnerable and not well organized tourism leads to serious loss of amenity and natural habitats (UNEP & WTO 2005: 12-13). Most coastal destinations face this potential conflict between natural and economic interests. Sam Son beach runs currently mass tourism and the environment is being threatened by tourism already today. But the level of awareness regarding environmental problems is very low; this issue is currently underestimated and not corresponding with the exploitation.
- c) Service quality is a must in tourism, but the fulfillment of tourist demands is very low. Stakeholders know about the rising dissatisfaction of guests in Sam Son. The idea is to enlarge the tourism area and to offer more touristic attractions. But there is no reliable information about the demand, about the wishes of the tourists. Furthermore a bigger touristic offer does not automatically increase the service quality.

This short list of three obvious fields of problems shows that the future development of Sam Son area implies social, environmental and economic problems on the one hand and needs a very good strategy and well managed development on the other hand.

A developing plan of Sam Son till 2025, vision 2035 does exist and is also proven by the provincial government in the year 2011 (TCD, 2011). In this scheme, the space expansion and the urban design are specifically demonstrated. Along with that, the strategic objectives of the development are also formulated; however a concrete strategy and an action plan to actualize the aims have not existed yet.

A good strategy for a successful tourism development has to base on a thorough compilation and situation analysis (UNEP & WTO 2005: 60 & website COASTLEARN). In Sam Son, this source of data currently is insufficient, especially empirical/scientific data relating to the locals such as benefits they get from tourism,

their opinion about this sector and also the tourist information such as touristic market, their behavior, opinions, wishes etc.

Yes, several researches on tourism in Sam Son are found but nearly all are based on secondary data; consequently give enumerative results and general recommendations. That also means there is a big gap between existing information and concepts and the objective to improve the economic, social and environmental situation in Sam Son beach.

1.3 Objectives of this thesis

This research has been prompted by a ceaseless concern: How to develop tourism in Sam Son in a way, that more local people can obtain benefits from this sector, that the tourists can enjoy nice experiences in the destination and reach a high satisfaction and that the environment will be well preserved as well as social aspects will be considered.

Based on this motivation and in accordance with explorative interviews the following hypotheses have been generated:

H1:

Tourism in Sam Son brings local people more economic benefits than other sectors (fishery, agriculture and aquaculture) but the distribution is highly disproportional.

H2:

Tourism is negatively impacting environment but awareness is low among local population.

H3:

These economic benefits currently capture higher interests than social and environment aspects in Sam Son destination.

H4:

Tourists are unsatisfied with the current tourism in Sam Son.

These formulated hypotheses delimitate the research area for data collection and shall keep the research on right track rather than to test statistical significance.

The general aim of this study is to develop guidance how to make tourism more sustainable in an already mass tourist destination. However, such practice can only succeed with an appropriate strategy which bases on a well-analysed situation.

Thus this work is a case study comprising a stocktaking of the current situation in the investigation area, an attempt to raise the awareness of stakeholders and to develop concrete recommendations – all these steps are based on the scientific knowledge and selective experiences in developed countries.

As it is an academic study the thesis has to turn the attention to those tasks, which need primarily a scientific background and approach and focus less to practical activities. And of course, it cannot solve all mentioned and existing problems.

The specific objectives therefore are:

- to transfer the knowledge and experience from developed countries, as well as successful destinations to Sam Son destination;
- to supply a solid and reliable information about tourism development in Sam Son, base on scientific surveys; means several surveys shall be conducted, covering
 - the tourists to reveal their demand, opinion, behavior and
 - the locals to learn how tourism impact their life;
- to identify the fields of problems which hinder a sustainable development of tourism; means the actual situation regarding the three dimensions of sustainability (environmental, social and economic) needs to be analysed to determine problems of each dimension;
- to elaborate concrete recommendations for a strategy of sustainable tourism development in Sam Son, which can be used as a general pattern for other destinations, means
 - it is necessary to raise the awareness of the identified fields of problems,
 - actions (measures) shall be compiled and
 - finally recommendations and a general roadmap will be derived which can become the core of a concept of a sustainable tourism development.

1.4 Term and definitions

Both key terms of this thesis – tourism and sustainability – are well known and often discussed in scientific literature. But as there is still no common, generally accepted definition for both terms, it is necessary to describe shortly different approaches and to clarify which definitions are used here.

1.4.1 Tourism

Tourism happens since people are travelling; however it became a quantitative relevant phenomenon and an economic importance only in the last two centuries.

The quantity started to grow in Europe already since the so-called "Grand Tours" of nobles at end of 17th century, but the breakthrough came after the Industrial Revolution in the second half of 18th and 19th century. Those initiated many technical inventions which led to huge improvements concerning transport (steam boats, trains) and traffic route engineering (for instance tunnels to cross mountains easier), but also the number of people with sufficient money to travel grew in this time period rapidly.

After World War II in Europe and USA tourism increased again, this time much more dramatically. Not just one single but several totally different economic and social developments pushed tourism. These cross-linked pushing factors induced such a big increase in number of travelling people that – since then - (problems of) mass tourism characterizes the ongoing development of tourism.

Meanwhile tourism became not only a big volume but also significant economic importance in the industrialized countries.

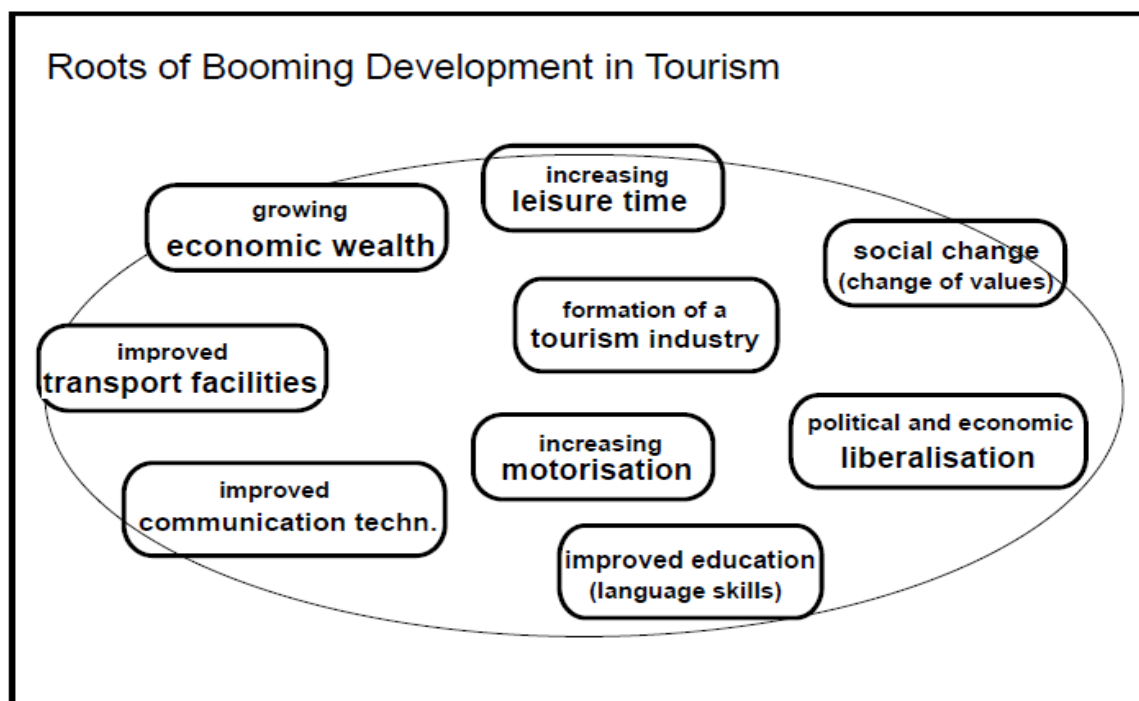


Figure 2: Pushing factors of tourism development (source: STEINGRUBE 2011b: 12)

In the beginning tourism was mostly linked with making holidays only. But as the phenomenon of globalization induced a growing number of travelers with professional purposes nowadays business trips are an important pillar of tourism. Thus any definition of tourism has to cover these two and additionally all other forms of tourism, too.

Scientists discussed and defined tourism in many different ways due to the specific points of view of their disciplines and often due to the purposes of the studies (BATTÀ 2000: 27-31; HALL & PAGE 2002: 68-70).

Since 1946 there is an international organization dealing with tourism, 1975 this organization met the first time as WTO (World Tourism Organization) and since 2003 the UNWTO is a agency of the United Nations (see website UNWTO). This development indicates on the one hand the importance of tourism and on the other hand it is advisable to use their definitions, to avoid misunderstandings and to make studies more comparable. Although in several concerns the definitions of UNWTO are not satisfying (see below).

The WTO defined 1991 *Tourism* at the Conference on Travel and Tourism Statistic as follows: “*tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.*” (WTO 1995a: 1). In this definition, tourism is delineated as comprising a wide range of activities and go beyond the common perception of tourism as being limited to holiday activity only (WTO 1995a: 1).

Similarly but less strictly regarding travelling time, is the official definition in Vietnam: “*Tourism means activities connected with trips taken by people outside their habitual residences aimed at satisfying their needs for sightseeing, study, leisure or recreation in a certain period of time*” (NASRV 2005: 73).

The terms *travel* and *tourism* sometime interchanged within the published tourism literatures (HALL & PAGE 2002: 68) and according to CHADWICK (1994), both refer to “*movement of persons away from their immediate home communities and daily work environments for business, pleasure and personal reasons*” (cited by HALL & PAGE 2002: 68).

In the “*International Recommendations for tourism Statistic*” – a product of working cooperation between WTO and other organizations of UN , tourism defined as “subset of travel” (UN 2010: 9-10).

For most tourism studies the traveler definition can be used without caring about the “subset perspective”. It is much more important to understand that tourism should not focus only to the actors (travelers) and their activities (trips, travels) but to all impacts,

effects and any other implications which are caused, initiated or linked to people who are travelling. That means, the term tourism is the headline, the subject, the container or folder, the economic segment.

Inside the subject of tourism the travelers are the main actors, the cause of any tourism. "Traveler is someone who moves between different geographic locations for any purpose and any duration" (UN 2010: 9). Also in this defining way of UNWTO, if a traveler is taking a trip to a main destination outside his/her unusual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited, then the traveler is called visitor!

A little bit unsatisfying is the terminology of UNWTO regarding different types of visitors. UNWTO classifies only those visitors as *a tourist* (or overnight visitor) if his/her trip includes an overnight stay; without an overnight stay it is a *same-day visitor* or *excursionist* (website UNWTO; UN 2010: 10).

On the one hand it is more convincing and easier-to-understand to name all travelers "tourists" if we discuss the subject of tourism.

On the other hand it is, from many points of view, not important to distinguish both groups; for instance is - independent of an overnight stay - the effect the same of any person who stays at a beach or buys souvenirs in a shop or uses a parking place close to a touristic attraction etc.

Thus in this study tourists are all people who are not at their usual place where they live, work or study.

Furthermore the English word "excursionist" – used by UNWTO - is not very common and the term "same-day visitor" for people travelling without an overnight stay sounds laboriously. In this thesis they are also called tourists. In case it is necessary to distinguish them from people who stay more than one day in a destination **tourists (travelers, visitors) are called "day tripper" when they travel without an overnight stay.**

A classification concerning the spatial flow of tourists is important for many tourism studies: the differentiation where the travelers are coming from and where they are going to.

There are three basic forms in relation to the country of reference:

- **Domestic** tourism, involving residents of the given countries travelling only within these countries.
- **Inbound** tourism, involving non-residents travelling into the given country.
- **Outbound** tourism, involving residents traveling to another country.

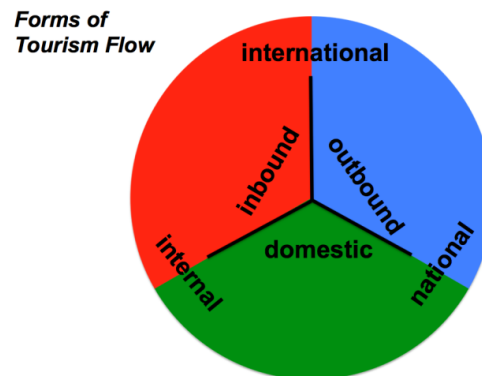


Figure 3: Forms of tourism flow
(source: STEINGRUBE 2012)

Based on these three categories, three further forms can be derived by the combination of two basic forms:

- **Internal** tourism, comprising both residents and non-residents within the given country, which considered as a part of domestic and inbound tourism.
- **National** tourism, comprising residents within and outside the given country, which considered as a part of domestic and outbound tourism.
- **International** tourism, comprising residents of the given country in another country and vice versa, which considered as a part of inbound and outbound tourism.

(see UN 2010: 15)

1.4.2 Sustainable development (SD)

The second key term of this thesis is *sustainability*, which received its first international recognition at the UN conference on the Human Environment held in Stockholm in 1972. However, the following years only very few people and organizations discussed the concept. A concrete definition of sustainable development has been published in 1987, when the World Commission on Environment and Development (WCED) presented this definition in the final report "Our Common Future" (BRUNDTLAND 1987: 37): "*Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*" Since then SD has become the leading concept of the 21st century (NOP 2008:1) marked by a series of conferences and Summits where goals were delineated and plans were made (see: IISD 2012).

The Commission's definition comprises two key points: human needs and environmental limitations. *Human needs* can be deemed in both essential needs of the world's poor, to which overriding priority should be given (such as food, clean water, shelter and clothing) and aspiration for a better life (HUNTER & GREEN 1995: 53).

Natural limitation need to be maintained for the needs of both present and future generations (HUNTER & GREEN 1995: 54).

The most prominent key makes WCED's definition so widely accepted probably because they considered SD concept under the link between poverty, inequity and environmental degradation rather than only focus on environmental issue like before – that was a major theme for discussion of "Our Common Future" (BRUNDTLAND 1987:7). The commission strongly believed that poverty is main the cause of environmental problems but also stressed that unequal distribution of land and other assets as the root of poverty (BRUNDTLAND 1987: 27-28); therefore ensuring equity can be deemed as crucial key to open a sustainable development.

Today three dimensions of sustainable development are highly recognized and underlined. These are:

- **Economic** sustainability, which means generating prosperity in society at different level of society and must be maintained in the long term.
- **Social** sustainability, which means respecting human rights and equal opportunities for all. To do so, benefits must be equitably distributed in society with specific focus on poverty reduction, respect to different cultures and avoidance of any overexploitation.
- **Environmental** sustainability, which means conserving and well managing natural resources. It requires actions to minimize pollution and preserving biological diversity and natural heritage.

(UNEP & WTO 2005: 9)

The most common visualization of these three dimensions, which shows their equality, is the Venn diagram of sustainability (see fig. 4).

Sustainable development is a demanding concept (RAZAK & SANUSI 2010:13) and discussed not only internationally but also a pressing topic on national level of many countries (NOP 2008: 1).

Many curious questions have traced back to former time to learn about its birth as well as its growth and ones conclude that SD is not a new idea but rather is originated from very early time and comes from awareness of human's pressure on the earth planet (see: DU PISANI, 2006; GROBER, 2007; HARRIS, 2000; IISD, 2012; KEINER, 2005; MEBRATU, 1998; NOP, 2008: 2-3; PAUL, 2008; RAZAK & SANUSI, 2010; ROBINSON, 2004).

And many improvements of the simple three-dimension-concept have been discussed

(see for instance: ROGERS et al., 2008; GERMAN BUNDESTAG, 1998; GRUNWALD & KOPFMUELLER, 2006). Several of these approaches are on scientific level well justified and they may be the better concepts, but in political and real world discussions the basic definition of the so-called BRUNDTLAND-report (1987) is still mostly used.

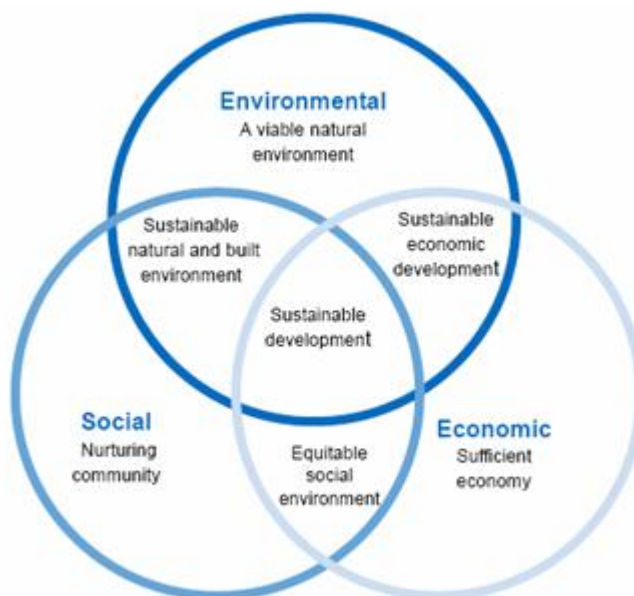


Figure 4: The diagram of sustainability (source website: CAYUGA SUSTAINABLE HOSPITALITY)

In short, the concept of sustainable development was a compromise between growth and nature conservation (DU PISANI 2006: 94). Equity - the ethical principle - is central to the realization (concept) of sustainable development (GREEN & HUNTER 1995: 54; BEDER 2000:1) and eradicating poverty is an indispensable requirement for sustainable development, particularly for developing countries (UN 2012: 9). *“Equity means everyone should have equal access to community resources and opportunities, and that no individuals or groups of people should be asked to carry a greater environmental burden than the rest of the community”*(BEDER 2000: 2). Equity should be understood in a broader sense of both intra- and intergeneration (GREEN & HUNTER 1995: 54; BEDER 2000: 2-3).

In 2012, the United Nations Conference on Sustainable Development held in Rio de Janeiro (Rio+20) reached the highest possible level with the outcome document *“The future we want”*, where commitment to SD is renewed and the promotion of an economically, socially and environmentally sustainable future for the planet and for present and future generations is ensured (UN 2012). Also in this future, sustainable tourism is emphasized as a significant contribution to the three dimensions of sustainable development (UN 2012: 25).

1.4.3 Sustainability in tourism

The principles of sustainable development also entered into tourism context in many international conferences such as

- The UN Commission on Sustainable Development , 7th session, 1999;
- The World Ecotourism Summit, 2002;
- The World Summit on Sustainable Development, 2002 in Johannesburg;
- The Convention on Biological Diversity, 2003

(NETO 2003: 218; UNEP & WTO 2005: 14-15) and also myriad papers have been published nowadays (BUTLER 1998: 27). Although the term “sustainable tourism” has been widely accepted, it is understood quite ambiguously, especially at early days of birth (MUNDT 2011: 121-123; USAID 2005: 5) or is discussed in a confused way sometimes (see MILNE 1998: 37-38; BUTLER 1998: 27-28).

Some thoughts do exist, according to UNEP & WTO (2005), that “*sustainable tourism is a particular kind of tourism appealing to a market niche that is sensitive to environmental and social impacts, served by particular types of products and operators, and usually - in contrast with high-volume tourism - implying small scale*”. Nevertheless this perception is strongly criticized and supposed to be “a dangerous misapprehension” (UNEP & WTO 2005: 11-12).

What does sustainable tourism development really mean? It needs to be clearly clarified and well understood before implementing this approach into practice.

In fact, there are many available definitions of sustainable tourism; however there is no commonly accepted one (VEHBI 2012: 104). The definition recommended by the United Nations World Tourism Organizations (1998), which follows the sustainable development concept of BRUNDTLAND (1987), received particular interest (MUNDT 2011: 123): “*Sustainable tourism meets the need of present tourists and host regions while protecting and enhancing opportunities for the future.*” (cited by USAID 2005: 6; MUNDT 2011: 123; VEHBI 2012: 104; STECK 1999: 2; UNEP 2003: 7).

In 2004 the Committee on Sustainable Development of Tourism amended its first definition to fit more with the sustainability issues indicated in the World Summit on Sustainable Development (WSSD 2002) (USAID 2005:6). The new conceptual definition of WTO is fully indicated as below (box 1):

Box 1: Conceptual definition of sustainable tourism of WTO

Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability.

Thus, sustainable tourism should:

- 1) Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological process and helping to conserve natural resources and biodiversity.
- 2) Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventative and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

Source: UNEP & WTO (2005:11)

This full definition also can be simply expressed: "Tourism that take full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and the host communities."(UNEP & WTO 2005: 12).

It is easy to realize that sustainable tourism firmly sticks to the sustainable development principles, where keeping the three dimensions in balance is the basic principle to ensure a long-term of development; equity in society and reducing poverty are centre point of development. In tourism context, to fulfill the demand of visitors is also taken into account as an element for a viability of this sector.

The fundamental objective of sustainable tourism development is "***To make all tourism more sustainable***"; therefore this term is used to refer to a condition of tourism rather than a type of tourism as confusion was made (UNEP & WTO, 2005: 11). People often do not realise that sustainability is a normative concept!

To avoid such misconception, the usage should change to the term "sustainability in tourism" or to use always the version with focus on development: "sustainable

tourism development” (STEINGRUBE 2013a: 2). Such wide understanding additionally offers the possibility to involve all forms of tourism into a sustainable development.

In the Vietnamese Law on Tourism, the sustainable tourism concept seems tightly faithful to the sustainable development definition of BRUNDTLAND (1987) that *sustainable tourism* “means development of tourism that meets the needs of the present without harming the ability of the future to meet tourism needs.” (NASRV, 2005: 75)

2 Methodology

This chapter clarifies the methodology; means discusses all methods and techniques which are applied to reach the goals of this research.

2.1 Discussion of methods and techniques

“Doing a research” is a common and mostly very broad used expression; however correctly understanding the term “research” should be that “referring to the systematic method consisting of enunciating problem, formulating a hypothesis, collecting the facts/data, analyzing the facts and reaching the certain conclusions” (KOTHARI 2012: 1; see also fig. 5). To obtain a reliable research, a concrete methodology with suitable methods/techniques has to be clearly identified and addressed.

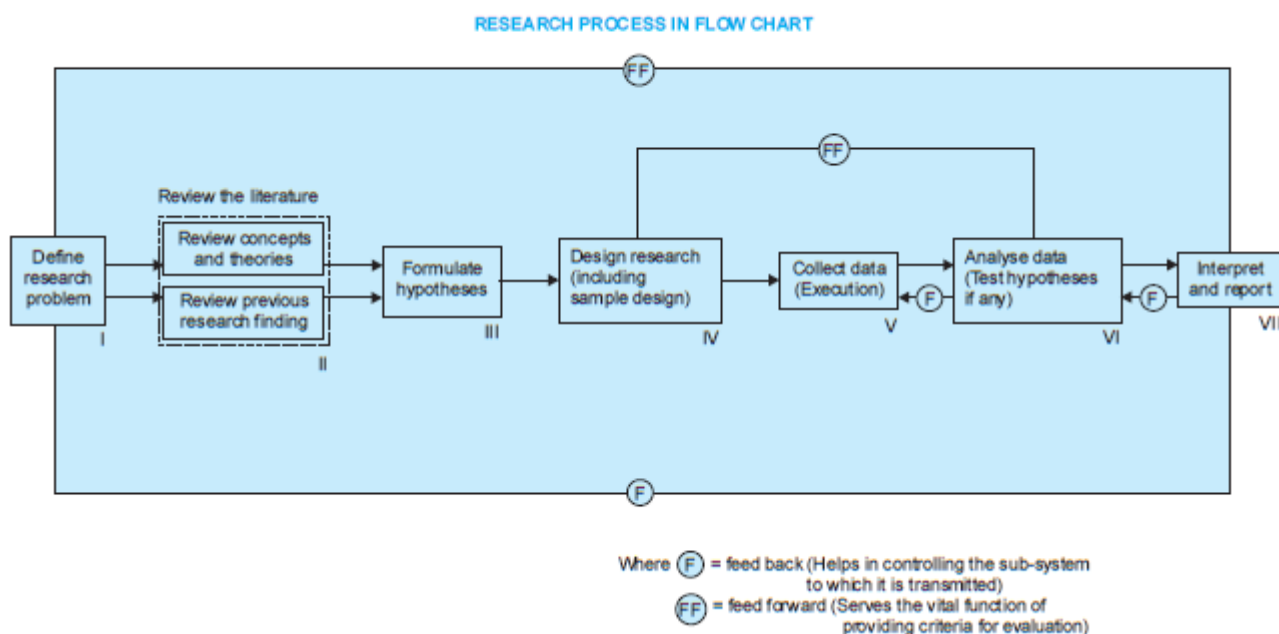


Figure 5: A research process suggested by KOTHARI (source: KOTHARI 2012:11)

There are many different possibilities to collect and analyse information. As part of a research process these activities are called *research method*. The terms *method* and *technique* are used synonymously here.

The term *research methodology* refers to the overall approaches & perspectives to the research process (COLLIS & HUSSEY 2003: 55- cited by NEVILLE 2007: 5). KOTHARI (2012: 8) clarifies that research methodology is not only the headline of all used methods (= body of methods) but the general approach as well as the logic

behind the applied methods have to be explained. The researcher needs to justify why the methods were applied, has to clarify the specific advantages of the techniques, to discuss weaknesses and in particular has to demonstrate the co-action of all used methods.

2.1.1 Quantitative and qualitative approaches

Generally there are two very different approaches namely quantitative and qualitative procedures (KOTHARI 2012: 5; UNAIDS 2010: 38):

The quantitative approach is based on positivism and can be seen as a research which relies primarily on the collection of quantitative data (numbers). Quantitative techniques deal often with large samples; therefore (see WARWICK & LININGER 1975; PATTON 1986 – cited by SEEP-AIMS, 2000: 1) the results can be

- compared,
- analysed statistically and
- generalized to a larger population.

Moreover, quantitative analysis allows researchers to test delineated hypotheses with empirical data (JOHNSON & CHRISTENSEN 2012: 33).

The qualitative approach, in contrast, is based on interpretivism and constructivism and relies on the collection of qualitative data such as words, documents, pictures etc. (SALE et al. 2002: 45; JOHNSON & CHRISTENSEN 2012: 33). The main focus of qualitative approach is to understand a concrete case which can be a concrete situation, circumstances, decision or even behavior. Thus it is more important to receive background or very detailed information. Compared with the quantitative approach the qualitative one prefers to explain a single or a group of concrete cases rather than to disclose the representative of a larger group (SALE et al. 2002: 45). Thus this approach is very useful in explorative phases when there is a low level of information or the (quantitative) data are not reliable.

There have been long discussions regarding the quality of both approaches. Admittedly drawbacks of each do exist and each has strengths and weaknesses (see TINH 2009: 66-67). But finally we have to state that the decision about the application of a method depends on the given context and its specific objectives (SEEP-AMIS, 2000: 2). Minimizing flaws in scientific research also means heightened credibility and validity in research results.

As many methods require a lot of experience, researchers often prefer to use mostly the same techniques for their projects. But the more familiar you are with specific methods

the more you know about the drawbacks and limitations. Thus meanwhile open-minded researchers mix the methods to fulfill gaps and to gain complementary information (YEASMIN & RAHMAN 2012: 156; JOHNSON & CHRISTENSEN 2012: 36). This practice is named mix-methods (SALE et al. 2002; JOHNSON & CHRISTENSEN 2012; CRESWELL 2003; TASHASKKORI & TEDDLE 1998).

2.1.2 Triangulation

In social science, the combination approach of methods very often named Triangulation (HUSSEIN 2009; YEASMIN & RAHMAN 2012). In fact, It is, however, applicable for interdisciplinary research rather than restricted within social science (YEASMIN & RAHMAN 2012: 161) and since 1970s, triangulation has really become widely accepted as a an approach to improve the analysis and interpretation of finding from various types of studies (UNAIDS 2010: 13). Because this approach reaps the benefit of both qualitative and quantitative methods, it strengthens not only the validation but also deepening and widening the understanding in research.

MORSE (1991) proposed two possible ways, where quantitative and qualitative paradigm can be triangulated: a) qualitative approach used as preliminary inquires in quantitative research and in this case qualitative methods are considered as supplementary support; b) quantitative one acts as preliminary inquiry in a qualitative study and accordingly quantitative one is regarded as auxiliary methods (cited by YEASMIN & RAHMAN 2012: 160).

However the meaning of the term “triangulation” has to be seen beyond just conventional combination. Already more than 40 years ago four basic types of triangulation have been defined by DENZIN (1970):

Data triangulation means gathering data through different sampling strategies such as time, spaces and person in study or even from different sources.

Investigator triangulation means more than one researcher in the field to gather and interpret data.

Theoretical triangulation means using more than one theoretical position in interpreting data.

Methodological triangulation means using more than one method or data collection technique for gathering data.

(BRYMAN 2006: 2-3; UNAIDS 2010: 14-17)

Tourism is considered as among the most complex topics in social science and researchers, who study this phenomenon, look at it from many different perspectives

and they use many different tools to collect and analyse data (SMITH 2010: 1). Today, tourism researchers often used both qualitative and quantitative methods and the most recognized are literature review, documentary, in-depth interview, focus group, observation, case-study, and questionnaire survey (WALLE 1997; RILEY & LOVE 2000; LOHFELD & BRAZIL 2002 – cited by TINH 2009: 66).

This research deals with sustainable tourism development. The researcher's objective is covering three principle dimensions of this issue regarding social, economic, environmental aspects. This also means diverse information is required and accordingly different methods need to be employed. Thus the **approach of this study is a data as well as a methodological triangulation.**

2.2 Gathering information

Information can be obtained from many different sources, so the application of data sources leads to a primary and a secondary analysis (see fig. 6).

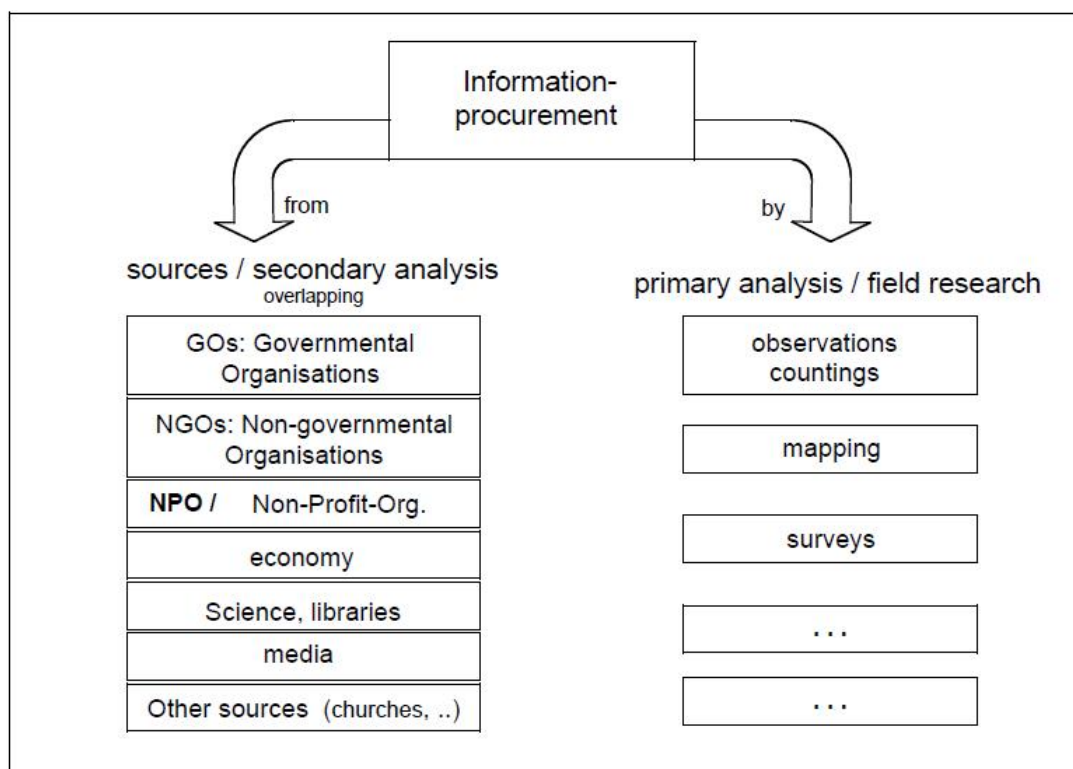


Figure 6: Source of data (source: STEINGRUBE 2011)

Secondary sources are existing information collections; these pools are provided by any kind of facility, for instance governmental agencies and non-governmental organizations, private companies, scientific research institutions, statistical offices and

the media, including television and internet; the data are presented in analog as well in digital form. For secondary analysis it is necessary to select and process the information with regard to the own purposes.

The advantages of using secondary sources are the fast availability of the data and even if you have to pay fees, it is much cheaper than any own data collection. The weaknesses result from the fact that data mostly are not fit perfectly to the need and mistakes in collection or weaknesses of the data are often not shown and furthermore the data source may be not up-to-date enough to work with (SMITH 2010: 48-49; BAGGIO & KLOBAS 2011: 7).

Primary data sources refer to data collected by the researcher for his/her own use; therefore this source of information is highly compatible with the purpose of the research; but admittedly this way is extremely personal, time and money consuming; regarding some specific data it is impossible to collect them as a single or private person.

This thesis advocates the mixed use of both sources to strengthen the solidity of the research. The information procurement is specifically described hereafter.

2.2.1 Gathering secondary information

For this thesis the two most important and most common methods for analysis of secondary information sources are used: literature review and statistical analysis.

Literature review is the basis of any scientific study. All available sources have been checked for relevant documents:

- published as well as grey literature,
- traditional analog paper versions as well as digital available information,
- from GO's as well as from NGO's and private companies.

The search has been limited to the languages Vietnamese, English and German.

Beyond literature review also other relevant information sources, for instance maps and planning documents, have been analysed (regarding documentary method see GABORONE 2006). Sam Son commune and Thanh Hoa province, in particular departments of tourism and of environment had important information.

Statistical information – concerning general demographic, social and economic facts and furthermore specific data regarding tourism and environment - are also from both spatial levels, from Sam Son commune as well as from Thanh Hoa province - depending on the availability and responsibility of departments.

Using secondary data sources sometimes may lessen the liability or validity of new findings or the complexity of political goals can lead to the difficulties for researchers to understand the data source and digest it correctly in their own way (CHANG 1996 – cited by TINH 2009: 72). In order to minimize such shortcomings, only official documents and up-to-date statistical data from governmental departments have been used here.

2.2.2 Gathering primary information

As the secondary data basis is not sufficient to achieve the objectives of this thesis, own activities to collect relevant information had to be done: Observations and own surveys have been conducted.

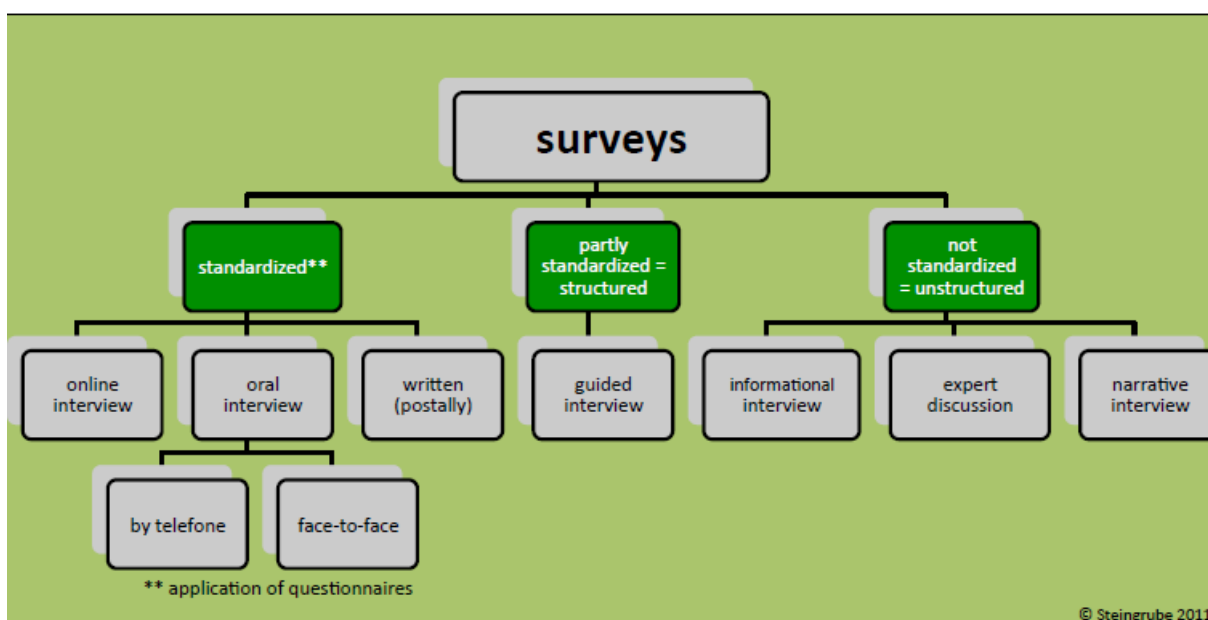


Figure 7: Forms of surveys (source: STEINGRUBE 2011a)

“**Observation in the field**” (see NEVILLE 2007: 23-24; GRILL & JOHNSON 1997; with more focus on tourism see SMITH 2010: 50-51) had been done to learn more about things in the location that may complement the shortages of information afterwards. By observing, it has been possible to learn how the locals behave when they serve in tourism, guest’s behaviors and their activities and so on. The output of this technique was used as supplemental information for discussion of the study and for illustration of presentations and published papers by pictures.

Surveys are the most common method to gather invisible and personal information. There are several very different techniques to conduct a survey (see fig. 7).

2.2.2.1 Expert discussion

This kind of qualitative method is valuable in different phases of a project.

Here it has been applied on the one hand at the beginning of the study. The explorative character provided a general idea about tourism in the region, about weaknesses and problems, but also about visions of future development.

On the other hand expert interviews have been conducted at the end of the study. Then results from the empirical surveys have been presented and discussed. Furthermore regarding the elaborated recommendations and the roadmap a feedback has been necessary and the written text needed to be reviewed.

2.2.2.2 Guided interviews

Semi-structured interviews were made to obtain a deep view of concerned situation. Different stakeholders were chosen to make interview with, including tourism stakeholders such as hotel owners, restaurant establishment owners, agriculture stakeholders, fishery stakeholders, craft stakeholders, also local authorities and decision makers.

The outcome of conducted interviews was not scientifically recorded by transcribing the complete spoken dialogue and analysed, but rather being used as complementary information. Thereby the researcher could apprehend how different economic sector runs in the region and how to develop in good harmony with tourism sector in the way which may benefit the locals the most.

2.2.2.3 Questionnaire survey

Questionnaires are the most important and most often used tool for gathering data for tourism (SMITH 2010: 61). In this study, it was applied to generate quantitative data - the main data set for the study objectives. Two different surveys have been conducted: a household survey and a visitor survey.

For both the direct form of face-to-face interview have chosen instead of others such as online, telephone or postal ones, although this method is the most expensive form of survey and relatively time-consuming. In return, the results allegedly provide a high fulfillment.

Before conducting surveys in broad scale, pretests have to be done to

- avoid incomprehensible question, deliver feedbacks to improve the clarity of the questionnaire;
- check the need time of interview.

The proper choice of a sample provides a high accuracy, reliability and precision of any research findings (SMITH 2010: 107). The chosen methods are described below.

All collected data from both surveys were coded with numerical variables and processed by SPSS software. The analysing process just started after the check of correctness and completeness of the database.

Household survey

This household survey aims on the one hand at the economic importance of tourism branch compared with other sectors and on the other hand at the public awareness concerning tourism.

To capture the importance of tourism in comparison with other branches the people had to declare their income they got from tourism and from other sources. However, it has not been intended to gather concrete economic data with statistically proved significance (that effort would have been far beyond a scientific research, that is a governmental duty conducted by their departments), but liked to disclose the relative level of tourism in comparison with other branches, in particular fishery, aquaculture and agriculture.

The second objective tried to discern the opinion of local people about tourism and its impacts. These questions deal with impacts on their own family as well as with impacts on the whole community. Additionally the willingness of local people to take part in tourism has been disclosed by several mentioned activities.

The plan of enlargement and improvement of Sam Son will affect local population. Thus a third part of questions have been designed to unveil the experience, the point of view and the expectation of local people.

The survey was implemented in the area with an administrative limitation of 11 distinct units. Among them 3 wards inside Sam Son are already dominated by tourism, and other eight units belong to the governmental plan of tourism enlargement.

The allocated number for interviews in each commune was approximately about 100 households. As each commune contains several villages, the number of questionnaires per village has been distributed proportionally to the number of households – this way of sampling is called “Stratified sampling combined with Quota sampling” and by doing it as described, the representativeness is stronger and approaches more to Probability Sampling (see SMITH 2010: 89-99). The tables in the appendices 11&12 show the exact number of questionnaires per commune and village.

The chosen households for the survey were highly proportionally distributed and touched different economic sectors in each village.

The questionnaire is in app. 15 and figure 8 shows the design of the survey in short.

Survey period:	January 2012
Form of survey:	Face-to-face interviews with standardized questionnaire
Interviewer:	11 people who work in the administration of Sam Son
Basic population:	23940 households (official statistic in 2011)
Sample size:	1112 questionnaires \approx 4.64% of population
Stat. significance:	>95% confidence level; \pm 3 % confidence interval (CRS, 2012; The Research Advisors, 2006)
Average duration of interview:	15 minutes

Figure 8: Design of household survey

Visitor survey

The visitor survey covers the touristic demand side in Sam Son. The aim was - besides structural information of tourists - to discover three objectives:

- main activity pattern of tourists in Sam Son;
- tourist's opinion and their assessment of the destination;
- the estimation of tourist willingness to pay for environmental matter at the destination.

To clarify structure of visitors, tourists were asked to tell their profiles such as their original residence, travel behavior, occupation and income.

In addition, income and the expenditure of tourists in their holidays are of big interest as well. The guests were inquired to state their own income as well as their expenditure during their vacation in term of different aspects. Tourist's expenditures provide a good reference for further analysis to deduce the real benefit which community receives from this branch and therefore the comparison between different branches can be designated.

The feedback of tourists about the destination is normally important for any tourism development. In this survey, tourists were encouraged to report their opinion as well as their experience of the destination and also their satisfaction about their vacation. The obtained information hopefully reflects well the reality of the current situation in the region.

Finally, the research tries to reveal the importance of environment in tourism from the point of view of tourists themselves. The qualitative determination has been converted into the quantitative value by asking their willingness to pay an equivalent amount of money. This can be used afterwards for planning a sustainable tourism development in the region regarding environmental condition.

The questionnaire is in app. 13 and figure 9 shows the design of the survey in short.

Survey period:	February till September 2012
Form of survey:	Face-to-face interviews with standardized questionnaire
Basic population:	>1.75 million arrivals (Sam Son Party Committee, 2010:29)
Sample size:	1139 questionnaires \approx 0.1% of population
Stat. significance:	>95% confidence level; ± 3 % confidence interval (CRS, 2012; The Research Advisors, 2006)
Average duration of interview:	15 minutes

Figure 9: Design of tourist survey

The interview sites focused mostly to the beach area as Sam Son is a typical seaside resort. But furthermore other locations have been involved, such as restaurants, hotels and souvenir shops.

The survey was planned to take place all year around. But wintertime is very low season; during the time from October 2011 to January 2012 observations in Sam Son were conducted and it was proven that there were no tourists, indeed. In February 2012 there were only few visitors and most of them came to Sam Son because of religious reasons (pagodas and temples); this is the time for such activities in most parts of Vietnam (in the New Year).

In the months of February, March, April and May 2012 the number of visitors was still sparse, so the interviews were repeated only few times each month (twice in February, twice in March and no time in April and three times in May). In high season – June till August the interviews were conducted regularly: each week and every weekday have been covered several times.

3 Theoretical background

A cautious and systematic overview of related materials is an indispensable step for any successful research! In this section, the relative documents have been logically singled out and discussed within the sphere of the study's purpose as well as the author's concern.

3.1 Tourism and its impacts

"Tourism is the world's largest growth industry with no signs of slowing down in the 21st century" – that is the provision about tourism development of UNWTO (1999). In 2012 the 1-billion-threshold of international arrivals had been exceeded and it is expected to reach to 1.8 billion by the year 2030 (UNWTO 2012: 2).

This economic sector is growing even faster than other notable industries such as manufacturing, financial services and retail (WTTC 2013a: i).

Up to now most tourism happens in Europe, but the share will change in future: Asia will lead the growth of global Travel & Tourism industry over the next decade (see fig. 10).

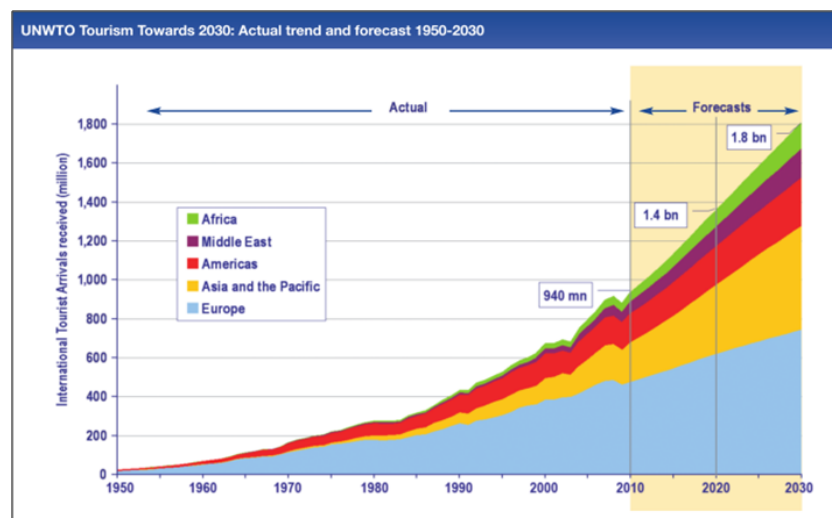


Figure 10: Actual trend and forecast of world tourism from 1950-2030 (source UNWTO, 2012: 14)

As any other human activity, tourism generates impacts. When there is “sunshine”, “shadow occurs” automatically. So analysis of all kinds of tourism impacts will help people to have an overall view about this development, to learn the strengths and the weaknesses of this sector, and to direct the development in a right way.

Tourism normally has impacts on the economy, on the environment, on the local population at the destination and on the visitors themselves (UN 2010: 1).

3.1.1 Economic impacts

Admittedly economic impact is a driving force to promote tourism development worldwide.

The economic contribution of this industry is extremely high: Tourism's direct contribution to total GDP in 2012 was 2.1 trillion US\$ and directly supported 101 million jobs (WTTC 2013b: 1).

Furthermore, there are "multiplier effects" (BATTA 2000: 54-56;): Beside the direct impacts, this industry generates significant indirect and induced impacts as well (see fig. 11) (WTTC 2013a: 6).

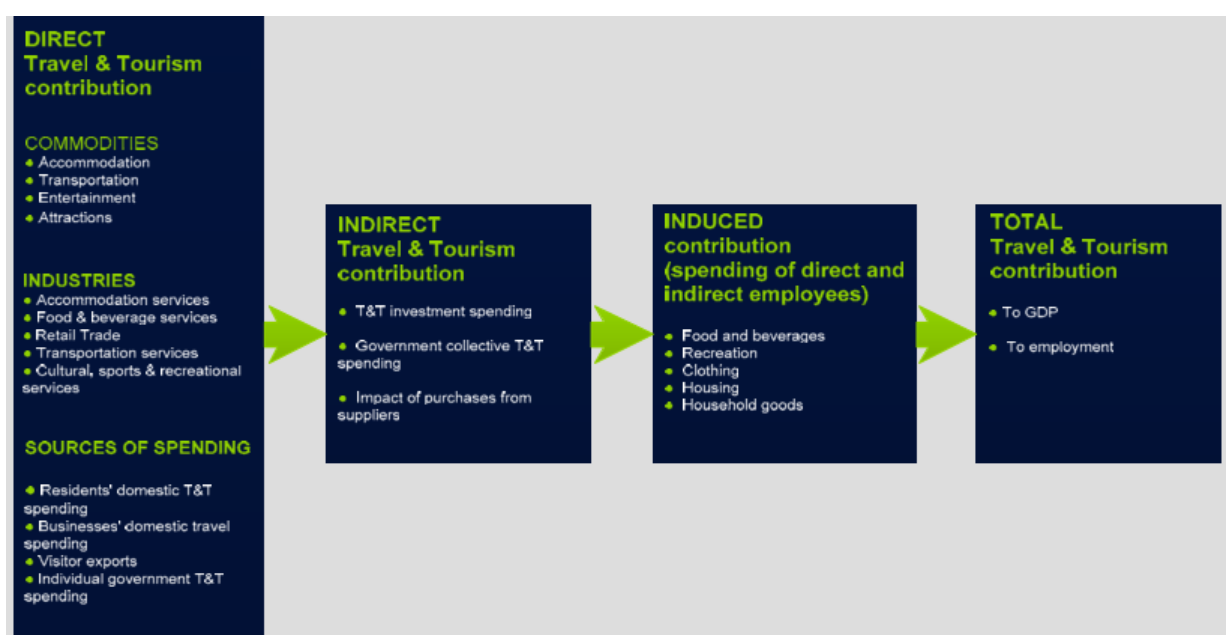


Figure 11: Direct, indirect and induced impacts of tourism (source: WTTCa 2013: 6)

Hence the total contribution in 2012, in fact, reached to 6.6 trillion US\$ in GDP (see fig.12); 760 billion US\$ in investment; and 1.2 trillion US\$ in exports. This estimated number presents 9% of total economy GDP; 5% of entire economy investment and 5% of world exports (WTTC 2013b: 1).

The Tourism sector is also considered as a successful job-machine. On global level, one in eleven jobs belongs to this sector (WTTC 2013a: i). This contribution was four times more than mining; five times more than chemical manufacturing; and six times more than car production – as the demonstration of WTTC (see WTTC08- Forum on Youtube).

Not only on international level, tourism also gives national impression in many countries for instance in Singapore tourism revenue accounts for 11.4% of its GDP or 5.4% of Thailand's GDP (KAOSA-ARD 1994: 1).

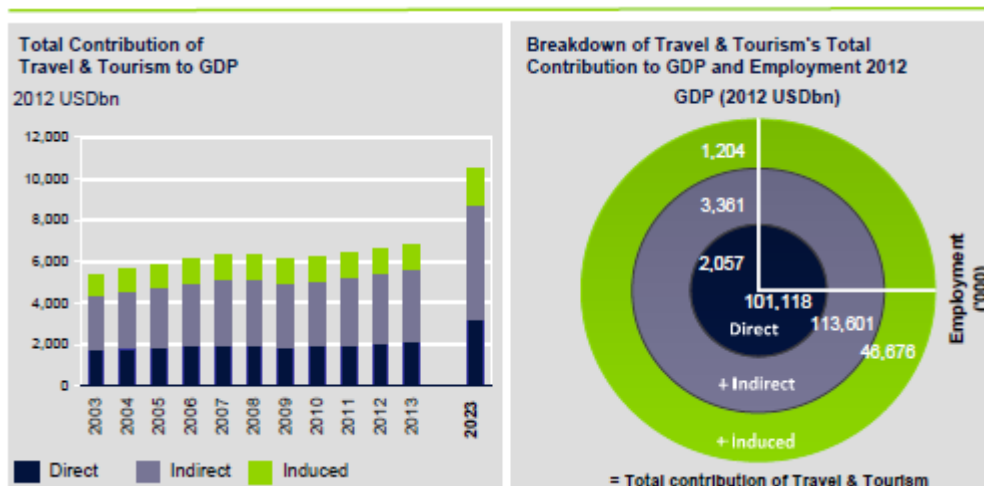


Figure 12: The economic contribution of Travel & Tourism (source: WTTCa 2013: 5)

In regional levels, tourism generates opportunities for small-scale business enterprises and gives big chances for poverty alleviation (JAMIESON et al. 2004; UNDP 2011). According to UNEP, this sector is often a new source of revenue in rural areas, where three-quarters of the world's poor are found; therefore tourism is widely recognized as a good candidate for the foremost UN Millennium Goal in halving world poverty by 2015 (UNEP & WTO 2005: 13; USAID 2005: 5).

Despite such huge economic generation, many less-developed countries are not reaping full benefits from this sector (VAUGEIOS 2000: 1). In fact, the actual benefits, which local people gain from this sector in certain cases, is far different from the convincing highlighted GDP index due to high leakages or unfair distribution in host communities. According to PLEUMARON (1999) more than two-thirds of revenue from international tourism never reaches the local economy because of leakages (cited by VAUGEIOS 2000: 1).

Leakage can be understood that the tourist expenditure which does not maintain in local communities but rather flows out by certain ways such as taxes, outside-paid wages and paying imports. UNEP also confirmed: "Of each 100 US \$ spent on a vacation tour by tourism from developed countries, only around 5 US\$ actually stays in a developing country destination economy" (website: UNEPa 4/9/2013; HENKENS et al.2007: 16).

A study of leakages in Thailand showed that 70% of all money spent by tourists end up leaving this country through foreign-owned tour operators, airlines, hotels, imported products, etc. For other developing countries, the estimates are about 80% in the Caribbean and 40% in India (website: UNEPa).

HENKENS et al. (2007) mentioned two main types of leakages in their document: export and import leakages. Import one very often happens in less-developed countries where

the host countries cannot supply the demand of tourists such as food, drink and other equipment. According to UNCTAD (United Nations Conference on Trade and Development)- the average import-related leakage for most developing countries is about 40%-50% of gross tourism earning for small economies and between 10% and 20% for most advanced and diversified (cited by HENKENS et al. 2007: 16). Export leakage occurs when investors come from outside to destinations to run business and finally the profits are taken with them.

Enclave tourism is also known as a factor which reducing dispersion of tourism income in local communities. That happens when tourists book for “all-inclusive” vacation packages such as a stay at resort which provides full service, as a result local people don’t make much profit (HENKENS et al. 2007: 16). A survey result in Jamaica conducted by OSA (The Organization of America State) proved this state (website: UNEPa). Another striking example for instance is the Dominican Republic, which is known as the most popular tourist destination in the Caribbean with the largest all-inclusive resort industry in the world with 50.000 rooms. Despite of its highest economic growth in America in the period 1996-2000, 90% of 8 million residents still live below the poverty threshold (website: responsibletravel.com).

Inflation of prices in destination: tourism normally pushes the prices in destination and that can be difficult for local people. Especially for the poor it can be hard to meet their basic daily needs (HENKENS et al. 2007: 16-17). The situation will become more serious at places where local people remain engaged in traditional sectors (MIHALIC, 2002).

Insecurity of income and jobs is typical in tourism destinations and that is problematic for local communities when they strongly depend on this sector (HENKENS et al. 2007: 16-17). Especially when economic structure converts from traditional sectors (agriculture, fishery or aquaculture) to tourism, then the workforce certainly face difficulties because of their low working skills. Consequently these groups often receive only seasonal and low-paid jobs. For instance in the case of India, SINGH (1989) disclosed that most of the skilled jobs in big hotels are taken by outsiders, whereas the locals are known only with low jobs (BATTA 2000: 56-57).

3.1.2 Environmental impacts

Tourism can create either positive or negative impact on environment, depending on how it is planned and managed.

The positive impacts of tourism on both natural and built environment have been recognized in some cases (NIKOLOVA & HENS 1998: 283; HENKENS et al. 2007: 26)

- Protection and preservation of natural areas: many natural parks or natural reserves in the world have been conserved thanks to tourism purpose and their financial contribution as well.
- Conservation of archaeological and historic sites as well as architectural character: Tourist interests are normally main stimulus to preserve numerous such public poverties worldwide.
- Improvement of environmental quality: Tourism can provide incentives to clean up environment and ameliorate landscape.
- Increasing environmental awareness: Observation of the tourist's interests in nature and recognition of the importance of conservation to the economic contribution can successfully encourage people to protect environment.

Despite of positive effects, pressures which tourism poses on environment are severe too, especially in case of uncontrolled conventional tourism. Such burdens can be named as follow:

Depletion of natural resources: Tourism can heighten burdens on natural resources when the demand of consumption increases.

Water resource, especially fresh water is one of the most crucial natural resources because of highly diverse demands. Tourism is known as a high water- consumption sector. Many activities consume a large amount of water to maintain such as golf courses, swimming pools or even personal use of water by tourists is found much higher than normal utilization. Frequently big conflicts between locals and those involved in tourism occur often, particularly where precipitation and fresh water supplies are scarce. A study shows that in Barbados tourists consume averagely eight times more water than residents do (USOTA 1993 – cited by NIKOLOVA & HENS 1998: 284) and even 10-15 times higher in developing countries (UNEP & WTO 2005: 44); or in the Mediterranean, for instance, hotels can consume up to 400 liters of water per guest per day for washing, showering, swimming pools, etc. while local residents may only require a maximum 70 liters per person per day (HAMELE 1988 - cited by HUNTER & GREEN 1995: 24). Other evidence of overusing water is a golf course in Thailand which uses as much water as 60.000 rural villagers (website: UNEPb).

Another research in coastal villages and resort areas in Goa unveiled that water is being allocated and appropriated there based on capacity of paying, rather than on human rights and needs due to the tourism pressure (NOBLE et al. 2012: 12).

All these can result in water shortages, degradation of water supplies, as well as inequitable consumption of water in destinations.

Local resources such as energy, food and raw material can be heavily depleted too as a result of tourism development, particularly in main season when the demand rises sharply. For instance, several problems of tourism-related over-fishing was realized in some parts of the Caribbean (HUNTER & GREEN 1995: 25).

Land degradation is known as a consequence of rapid development of tourism worldwide. Large-scale construction of infrastructure and tourist facilities result in changing land use and can lead to unbalance ecology in destinations. Loss of agricultural land due to such development has been indicated in many studies such as MILNE (1990) and SINGH (1989) and receives a raising public awareness (BATTA 2000: 71).

Pollution: According to ANTUNAC (1989), pollution is the greatest problem which natural environment suffers from tourism industry in both developed and developing countries (cited by GREEN, HUNTER & MOORE 1989: 44). Tourism pollutes environment by different ways such as noise, emission, solid waste and littering, sewage, oil, chemicals and so forth (website: UNEPb).

Air pollution and noise generally come from means of transport. HAMELE (1988) argues that airplanes, tourist's private cars and other public transports as well as energy used in tourism industry are all responsible for air pollution resulting in acid rain, global warming and some other problems (cited by HUNTER & GREEN 1995: 21). Air pollution from tourist transportation has large impacts not only on local but also on global level. An estimation shows that tourism contributes up to 5.3% of global anthropogenic greenhouse gas emission and 90% of this comes from tourism-related transport (UNEP & WTO 2005: 13). At local level, dust generated by various forms of construction for tourism is recognized as a common problem for both locals and tourists as well (HUNTER & GREEN 1995: 22).

Solid waste and littering is a likely ubiquitous consequence of tourism. This occurrence not only gives the landscape an unclean and untidy appearance, but also can severely degrade environmental quality and become a hazard to wildlife (HUNTER & GREEN 1995: 26). The increased consumption of canned and boxed take-away foods is realized as a common cause of this problem worldwide.

Sewage is realized as a very harmful type of tourism waste. Especially in developing countries and regions that lack the ability to treat wastewater, then it is often openly discharged into environment without any treatment or under allowed standard. Disposal of untreated or partially treated sewage can pose profound implications for local aquatic life and also for health of tourists as well as locals who use contaminated waters for drinking, bathing or even local polluted foods. In some

cases, this contamination can alter the ecological balance of affected areas. Given several studies, sewage runoff stimulus an excessive growth of algal– in this case it can damage coral reefs or even produce an extreme stench that permeates the city and attracts enormous infestation of flies – like a case of all Adriatic resorts in Venice’s lagoon and even detracted from the city as a place to live whole year around (SMITH & JENNER1989; WESTLAKE & WHITE1992– cited by HUNTER & GREEN 1995: 26) .

Aesthetic pollution occurs with lack of land-use planning and building regulations. As result, in many destinations, sprawling developments do exist. In some cases, poorly designed buildings do not fit with the local environment. This degrade amenity in destinations in some degree (HUNTER & GREEN 1995: 26; HENKENS et al.. 2007: 24-25; BATA 2000: 70).

Physical impacts: Tourism development needs vast facilities such as accommodation, restaurants, water supplies etc. All such construction involves sand mining, beach and sand dune erosion, soil erosion and extensive paving. In some cases forest is cut down for building tourism facilities; that will lead to land degradation and loss of wildlife (HENKENS et al. 2007: 25). Moreover, tourist activities like camping, trekking and mountaineering etc. are also known as a cause of soil erosion or compaction, especially in ecologically fragile areas (BATA 2000: 69)

Wildlife disturbance: tourist activities in some cases can cause stress for animals and alter their nature behaviour. Many studies have stated that the presence of visitors decreased the density of breeding birds and breeding success, which may substantially impact the sustainability of local, regional or even national species population (SPAAN et al.. 1996 – cited by HENKENS et al. 2007).

3.1.3 Social-cultural impacts

The social-cultural impacts of tourism on host communities can be beneficial or detrimental which are discussed below (NIKOLOVA & HENS 1998: 286).

Positive impacts

Conservation of cultural heritage: Tourism is known as a stimulus for preserving cultural heritage such as conservation of archaeological and historic sites and typical architectural style of a region; conservation and revitalization of both tangible cultures (traditional arts, handicrafts, customs, and traditional dress) and intangible elements (folk music; drama); direct and indirect financial contribution to maintenance of museums, theatres, cultural facilities in local communities.

Renewal of cultural pride: tourist's interests in local culture can strengthen resident's pride in their culture. In some cases, regional tourism can help nurture cultural identity of minority groups and indigenous people

Cross-cultural exchange: Tourism is widely acknowledged as a force for peace through cultural exchange between tourists and local residents. Understanding one another's cultures will reduce conflicts and foster respect and peace (NIKOLOVA & HENS 1998: 286)

Negative impacts

Besides positive effects, detrimental ones have been realized and impose an extreme pressure sometimes.

Cultural impacts: In many cases, tourism can cause cultural erosion in host communities or even loss of social identity because of the dominance of alien cultures from tourists. *Cultural clashes* can also happen due to differences in cultures, ethic, languages and behavior patterns between hosts and tourists. For instance, in Egypt, tourists have been sometimes the target of terrorists attacks – this can be seen as an example of cultural conflict (IFTO – International Federation of Tour Operation – 1993 – cited by (NIKOLOVA & HENS 1998: 287).

Social impacts: Increasing tourism flow and its resultant development can put severe pressures on local communities. A common stress occurs when the construction of tourist facilities is conducted in the traditional-used land. There are numberless instances where local residents lost their land for staying or farming and finally they have lost access to local land and natural resources because of tourism development or even lose their jobs, too (SATANI 2004: 23). In a known case of Tanzania, which indicated by Tourism Concern, Maasai people are prohibited from accessing to grazing land – their original lifestyle - because of tourism and conservation project. This also means their livelihood is threatened. Consequently the development has encountered fiercely fight of the local people (website: TourimConcern). Such displacement is in one among other campaigns of Tourism Concern. This organization has been doing their best for over two decades to positively interfere this phenomenon; however a fruitful outcome seems staying beyond their efforts.

Moreover many social problems such as crime, alcoholism, drugs and prostitution are also consequent of tourism development (SATANI 2004: 24). According to The United Nation, nowadays there are 13-19 million children are serving in tourism sector globally and more than 1 million of our children are sexually abused by tourists every year (website: responsibletravel.com)

Overcrowding and loss of amenities for residents are also known as consequence of overriding the carrying capacity of destinations and is seen as a “social pollution” (SATANI 2004: 24) and may lead to congestion state of public services, then residents cannot conveniently use them in their normal way. Consequently locals will become irritated and resentful (NIKOLOVA & HENS 1998: 287).

3.1.4 Tourism impacts tourism itself

In certain cases, tourism impacts may degrade this development itself. This negative relation should be borne in mind to avoid such so-called situation “tourism killing tourism”. Several roots of this problem are found:

BATTA (2000) warns that overcrowding in one destination may give the visitors an unsatisfied experience and no longer want to visit again. Facts show that a peak satisfaction of visitors depends on the level of intensity of use and the extent of crowding varies between areas and types of recreation. It is very likely that satisfaction per visitor reaches a peak at very low intensity of use and when this using level keeps rising, then visitor’s satisfaction falls sharply (BATTA 2000: 72). In short, an excessive number of visitors in destinations may bring them an unsatisfied feeling and as a result will lose their faithfulness to the destination.

In addition, a degraded environment as result of an uncontrolled tourism development will certainly threaten tourism itself which was discussed in NETO’s paper (2003). He realized that the life-cycle of many tourist destinations evolves from discovery, to development and finally decline due to over-exploitation to such a degree that destroy its key attractions. An example was indicated with the case of India’s Kerela state where tourism segment totally collapsed after two decades because of excessive disposal of solid waste or even in developed countries as well such as Italy’s Adriatic coast and Germany’s Black Forest (NETO 2003: 217-218).

A similar converted situation in tourism can easily happen in Small Island Developing States (SIDS), where tourism strongly depends on natural and pristine environment. In some cases it can ruin the entire tourism sector, which can be irreversible (UNEP 2009: 17).

Furthermore, effects of climate change such as rising sea levels, storms, beach erosion, etc. could be a notably potential threat for tourism industry, especially in low lying coastal areas and small islands which are particularly vulnerable to such occurrences. Scientific evidences tell that human’s activities are responsible for increasing average temperature on the Earth – the main reason leads to climate change and tourism is one among those

contributors (UNEP & WTO 2005: 13; UNEP 2009: 19-21; NETO 2002: 9-10).

Negative social impacts of tourism can also be a destructive factor to this industry itself, for instance increased prices. According to the argument of MIHALIC (2002), "tourism itself can also be affected by inflation", which caused by tourism. He debates that due to price inflation, people have to pay more for basic needs, so the expenditure for tourism purpose remains less. This leads to a decrease of regional tourism. Moreover, in his notion, the inflation level is unequal between destinations and that may result in high competitiveness. Consequently some places may suffer from a severe tourism declination. In the case of Vietnam, inflation accelerates domestic tourism prices, accordingly many holidaymakers travel abroad instead of choosing domestic tours (see website: VIETNAMNEWSTODAY.COM).

The relationship existing between tourism and environment therefore should be understood as a relation of mutual dependence: not only tourism is highly dependent on quality of environment but environmental quality is also highly vulnerable to tourism development (UNEP 2009: 14). Besides, social aspect also needs to be seen as a mutual effect and the social negative impacts can be harmful to the viability of tourism industry.

3.2 Tourism in coastal areas

While global tourism has been seen as the world's most profitable industry, coastal tourism is realized as one of the fastest growing sectors on Earth (UNEP 2006: 15): 12 of 15 world's top destination countries in 2000 were coastline countries and Mediterranean coastal areas alone hosted around 250 million visitors in 2008 and could reach to 312 million by the year 2025. A peak population densities on the Mediterranean coast of France and Spain is up to 2.300 people per square kilometer (EEA 2005 – cited by UNEP 2009: 11).

A unique combination at the interface of land and sea is offering fascinating amenities for coastal tourism. These are water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritages, healthy seafood, and so on. Moreover, various activities such as fishing, boating, diving, snorkeling, surfing, jet skiing, swimming, walking, sunbathing, and many others can happen there (UNEP 2009: 10).

Recreation and tourism, therefore, have been the main service of coastal ecosystem in many countries or regions and play a crucial rule for economic growth. For instance, in the Caribbean the success of tourism is thanks to the traditional appeal of excellent beaches and this sector alone creates estimated jobs up to 3.3 million corresponding 27% of total in the year 2005 (WTTC and WEFA 1999 - cited by BURKE et al.2001: 63-

65); or a study by WILSON and WHEELER (1997) indicated coastal tourism in California generated 9.9 billion US\$ was the largest contributor to state's economy; or another statistic shown by EEA in France where coastal tourism provides 43% of jobs in French coastal regions and creates more revenue than fishing and shipping (UNEP 2009: 11).

Nevertheless, marine and coastal environments are also one of the most vulnerable ecosystems on Earth and its severe suffer from unplanned tourism development has been known as well. Mass tourism together with coastline urbanization is responsible for different phenomena and harsh ecological losses in coastal areas (UNEP 2009: 14). UNEP & WTO (2005) warned that where a badly sited development, poor management of waste from resort at the coasts or cruise shipping and a general over-use by tourists occur, then a serious loss of amenity and natural habitats are found there as a consequence (UNEP & WTO 2005: 12-13).

The main causes, which tourism sector can impair coastal ecosystem, are direct discharge of untreated sewage into the ocean or disposal of large quantities of solid waste on the coast instead of a proper treatment. Moreover, some typical activities such as tourist yachts, motor boats and cruise ships are also the main source of oil contaminants for the sea. Further, high consumption of natural resources due to tourist's demands can worsen the lack of fresh water, which is already known as an extremely scarce resource in virtually coastal areas and high demand of seafood may lead to over-fishing situation in destinations, too. Finally clearing natural habitats such as cutting down mangroves, damage coral reefs, removal of sand and so on all contribute to coastal habitat degradation (UNEP 2009: 14; UNEP 2006: 14-15).

A study by Island Resources Foundation (IRF 1996) on coastal tourism in the Caribbean showed that nearly every state of the Wider Caribbean suffers from sewage pollution of coastal water and most suffer from oil spills and a highlight was made that most of the low income states in this region belong to where coastal areas are polluted by solid wastes (BURKE et al. 2001: 67).

Goa, India, is another example of rapid and uncontrolled growth of coastal tourism. Renowned for its nice beaches and also classified as a biodiversity hot spot, each year the state welcomes a large number of international and domestic tourists and significantly contributes to the state's economy. According to SAWKAR et al. (1998: 1-19) many environmental problems were found there, such as loss of biodiversity, erosion of sand dunes, decreasing fish catches, accretion and siltation, and depletion of groundwater.

Realizing the importance of this sector as well as the danger which this fragile ecosystem may face, "nations that promote their coastal areas for tourism are increasingly becoming

aware of the need to protect these areas in order to maintain their natural beauty and help ensure their long-term vitality as tourism destination.” (UNEP 2009: xi).

The exhaustive analysis of tourism impacts shows that this segment can generate huge benefits and also harshly impact on different aspects of society. How to optimize the positive effects and maximally reduce the negative ones is a common wish which human is searching for this development. To actualize the goal, tourism needs to be developed in a sustainable way.

3.3 Sustainable development in tourism context

The first Earth Summit in Rio de Janeiro (Brazil) in 1992 is still the huge and most important political breakthrough of environmental and partially also on social and political matters. Since then the term and the philosophy of sustainability has been reflected in all business sectors, as well as in tourism.

3.3.1 Sustainable tourism development

The “sustainable tourism” concept admittedly has a great influence on the way which man thinks and does. The achievement, however, does not always reach a high level of success. Although efforts have been on the rise, a synchronic implementation is still lacking. It is not difficult to realize that the application of this concept “runs well at the top but gets stuck at the bottom” – which will be shown in the following discussion.

3.3.1.1 Sustainability on international level

The need for tourism to integrate sustainability principles on the one hand and the importance of tourism in sustainable development on the other hand, has been rapidly recognized in many international fora and echoed in policy area (UNEP & WTO 2005: 14):

- 1996, an action plan named “Agenda 21 for the Travel and Tourism Industry” held by the WTO together with two other business associations marked the first cooperation between tourism industry and inter-governmental agencies (WTO 2001-cited by (NETO 2003: 7).
- In 1997, the United Nations General Assembly, after reviewing the five-year implementation of Agenda 21, decided that tourism must stay in the context of Agenda 21 to develop an action-oriented international program of work on sustainable tourism (UN 1998- cited by NETO 2003: 7).

- In 1999, at the 7th session of the UN Commission on Sustainable Development (CSD) in New York, this issue was advanced and especially focused on policy, strategy and also master plans for sustainable tourism based on Agenda 21. The underline was the involvement of different stakeholders of different levels.
- Also in 1999, at the WTO Global Code of Ethics for Tourism, the code which contains many principles of sustainable development of tourism was introduced. The special emphasis was the role of tourism in contributing to mutual understanding and respect between peoples. Additionally, the right in tourism such as freedom of movement, rights of workers, entrepreneurs regarding recognition, training, social welfare, etc. were also set out (UNEP & WTO 2005: 14; NETO 2003: 7).
- In 2002, Quebec Declaration on Ecotourism of the World Ecotourism Summit was issued (which designated by United Nations). Recommendations and various measures were introduced to the interests to foster ecotourism. Since then, ecotourism has been obviously recognized as relevant approach to make tourism more sustainable (UNEP & WTO 2005: 15).
- In 2002, at the World Summit on Sustainable Development (WSSD) in Johannesburg the Plan of Implementation of sustainable tourism adopted and called for the promotion of sustainable tourism as one among strategies of protecting and managing the natural resources alongside economic and social development (NETO 2003: 7; UNEP & WTO 2005: 15). This event can be seen as a turning point for these issues and received attention from nations (UNEP & WTO 2005:2).
- In 2003, the Guideline on Biodiversity and Tourism Development was adopted at the Convention on Biological Diversity (CDB). The Guides set out a 10-stage process for policy making, development planning and management of tourism in destinations with detailed direction of dealing with Biodiversity conservation. The carrying capacity and other requirement were included as a notification for tourism development (UNEP & WTO 2005: 15).

3.3.1.2 Sustainability and tourism in Vietnam

In the past ten years, tourism industry has significantly contributed to the economic sector of Vietnam. The statistic showed that the number of foreign visitors reached to five million and tourist receipts occupied 6% of GDP (NGHI 2011:1). In the “Strategy on Vietnam’s tourism development until 2020, vision to 2030” which was approved by Prime Minister NGUYEN TAN DUNG (30/12/2011), tourism in Vietnam is designated to be a key economic sector and create a driving force for socio-economic development of the country. Also in this Strategy, a short term objective is 7-7.5 million international tourists and total revenue is 5.5-6% of GDP and a long-term objective till 2020 is to

receive 10-10.5 million international guests and economic contribution increase to 6.5-7% and in 2030 would double that of 2020 (website: VNGP).

Tourism in Vietnam is not something different from general tourism and thus is also facing various challenges hindering its development (NGHI 2011). To accomplish the goal, Vietnam needs to manage tourism development alongside other sectors in sustainable way. On 17/8/2004, the Strategic Orientation of Sustainable Development in Vietnam was issued, also named "Vietnam Agenda 21" (see VNAO 2008: 20-21), which contains eight principles for sustainable development for Vietnam and focus on three bottom lines economy, society and environment. In the Agenda, tourism was taken as one of the initiatives in building and implementing sustainable development in Vietnam.

A benchmark of pursuing sustainable tourism of Vietnam is the promulgation of a tourism law in 2005. In the new passed law, poverty reduction was highly emphasized besides conservation of social and natural heritage. The concept "Pro-Poor tourism" was introduced as an approach to distribute tourism benefits to the poor. Moreover, the impact of tourism on environmental resources has also taken into account of the new law and with that "Carrying capacity" estimation is mandatory in tourism development of Vietnam (MIS 2009).

Tourism in Vietnam has been gradually shifting towards more sustainable orientation such as community-based, nature-based or ecotourism tourism, especially several projects have been implemented in practice with internationally or national supports.

For instance, with the assistance of the USAID, several community-based villages in Cat Ba Island (a Biosphere Reserve designated by UNESCO) are conducted and eco-education programs were also introduced for the locals as well as enterprises (website: MYNATOUR). A Spanish-funded project helps Vietnam to develop tourism in a sustainable manner in the 2011-2020 period, vision 2030- this project was carried out in Central Vietnam and mountainous provinces, too (Website: VIETNAMPLUS.VN).

Nevertheless, in a recent interview with TravelMole (10/2012), the Vice Chairman of Vietnam National Administration of Tourism – NGUYEN MANH CUONG admitted that *"the concept of a sustainable tourism sector, first introduced in the nation's tourism development strategy three years ago"* (website: TRAVELMOLE.COM).

Although the goal for a sustainable tourism development has been set up, many challenges are still waiting ahead – like MIS's opinion- such as the inconsistent promotion, low knowledge about tourism, uncontrolled development and so on (MIS 2009).

In general, the implementation of this practice in Vietnam is namely remaining fragmentary and not really effective.

In academic sphere, it has also leaked out the weakness – as SUNTIKUL et al. commented: “*Vietnam has not been the subject of much research in the area of tourism*” and “*a great deal of the literature that has been published to date on tourism in Vietnam is based on secondary data*” (SUNTIKUL et al. 2008: 6).

3.3.1.3 Sustainability and tourism in the investigation area

In Thanh Hoa province and its most prominent destination Sam Son, the “sustainable development” term seems even much more ambiguous in tourism sector. In fact this region has big potential for tourism and the government has also designated this segment as an important element for economic growth and Sam Son beach is the first priority of planning and investment.

The scientific evidence to serve this purpose is also too scanty. Until now, only a few documents are found focusing on tourism development in Sam Son:

- *The Master thesis of MAI DUY LUC (1999) names “Reality, orientation and solution for tourism in Sam Son.* The author initially analysed the reality of current tourism in SS and gave common recommendations.
- *The Master thesis which purely about economic aspect of VU DINH QUE (2008) names: “Tourism Economy in Sam Son, Thanh Hoa.”* In this study, after analysis of reality of tourism in Sam Son that mainly based on official statistics, the author introduced some solutions focusing on planning, diversifying products, promotion and management for Sam Son tourism.
- *The Master thesis of LUU THI NGOC DIEP (2009), names: “Sam Son: Potential, reality and solution for tourism development”.* The author tried to enrich the database by conducting own survey beside the available statistics. However, the survey was only limited with tourist’s opinions about Sam Son with very modest number of questionnaires (100 in total). Finally the author raised several common solutions for Sam Son, such as diversifying tourism forms, suggesting possible tours for Sam Son, and so forth.

The most common of all mentioned researches is enumeration of the facts. Additionally the analyses were almost based on the official statistics. Different recommendations are introduced and named in their works; however a firm basis is still missing! The sustainability concept was also mentioned in those works but the term was relatively vague or accurately only mentioned as an introduction of a good solution for tourism in Sam Son.

In the context of planning and development, several official researches were also conducted to find a solution for an improvement of tourism development in the

region, for instance: The survey of "The Institute of Tourism Development Research" in 2005 to predict the tourism trend for Sam Son till 2010 and for detailed planning of Truong Le; The investigation of environment in Sam Son of "The Thanh Hoa Science, Technology & Environment Department" in 2003. But the practical solutions are still absent!

3.3.2 Tourism forms tightly connected to sustainable tourism

Amongst many different forms of tourism, several types are closely connected to the approach of sustainable development and are captured as tools to reach the "sustainable goal". Each form, however, has its own strength and dedication. Those are mentioned as follow:

Alternative tourism is simply defined to be any type that is not mass tourism and can happen in the mountains, at the beach or any place. This includes rural, adventure and thematic tourism. However its characteristic is often seen as smaller scale with more opportunities for locals (BATTA 2000: 89-91).

Ecotourism actually is a form of alternative tourism but is more related to nature. World Tourism Organization (WTO 1993: 23) defined ecotourism as "*tourism that involves travelling to relatively undisturbed natural areas with the specified object of studying, admiring and enjoying the scenery and its wild plants and animals....*" (cited by BATTA 2000: 92). This form has been accepted as a new approach to preserve environment, particularly fragile land and threatened wild areas besides its economic and social contribution to local communities (BATTA 2000: 95) ; however ecologically detrimental impacts which ecotourism activities generate is increasingly realized as well in case excessive the local capacity (NETO 2003: 8)

As mentioned, sustainable tourism sometimes is confused as a typical type other than the sustainable condition of all types. The term "ecotourism" or "alternative tourism" are arguably most misinformed and equated with "sustainable tourism" because these forms are normally small scale and allegedly less harmful and beneficial to local people (BATTA 2000: 88- 95; DUMBRAVEANU 1997: 78; BERNO & BRICKER 2001: 11). In fact these contain the principle of sustainability, but rather refer obviously to a product niche (UNEP & WTO 2005: 12).

Community-based tourism is commonly understood as a type of tourism run by and for local communities with a high level of local participation (HAEUSLER 2005: 20-21; ASKER et al. 2010: 2; GOODWIN & SANTILLI 2009: 12). This form is generally small scale and happens in rural and regional areas; therefore it also quite different from mass tourism. The main objective is to provide an alternative source of income for the locals (ASKER et al., 2010: 2; SNV & UNIVERSITY OF HAWAII 2007: 9). Despite huge potential

benefits for communities regarding economic, social and environmental aspects, undesired costs from this practice to society and environment are also warned (ASKER et al. 2010: 7)

Responsible tourism is shortly defined as “*tourism that creates better places for people to live in and the better places to visit*” (website: RTDF). The term mainly refers to a management approach. Its distinct characteristic is the emphasis on responsibility of all involved parties in tourism sector to take actions to obtain the goal of sustainable tourism development.

Pro-poor tourism (PPT) is “*a new approach to the planning and management of tourism that those people living in poverty at the top of the agenda.*” (SNV & UNIVERSITY OF HAWAII 2007: 9). Other forms of tourism may bring good social-economic benefits to host communities, but they are not necessarily aimed at poverty eradication (NETO 2003: 8), while overriding goal of PPT is to better life of the poor by providing them tourism-related income opportunities (SNV & UNIVERSITY OF HAWAII 2007: 9).

Irrespective of the distinction between the regarding terms, background or objectives, all tourism forms are of an endeavor to oppose mass tourism, which is recognized as a most detrimental form due to its excessive and uncontrolled development. In some degree and certain contexts, each form can be accomplished through others, for instance, ecotourism is often delivered via CBT in many parts of Asia (ASKER et al. 2010: 2); or the PPT approach in some developing countries such as Namibia, Nepal, Ecuador etc. is implemented based on community-based tourism segment and have achieved significant success (NETO 2003: 9).

In a nutshell, all types of tourism have potential benefits but can become unsustainable; however, all can also strive to be more sustainable.

The remaining question is that “how to make all forms of tourism to be more sustainable?” This is allegedly the most concerned and never-ending issue.

3.3.3 Make tourism more sustainable (strategy development)

According to UNEP: “*Integration of sustainability into tourism policies is the fundamental step towards the development of a sound and long lasting tourism industry*” (website: UNEPc). Since the 2002 World Summit on Sustainable Development, the crucial role of tourism and its sustainability were highlighted more than ever before. Many countries express a desire to persuade policies for sustainable tourism (UNEP WTO 2005:2). However, to actualize the desire and gain success, a proper strategy needs to be delineated. Due to that, many materials have been published which provide useful guidelines to implement sustainable tourism in practice. Among

those, several prominent documents from some most influential organizations have been highly recognized and approved as effective instruments, such as:

- In 1999, United Nations with the “Guidelines on Integrated Planning for Sustainable Tourism Development”. This Guideline pays more attention to Asian and Pacific countries and intends to help them in developing strategies to obtain sustainable tourism development (UN 1999).
- In 2003, UNEP released the publication named “*Tourism and local agenda 21: the role of local authorities in sustainable tourism*”. In this document, the principle Local Agenda 21 (see MAJOR et al. 1999: 11-14) was strongly followed, where local authorities are a centre role in developing sustainable tourism strategies. A successful strategy and action plan for tourism in the context of Local Agenda 21 includes three key components: 1) multi-stakeholders participation in shaping, developing and managing tourism; 2) strategy for sustainable tourism has to identify in a wider context and reflect all stakeholder views; 3) the set of action has to address the economic, social and environmental sustainability of tourism in the area. Corresponding case studies were also demonstrated for each element (UNEP 2003).
- In 2004, TTF (Tourism & Transport Forum) Australia published a very useful document: “Steps to Sustainable Tourism: Planning a sustainable future for tourism, heritage and the environment”. As the preamble of the book, this tool offers a step-by-step approach to foster partnerships and to achieve the goal of sustainability in tourism (TTF 2004).
- In 2005, UNEP and UNWTO introduced a product of their two-year corporation which is titled “Making Tourism More Sustainable: A Guide for Policy Makers”. The research provides approaches and tools for the development and implementation of sustainable tourism policies that have proven to be effective in practice. The policies and tools recommended in this Guide were based on real cases collected around the world – shown in the last chapter. The Guide sets out 12 aims; fully covers all desires of the three dimensions of sustainability as well as policy implications for each aim (p25-48) - Those are shortly illustrated in the figure 13 . A clear direction to shape a sustainable tourism strategy was also introduced (in chapter 4) by the Guide with three steps along with making strategic choices. The suggestion how policy can influence the development of tourism, the behaviour of enterprises and consumers (tourists) were also found in this chapter of the document (p: 60-70). Last but not least, the book presents a comprehensive set of instruments which governments can use to influence the sustainability of tourism – located in chapter 5- with detailed instruction and examples (p: 71-23) (UNEP & WTO 2005).

- In 2007, ETE (Ecological Tourism in Europe) & UNESCO-MaB published the methodology Guide “Sustainable tourism Management Planning in Biosphere Reserves”. This document provides a step-by-step planning tool to minimize potential threats of tourism on natural and cultural resources as well as maximize benefit of this sector in Biosphere Reserves. The Guide includes 8 steps, which explain why tourism management plans should be developed, the procedure for plan development, how to involve stakeholders, review and monitoring plan. Additionally, detailed template for a tourism management plan in Biosphere Reserves, as well as the explanation of the key used terms enclosed (ETE & UNESCO-MAB 2007) .
- In 2009, UNEP issued a handbook named “Sustainable Coastal Tourism: An integrated planning and management approach”. The main purpose of this document is to present a tool for a proper planning and management of sustainable in coastal area. The backbone of the handbook found in the fifth chapter with a detailed framework for sustainable development in coastal area. It also defines and explains 11 steps in Strategic Planning Process and figures the way to develop and obtain sustainable scenarios of coastal tourism development (UNEP 2009).
- The COASTLERN website (a distance learning package on Integrated Coastal Zone Management- ICZM) introduces a practice Module with the development of a Strategy and Action Plan for sustainable coastal tourism. The involvement of all major interest groups is also emphasized in the strategy. Three steps of strategy development are available in the website: www.coastlern.org/tourism/

Besides, certain detailed manuals are available which clearly indicate necessary steps, elements for an efficient and comprehensive approach of this practice, such as: “Effective Community Based Tourism: A best practice manual” of APEC tourism group (ASKER et al. 2010); “ Responsible Tourism Handbook: A Guide to good Practice for Tourism Operators” by the Department of Environmental Affairs and Tourism, South Africa (DEAT 2003).

In fact there is no ‘one - fits – all’ solution to address the question of sustainability in tourism – as the WTO & UNEP’s admission (UNEP & WTO 2005: iv). However, it is likely that all the most quintessence, which helps delineating an effective sustainable tourism strategy, is converged in the – above already mentioned - Guide of UNEP & WTO (2005). The instructions are introduced in an easily comprehensible and applicable way. The Guide is a condense of all aspects of sustainability of tourism and accomplished with joint efforts – as confirmed of authors in the book’s foreword (p: iii) (UNEP & WTO 2005). The basic principles for developing a sustainable tourism strategy are shortly recomposed in three phases:

1) Setting the course of progress

- Taking a holistic view: Tourism has to be developed in the context of other sectors instead of in isolation. Completely avoiding an over-dependency of economy and society on only tourism.
- Pursuing multi-stakeholder engagement: All possible involved parties should have a voice in developing and managing this sector.
- Long term planning: short term planning should be avoided to ensure a fluent development.
- Addressing global and local impacts: local impacts are normally more apparent and useful to gain support for policies; however, global impacts are also converse to tourism and communities.
- Promoting sustainable consumption: Sustainable tourism can only obtain through supports of both sides (supply and demand); therefore encourage tourists to enjoy their vacations in a friendly way is necessary.
- Equating sustainability and quality: A quality tourism destination or tourism product reflect the full range of sustainability issues rather than only focusing on visitor satisfaction.

2) Developing the approach

- Reflecting all impacts in costs- polluter pays principle: the responsibility for environmental impacts should convert into financial costs and take it as an instrument to influence the pattern of consumption and pollution.
- Minimizing risk taking precautionary principle: measure risk to avoid damage before it occurs instead of trying to repair it afterwards.
- Taking a life cycle perspective: Any product and service in destination should be fully taken into account to avoid "can-not-stop" situation.
- Considering functional alternatives: Whenever adding further recreational opportunities, considerations should be made to make sure those bring least environmental and social impacts and inversely highest income returns.
- Respecting limits: The limitation of the destination concerning ecological resilience, resource capacity, community concerns, visitor's satisfaction, etc. need to be taken into account of strategy and all those should be respected.

3) Ensuring ongoing progress

- Adapting changing conditions: Adaptive response and manage in proper way is required to ensure a sustainable tourism development.
- Undertaking continuous monitoring using indicators: Indicators for sustainability aims and objectives should be established to monitor the condition, performance and impact of tourism development and to secure it is going in the right direction.

Developing a sustainable tourism strategy should follow three steps – according to UNEP & UNWTO and CoastLearn.

- 1) Analysis of status quo/current situation: A thorough compilation and analysis of existing and relating information is prerequisite for a successful strategy.
- 2) Identifying objectives and making choices (strategy development)
Objectives will vary from destination to destination but must fully embrace concerns of economic, social and environmental sustainability and should closely reflect 12 aims described in UNEP & WTO Guide.
- 3) Developing policies and action programs
Finally the specific policies and plan actions that corresponding to the aims, objectives and choices must be defined. Recommended policy areas are found in UNEP & WTO Guideline.

Box 2: Suggestion for analysing the situation of destinations

Research and data collection should cover the following:

- Analysis of past tourism policies and plans, as well as information and policies relating more widely to sustainable development and the environment.
- Analysis of existing relevant research.
- One to one consultation with stakeholders and people with particular experience and expertise on relevant topics.
- Visitor survey
- Survey of tourism enterprises
- Local residents' opinion – this could be through elected representatives, open meetings, focus groups or household surveys.
- Site inspection, as practical and appropriate.
- Market opinion (e.g. through tour operators) and competitor analysis.

Information of particular relevance to sustainability issues includes:

- The balance of opinion about the level and the nature of tourism that is desired and achievable.
 - The range of natural and cultural heritage resources, including current state of preservation, level of use, degree of potential tourism interest and sensitivity of future use.
 - Economic and social issues in the destination, including contribution of tourism alongside other economic sectors.
 - State of the environment, including water and air quality, etc.
 - Presence of relevant environmental management processes.
 - Employment in tourism and support for this.
 - Enterprise performance, outlooks, need, etc.
 - Current visitor flows, market trends and market opportunities.
 - Visitor satisfaction, including attitudes to environment and other issues.
 - Tourism infrastructure and support services, including transport, water supply, etc., and their capacity.
- Source: UNEP & WTO (2005: 61)

Each country, each destination shows a distinct situation and requires different goals as well as different approaches and unlike solutions (NIKOLOVA & HENS 1998: 208; UN 1999: 2). Therefore, to direct successfully tourism in a sustainable way, a situation analysis of the destination is indispensable. This is the first step in verifying key issues/

goals in a given destination – as the UNEP & WTO's Guide highlighted and also indicated in all mentioned Guidelines. The Guide also recommended a checklist and suggestion of information which is supposedly most pertinent to sustainability issue (UNEP & WTO 2005: 60-61) – shown in box 2.

In this study, proposed vision (objectives) and strategy for tourism in Sam Son are that:

- Tourism sector has to be developed in a way that really benefits local people, brings them better income, especially when this sector is enlarged and when the locals own less land because of such development.
- Tourism development in the region must be environment friendly and maintain its good condition for following generations.
- Sam Son must be a nice place for people to visit. Encourage them to contribute more to local communities by giving nice experiences and high satisfaction.

Besides available sources of information which can be collected from official departments and other sources, several interests are addressed to gather primary data through own surveys:

- How does tourism impact local people currently and in future when this sector will be enlarged? If tourism in Sam Son really benefits local people? What is the real income of local people from this sector in comparison with other sectors such as agriculture, fishery and aquaculture? What do the locals think about tourism in the region? If are they willing to support this sector?
- What is the direct contribution of tourism to the destination? (By tourist's expenditures); what is the real demand of the tourists in Sam Son and what are their satisfactions and dissatisfactions about the destination? What can the destination do to meet the demand of tourists? etc..
- How does tourism impact the environment in Sam Son? ; How important is the environmental aspect in tourism there? And how to maintain a good environmental condition?

These sources of data and information will help to develop a strategy for sustainable tourism in Sam Son.

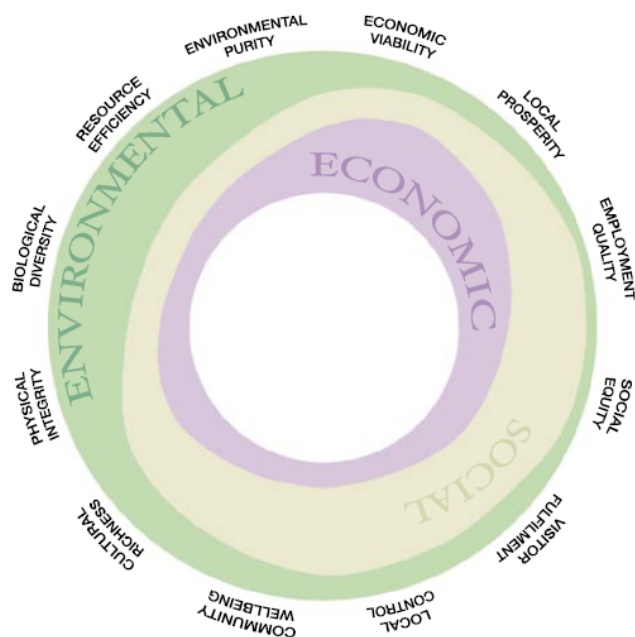


Figure 13: Relationship between the 12 aims and pillars of sustainability (source: UNEP & WTO 2005: 18-20)

4 Area under investigation

The area under investigation of this thesis is Sam Son. But a tourist destination is always embedded and influenced by the surrounding region; therefore firstly the region will be shortly introduced and afterwards the area under investigation will be presented.

4.1 The region: Thanh Hoa province

Thanh Hoa province is situated in the north of Vietnam - 150 km from Ha Noi, at the coast of the South China Sea (see fig.1). It is the third largest province of Vietnam (ADB 2009: 46) with an area of 11.106 km² (THANH HOA PC 2008: 18).

The province is easily accessible by the National Highway No.1A and the North-South railway runs through the province. Additionally the 217 highway connects Thanh Hoa province with Laos. Besides, a deep port named Nghi Son also enables the province to ship goods by sea line. Recently a former army airport – located only 30 km from the capital in the west - has been developed for public transport; it opened in 2013.

4.1.1 Natural conditions

The province contains three main types of terrain: The majority belongs to the mountainous and midland region (75.44%), the plain covers 14.61% and the share of the coastal region is 9.95% with 102 km coastline (website: Thanh Hoa Portal).

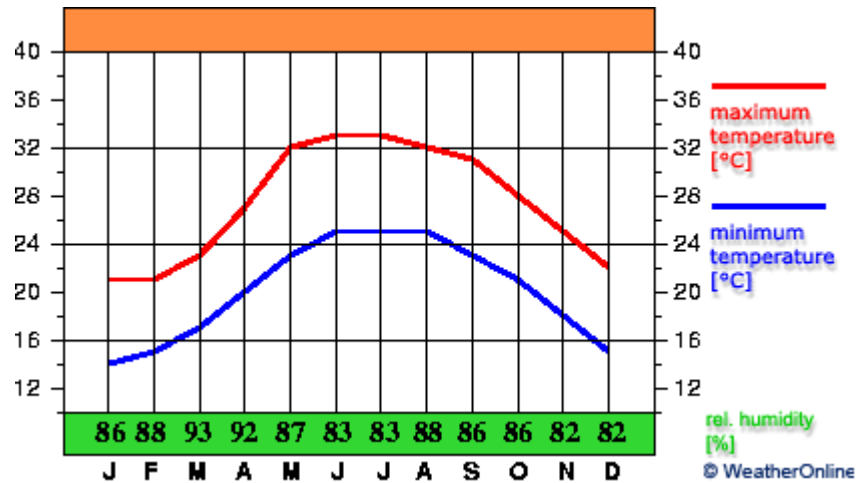


Figure 14: The averaged value of temperature and humidity of Thanh Hoa (source: WEATHERONLINE)

The province has a tropical monsoon climate: The annual average temperature is 24.5°C and normally June and July are the hottest months with $>32^{\circ}\text{C}$ while January and February are the coldest months with less than 16°C (see fig. 14). The rainy season is normally in late summer: The peak of precipitation occurs from August to October (see fig. 15).

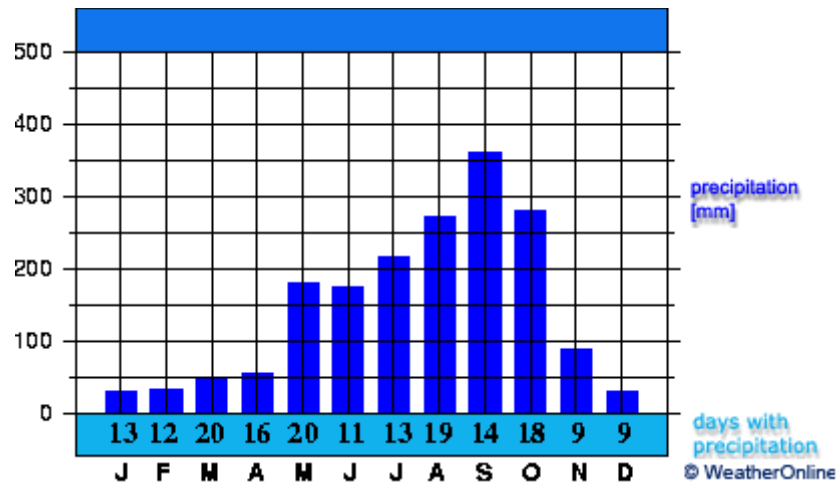


Figure 15: The averaged value of precipitation in Thanh Hoa (source: WEATHERONLINE)

The wind regime is characterized by two distinct seasons: the South-East winds flow in summer with lots of rain from March to October and the North-East winds with cold air come in winter from November till February (THANH HOA PC 2008: 9). The average value of wind speed is always on a high level (around 5.6 kph; see fig. 16) – only in

August wind speed is considerably lower.

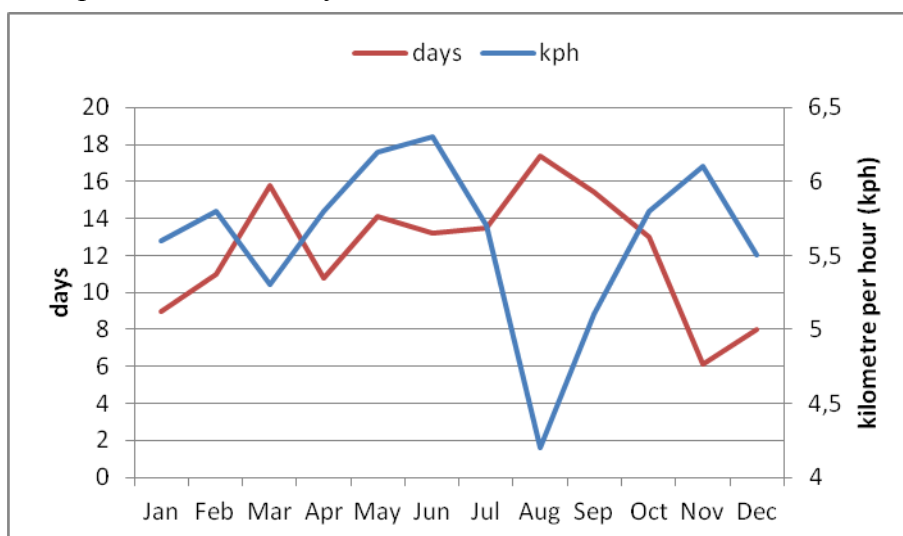


Figure 16: Average value of wind in Thanh Hoa (January 2002- December 2012), derived from data source of Weatheronline (source: WEATHERONLINE)

The province is covered by large forest areas of 557.355 ha in total, means 50% of province area (Thanh Hoa PC 2013).

Thanh Hoa province has one National Park (Ben En) and three protected areas (Pu Hu, Pu Luong and Xuan Lien), where a high diversity of flora and fauna exists.

Mineral resources are quite diverse with 296 mines and 42 different types. Among those, several types such as granite and marble stone, limestone and clay for producing cement are found with huge reserves.

Sea resources are also the strength of the province. The 17.000 km² of territorial waters are rich in fish, that allows the province to develop this sector strongly (website: THANH HOA PORTAL) .

4.1.2 Demographic and socio-economic conditions

The province is known as one of the first cradles of Vietnamese civilization. Historic vestiges are for instance Ham Rong Bridge, the Lam Kinh historical monument, and particularly Ho Citadel which is listed as World Heritage by UNESCO since 2010.

Today Thanh Hoa is the third populous province of Vietnam with nearly 3.7 million people (in 2006) and includes 8 ethnic groups, of those the majority is Kinh (83.46 %) (THANH HOA PC 2008: 11). The educational level is quite low: Only 17% of population has tertiary or vocational education level, although 77% reached secondary education (ADB 2009: 46). It is also demonstrated, according to ADB's analysis, as one of the poorest provinces in the country: In 2005 GDP per capita were only 622 US\$ per year; that is the second lowest of all provinces in Vietnam and the poverty level was quite

high (36% in 2006) (ADB 2009: 2, 46,50).



Figure 17: Tourist destinations in Thanh Hoa province

(Source: THE DEPARTMENT OF CULTURE, SPORT AND TOURISM)

However, becoming one of the north-central key commercial hubs of Vietnam is the long-term vision of the province and in the plan of provincial development tourism is designated as an important segment of economic growth together with industry (ADB 2009: 3). Also the national government confirmed – already in 2003 – that Thanh Hoa province is one of the most important points of national tourism (THANH HOA PC 2008: 7).

Among other tourist destinations in Thanh Hoa province (shown in the figure 17), Sam Son stays on the top of tourism investment, in the period 2010-2015 (THANH HOA PC 2008: 66).

4.2 Sam Son

Sam Son is a beach town, located 16 km eastwards from Thanh Hoa capital, on the shore of the South China Sea (shown on map in fig. 1). The area is about 18km² big and the population in 2010 was 62.550 (WEBSITE: THANH HOA PORTAL-SAM SON).

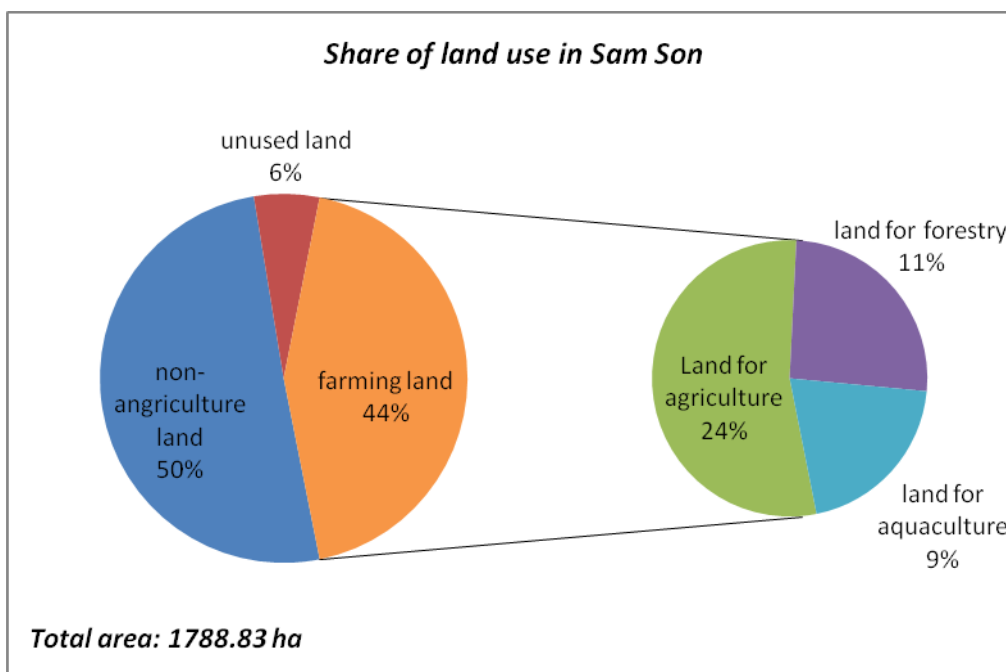


Figure 18: Share of land use in Sam Son, derived from the official statistic of 2010

(Source: THANH HOA PORTAL)

Currently most space is used for settlement, business and traffic area etc., farming land covers 44 % (see fig. 18). Compared with the entire province forests are very scarce in the region.

Exploitation of water resources encounters difficulties, because of salt water in terms of both surface and groundwater.

The leading economic sector – measured by turnover in 2010 - is tourism&service with 71.3% (see fig. 19). Much lower are the shares of agriculture&fishery&forestry (16.4%) and industry&home craft (12.3%). Average income of people in 2010 was 20.5 million VND (about 950 US\$) per year (SAM SON PARTY COMMITTEE 2010: 29). Tourism gains the highest rate of growth while agriculture seems less effective in the region.

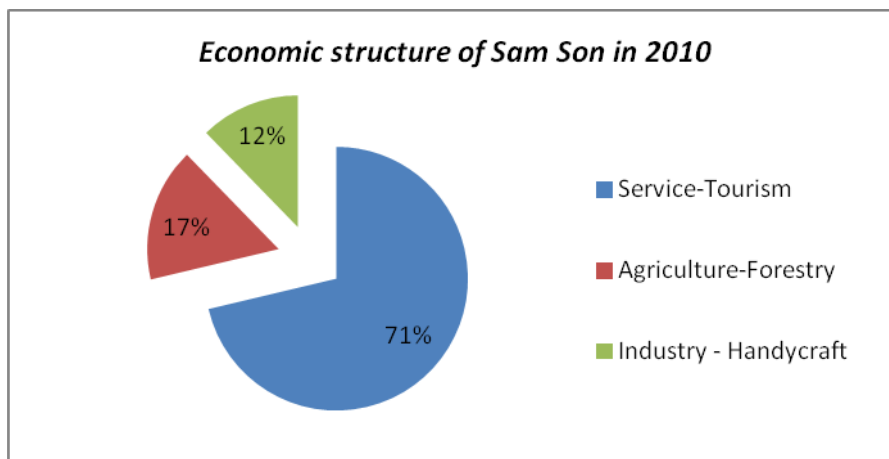


Figure 19: Economic structure of Sam Son, derived from official data

(Source: Thanh Hoa Portal – Sam Son)

The local human resource is quite young: In 2010, the 61.2 % of the entire population belong to the so-called working population and the majority of those (59.5%) work in the service&tourism field (see fig. 20). The manpower quality is improving but the rate of unskilled workers is still very high, especially among those who work in business establishments (website: THANH HOA PORTAL - SAM SON).

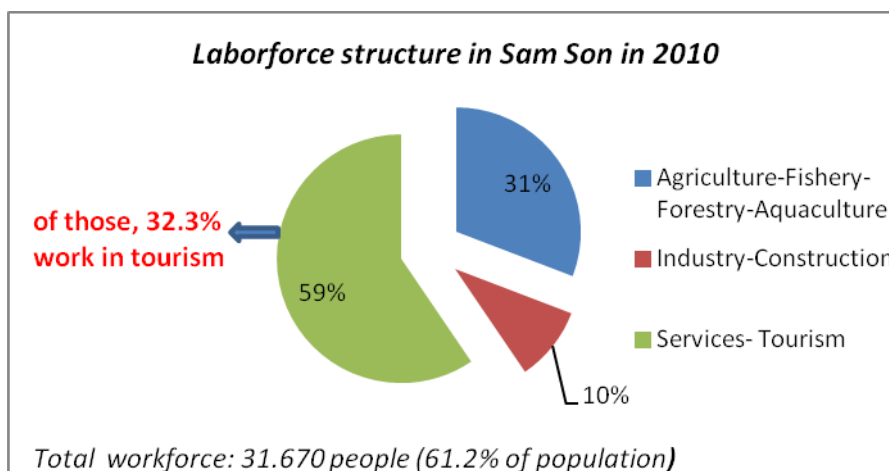


Figure 20: Labor force structure in Sam Son, which derived from official data

(Source: THANH HOA PORTAL – SAM SON)

4.2.1 Tourism in Sam Son

Sam Son is already since more than 100 years a touristic destination, thus there are many specific facilities and offers.

4.2.1.1 Touristic supply in Sam Son

To demonstrate in the following the current situation of the touristic supply the structure shown in figure 21 will be used.

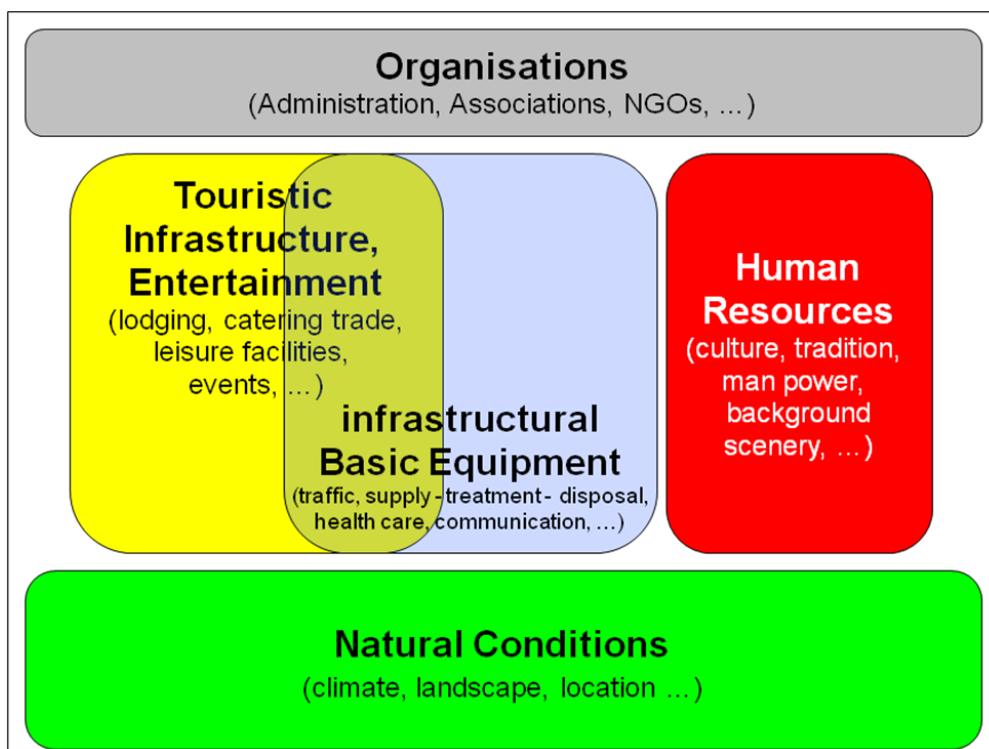


Figure 21: Rough structure of touristic supply side in destinations (source: STEINGRUBE 2012)

Natural condition which determines tourism in Sam Son is the seaside landscape with 9km of different beaches. All of them have the same characteristics: very broad, flat, white and fine sand, warm and particularly very clean, blue water and moderate waves. However, currently only 3 km is really in touristic use for bathing.

Additionally a small part of the coastline is a rocky cliff. Behind the cliff is the 3 km long hilly area of “Truong Le” with 76m height maximum. Most of this area is covered by forest. In the self-expression on the WEB “Truong Le” is demonstrated as the pearl of Sam Son (website: THANH HOA PORTAL - Sam Son).

There are also other natural potentials for different types of tourism; for instance the landscape along rivers around the town, lotus ponds and lakes can be considered as an attraction for ecotourism which have not yet been exploited for tourism purpose.

Besides settlement most of all other areas of Sam Son are used by farmers for agriculture and aquaculture, which is not attractive to tourists.

Regarding the environmental situation there are several problems – according to the report of the Thanh Hoa Science, Technology and Environment Department (TSTED 2003):

- The water quality is low. Groundwater is contaminated by several compounds, including Nitrite, Ammoniac, heavy metals, organic substances and Coliform. Especially the Nitrite index exceeded the allowed standard up to thousand times and found in 100% of collected samples in 2002 (TSTED 2003: 31). Fecal Coliform and Coliform were also found in almost all samples (60%) and surpassed the Vietnamese allowed standard up to several hundred times. This proved that the underground water in Sam Son is strongly affected by untreated waste.
- At the beach in 2003 all measured indexes stayed lower than the Vietnamese allowed thresholds; however oil stains were still found – that is forbidden in bathing beaches.
- The quality of soil at the beaches was – in 2003 - quite good, the analysed samples found at the bathing beaches no pathogenic microorganisms.
- The air in Sam Son tends to be fresher; however several elements such as H₂S, NH₃ and noise were found exceeding the Vietnamese allowed standards.

Also in this research, a survey with different groups, including 500 locals, 250 enterprises, and 250 civil servants, clearly shows that the lack of environmental knowledge as well as responsibility are mostly believed to be the main reason, which indirectly causes the environmental problem in Sam Son, due to a lack of treatment systems (TSTED 2003: 42-43).

Regarding the pollution at the beaches alone in Sam Son, also according to this study, nearly all people highly criticized the low awareness of local people and in particular the problem of uncollected and untreated waste (TSTED 2003: 36, 49).

In a nutshell, the awareness and sense of responsibility of local people for environmental matters is very low. In addition the indifference of the authorities together with insufficient investment may put the environment in Sam Son in danger.

Human resources in Sam Son have both: strengths and weaknesses. The manpower of Sam Son is plentiful. There are about 2,608 people directly working in tourism sectors – that is equivalent to 60% of total Thanh Hoa workers in this sector (THANH HOA TOURISM DEPARTMENT 2005). However, currently most of them (66.6%) are untrained officially (VU 2008: 56). Each year Sam Son opens short training courses (3-5 days) for those who serve in tourism. But this support seems to be insufficient. This reality

negatively affects the quality of tourism services and it will be a big hindrance for the region to catch up the growth pace, especially in the future tourism development.

Tradition of Sam Son is known with many festivals, martial arts, and traditional trade villages such as producing fish sauce and weaving. Currently there are about 20 handicraft villages (LUU 2008) – these are not yet developed as attractions for tourists.

Sam Son has 16 cultural heritages, also is one of the rich heritage regions of Vietnam. Six of them are recognized on national level: De Linh pagoda, Ca Lap pagoda and situated on Truong Le hills are Doc Cuoc pagoda, Co Tien Pagoda, To Hien Thanh Pagoda and Hon Trong Mai. And 10 others are already ranked on provincial level.

Especially, several romantic and exciting legends and myths connected to the four pagodas on the hills of Truong Le makes Sam Son become more fascinating.

Additionally, fresh seafood in Sam Son is also beloved by many tourists. For many people, this is also worth to come to the destination.

Furthermore there are several small handcraft enterprises producing in particular small cups or chopsticks by bamboo, but also vases and other decorative items. This could be combined with other resources to promote and strengthen tourism of Sam Son.

Basic infrastructure in Sam Son is generally improved significantly. Investments have been made in streets, power, water, and telecommunication systems and have been upgraded for further development tourism in the region. The main roads which connect Thanh Hoa capital and the neighboring regions are broadened and asphalted. This is quite propitious for Sam Son to create tours to other tourist destinations.

However, shortcomings do exist: Especially solid waste as well as wastewater treatment system is still far from requirement. Several treatment stations are built, but do not run effectively. Most waste is discharged freely into the environment or slowly infiltrated into the ground without any treatment. This is threatening the environment as well as the health of locals and tourists. Moreover some business establishments still use well water to serve it in tourism but this source of water is allegedly unhygienic. Hence a treatment system has to be installed soon and effectively work in Sam Son.

Touristic infrastructure in Sam Son indicates a successful destination. The lodging offer is diverse in terms of type: There are hotels, guesthouses, a nursing centre, bed and breakfasts and so on. Sam Son has 320 establishments in total with 8.000 rooms and 17.600 beds (SAM SON PARTY COMMITTEE, 2010: 29). There has been a big increase since 1990, when only 72 accommodation establishments with 1.750 rooms and 4.127 beds existed (VU 2008: 44).

However, most accommodations are of small size; only 4 hotels offer more than 100 rooms. Furthermore the quality is still very low: only 15 hotels ranked from 1- 3 star and 59% stay under minimum standard (VU 2008: 58; see the table 1). Moreover, the management and quality services in this segment are generally on low level as well.

Table 1: Accommodation classification according to quality in Sam Son 2007

<i>Quality</i>	<i>Total of establishments</i>	<i>Total number of rooms</i>
Meet "star" level	15	975
Meet the minimum standard	114	3 078
Under minimum standard	185	2 563
Total	314	6 616

Source: Official statistic of Sam Son PC (VU 2008: 58)

The catering system in Sam Son for tourists also increased rapidly: from only 244 establishments in 2000, to 600 in the year 2006. Yet this business branch still remains with many problems such as food quality, prices and so on (VU 2008: 45).

Leisure facilities are currently quite poor in Sam Son; there are very little choices of amusement for tourists.

Tourism planning and regulatory structures in Sam Son generally obey the top-down manner of Vietnam. Tourism administration ranges from the national via provincial down to the local level (see fig. 22).

All tourism matters in Vietnam are subject to the "law on tourism" (NASRV 2005). On national level, the "Ministry of Culture, Sports & Tourism" is responsible, but most tourism related activities and even responsibilities are given to the government agency VNAT ("Vietnam National Administration of Tourism"). "Generally, Vietnam tourism is fully controlled by the VNAT" (TINH 2009: 109).

Within the national policy frame, provinces can specify the plans and regulations by their own according to the regional and local context. Each province has a department dealing with tourism matters. In Thanh Hoa province it is called "Department of Culture, Sport & Tourism". This division normally acts as a counsellor for the "People's Committee" to implement the related issues as well as to develop needed plans. Concrete strategies and planning are often prepared by agencies of provinces. Such documents are sometimes very concrete down to the local level and the communes have to follow such decisions.

Concerning the area of Sam Son, Thanh Hoa province decided a plan to enlarge the tourism destination for future development (see chapter. 4.2.2).

On local level, some communes have their own department which is responsible for tourism, mostly in combination with other fields. In Sam Son this department is called "Department of Culture & Information". Primarily it executes administrative tasks regarding culture, sports, families and so forth but is also responsible for the public promotion of Sam Son as a touristic destination.

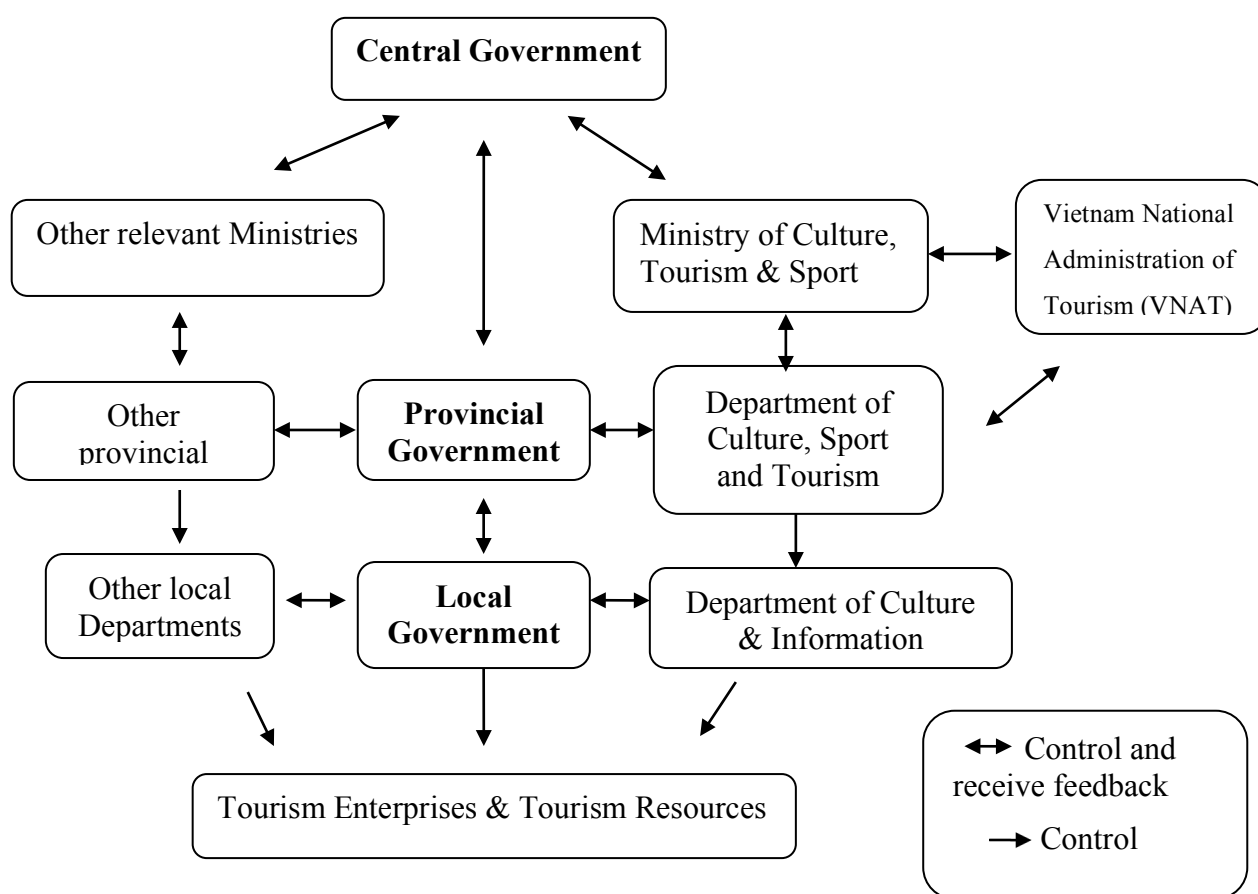


Figure 22: General structure of tourism administration in Vietnam, derived from TINH (2009: 110)

Communes develop no own plans but have to implement the legal requirements of their province. The decision making public body on local level is always the "Peoples Committee" (PC). But as the members of PC are not experts in all relevant topics; they delegate tasks to their public departments, to private agencies or even to NGOs. So on local level there many responsibilities, for instance (see VU 2008: 62):

- The local police are responsible for general safety and security.
- The “Rescue Teams”, the “Red Cross Society” and the hospital are responsible for bathing security.
- The “Division of Labor, Invalids and Affair” has to manage the begging problems.
- The “Committee for Population & Family planning” is answerable for homeless children who earn their living by tourism.
- The “Management & Public Works Construction Company”, cares together with Sam Son’s PC about the beach campus and all relating environmental sanitation.
- The “Division of Public health & Center for Preventive Medicine” is accountable for food hygiene and safety.

This complex bundle of tasks and responsibilities is for most people not transparent and there is no facility (organization) which is powerful and well structured to coordinate all tourism related activities.

Although there is a change in policies and management, the outcome is still far behind the expectation: Every year Sam Son still receives lots of complains from tourists about bad occurrences in the destination.

4.2.1.2 Touristic demand in Sam Son

In the past tourism in Sam Son was nearly run in a subsidized manner, means almost every business establishment belonged to central offices and outside provinces. They used to serve only civil servants. Nowadays tourism in Sam Son is really socialized and all people can come to make holiday. Many private establishments are encouraged to operate in this sector. The speed-up of tourism in the region only started really from 1996 onwards (VU 2008: 59).

The statistic shows the story of success of tourism in Sam Son: The number of tourists is growing very fast since more than 10 years (see also fig. 23). Most visitors are overnight tourists. About 30 % of all guests are day trippers and their number increases faster than those of the overnight tourists.

Not only the number of overnight guests but also the total number of nights is increasing. The average duration of stay is very low, but is rising (see fig. 24). The actual value of 1.9 nights per overnight tourist nevertheless documents that Sam Son is a destination for weekend trips mostly.

It is pure domestic tourism in Sam Son: Only 0.1 % of guests are foreigners (TCD 2011: 17-18).

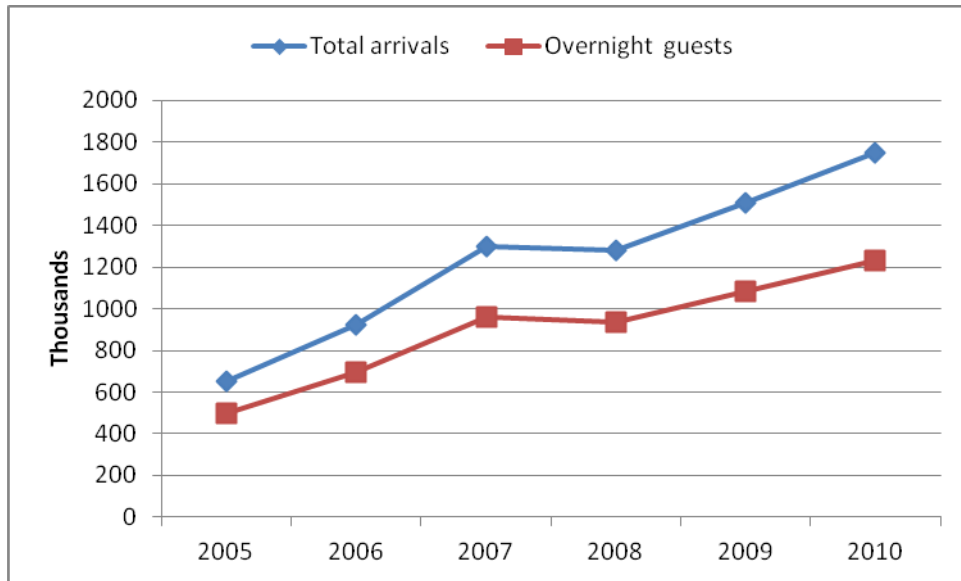


Figure 23: Number of arrivals and overnight guests in Sam Son, derived from official statistics

(source: SAM SON PARTY COMMITTEE, 2010: 29)

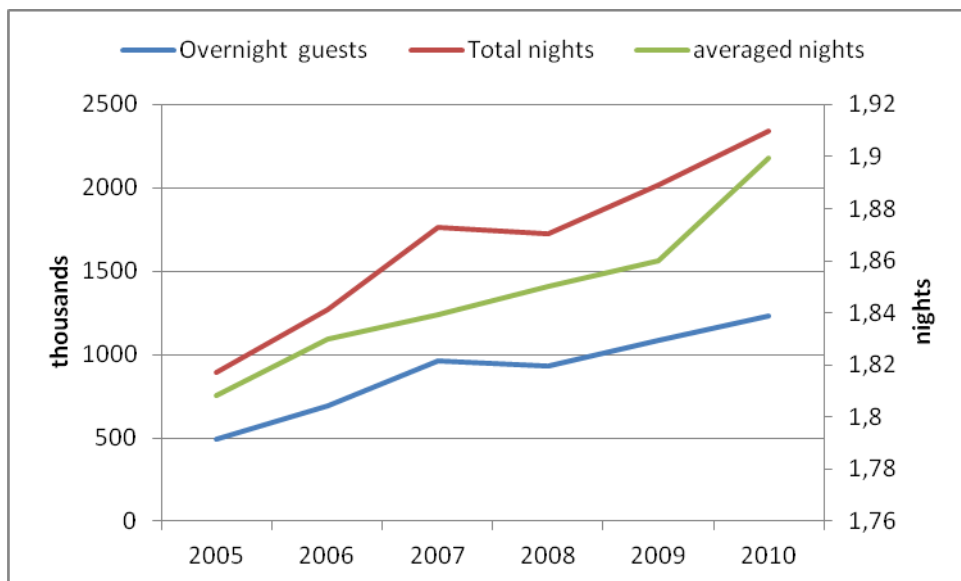


Figure 24: Average values of overnight guests in Sam Son, derived from official statistics

(source: SAM SON PARTY COMMITTEE, 2010: 29)

Tourists come to Sam Son mainly in summer time and mostly focus on the months from May till August with more than 85% of all tourists (ITDR & SAM SON, 2005: 14; VU 2008: 49; TCD 2011: 18), especially June and July are the peak time. In low season a very small “sub-peak” is in January or February- normally in or after “Tet” holiday, which is the time for many Vietnamese people – besides celebrating family holiday - to visit spiritual locations.

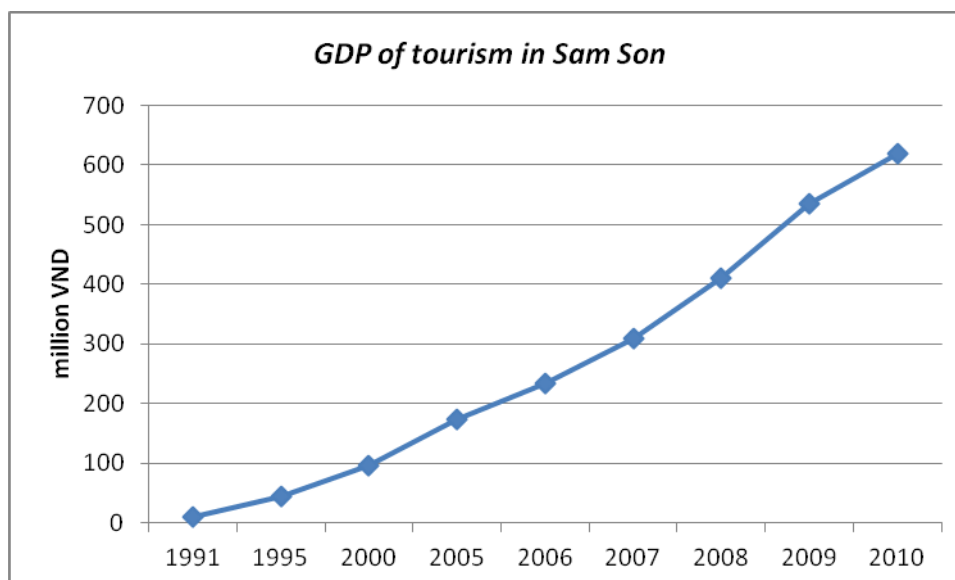


Figure 25: Rising tourism revenue through the years in Sam Son, derived from official statistics.

(source: SAM SON PARTY COMMITTEE, 2010: 28; TCD 2011: 17)

Due to rising number of guests the tourism revenue in Sam Son grew fast, too (see fig. 25). The structure however is simple, mainly focuses on catering and overnight stay (see table 2). This proves that tourism services in Sam Son are not diverse.

Table 2: Revenue structure of tourism in Sam Son

Income (VND)	1991		1995		2000		2005		2007		2008	
	mil	%	mil	%	mil	%	mil	%	mil	%	mil	%
Accommodation	2.14	19	14.0	33	39.3	40.7	65.0	37.4	111.6	36	164.4	41.1
Catering	7.46	66	21.2	50	44.8	46.3	69.0	39.7	117.8	38	175.4	43.9
Other services	1.65	15	7.32	17	12.7	13.0	40.0	22.1	80.6	26	60.2	15.1
Total	11.25		45.5		96.8		174.0		310.0		400.0	

Source: Official statistic of Sam Son (VU 2008: 52-53; TCD 2011: 17)

4.2.2 Plan of tourism enlargement and improvement in Sam Son

Tourism is a leading economic sector in the region, but ongoing business of tourism is supposed to be not corresponding with its potentiality. The government realizes the weaknesses of current situation (TCD 2011: 2). For instance:

- the quality of touristic infrastructure is not good enough to serve nor high income tourists neither foreigners;
- recreation services are still poor;
- remaining land is too limited and not enough for improvement.

To reach the goal of 3.5 million guests in 2025, the region needs more space for touristic infrastructure to diversify recreation offers. Thus the document: “general planning for Sam Son development till 2015, vision 2035” was elaborated and accepted by national and provincial governments. The objective is to develop Sam Son to become a resort area with identity and international brand as well as speeding up the economic growth of total Thanh Hoa province and other regions in the country. The demonstration of the plan with detailed design was finished in 5/2011 (TCD 2011).

In this plan Sam Son will merge with 6 surrounding communes: Quang Chau, Quang Tho, Quang Vinh, Quang Minh, Quang Hung, and Quang Dai (shown in fig. 26). The enlarged area of Sam Son will be 4,730.5 ha (the current area is 1,788.8 ha) (TCD 2011: 5)



Figure 26: Boundary between current Sam Son and the communes in the enlargement area

(Source: TCD 2011: 27)

But there are also obstacles:

- The enlargement and development may create difficulties for locals; the change in the economic structure might make life of locals more difficult at the beginning or even in long-run in case the government will not have a good strategy for such changes. Currently in the affected six communes agriculture and fishery are the main sectors (77%) (TCD 2011: 23).
- Urbanization means the use of land will change: Farmers will have less or even no more land for cultivation.
- The traditional fishery direct at the coastline besides the beaches of Sam Son has to move, too. Relocation measures are running already. But the conditions for the fishermen seem not to be fair and satisfying.
- Due to less farm land and resettlement of fishermen fewer jobs will be in agriculture and fishery. The education and experience of affected (young) people is not on a level that these people can work in tourism. They have to be trained for new jobs.

5 Tourism and local community in Sam Son (household survey)

Tourism is the dominant economic sector in Sam Son. But besides the “official pertinence”, which can be shown by statistical data (see chapter 4.2.1.2); the awareness of the population has to be taken into account. The perspective of affected and involved people reflects reality and supplements information basis to assess the importance of tourism. Therefore, a household survey has been conducted.

As shown already, 1112 households have been interviewed (see chapter 2.2.2.3). This ensures a high level of statistical significance (confidence level > 95 % and confidence interval $\pm 3\%$) for the investigation area. Regarding the single commune the number of respondents is sufficient to indicate a valid tendency.

5.1 Structural information about households

The interrogated households comprise altogether 4.727 people and cover different sizes: The statistical average size is 4.3 persons per household (see table 3).

Table 3: Number of household's persons in Sam Son

	N	Minimum	Maximum	Mean	Sum
Number of persons in each household	1097	1	12	4.31	4727

Own survey 2012

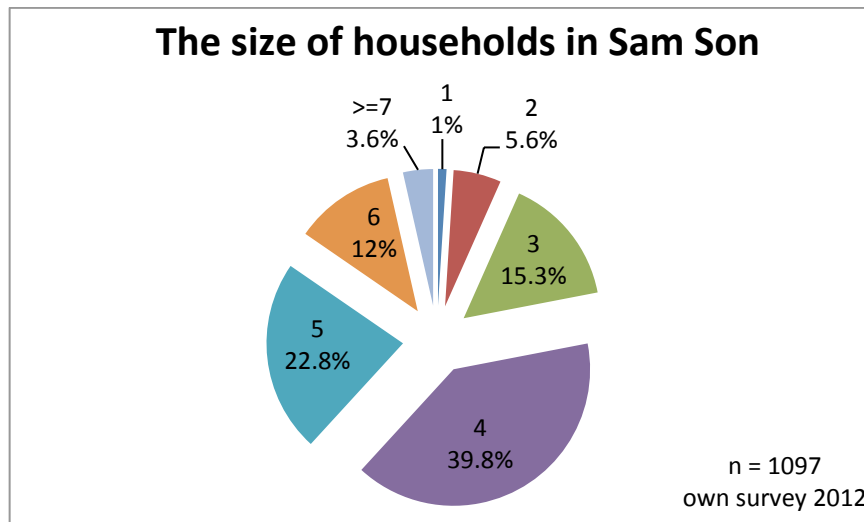


Figure 27: The size of households

The sizes are vary from one person up to 12 people living together in one household; however such size is not popular in this region. The most common size contains 4 persons with 39.8% (see fig. 27). This size corresponds with the standard size of Vietnamese families, which comprises two generations.

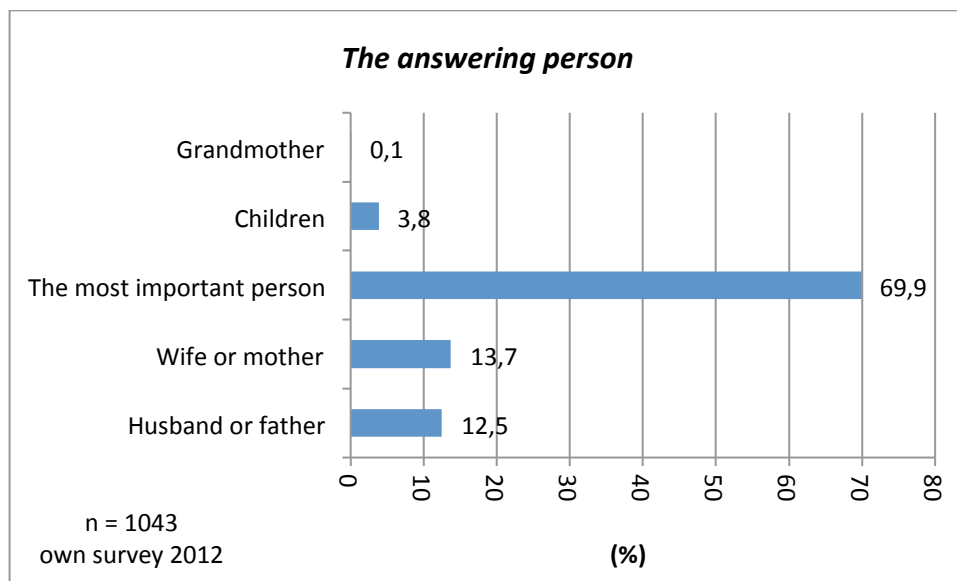


Figure 28: "Self-designation" of answering person

The people who filled in the questionnaires are classified into five categories: husband or father; wife or mother; the most important person; children and grandmother. This division had based on the clearly indicated information in the survey. The “most important” intentionally emphasizes the person who has more rights to make decisions within the families. Other mentioned groups might also

belong to the “most important” person but they had not confirmed it openly in the questionnaires. Nearly all answering persons belonged to the “most important” group (about 70%; see fig. 28): This self-designation indicates a very high level of reliable information for the survey.

Agriculture is the most common economic sector: 73.5% of households earn money from agriculture (see fig. 29), only 23.6% of households are directly involved in tourism and fishery is the smallest sector in Sam Son.

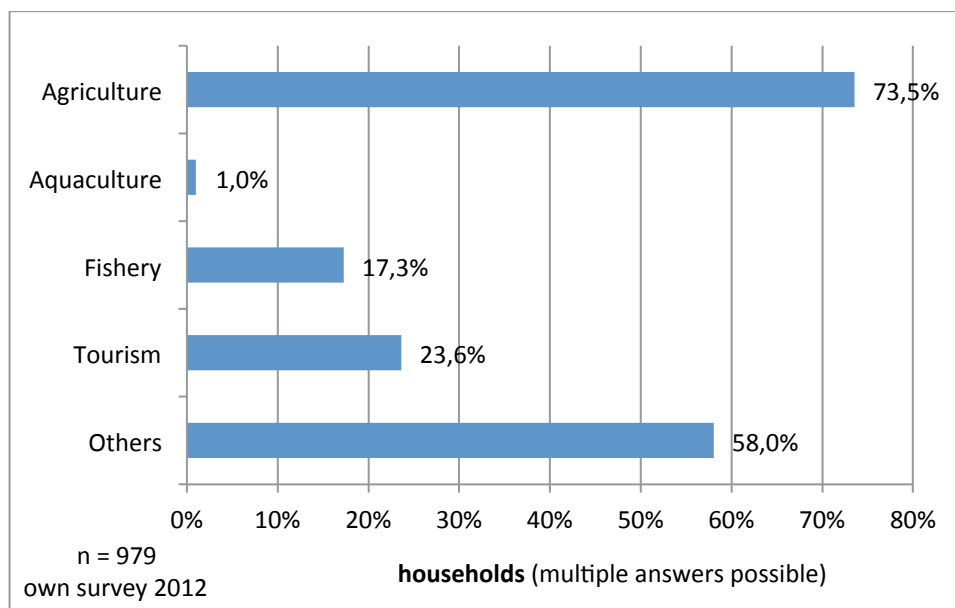


Figure 29: Share of households involved in different branches in Sam Son

Regarding the number of people of the households, who work in different sectors to generate income for the family, figure 30 shows that fishery absorbs the lowest average share. But if a household owns a hotel or restaurant, more people of the family have to work for it in average - compared with the other economic sectors.

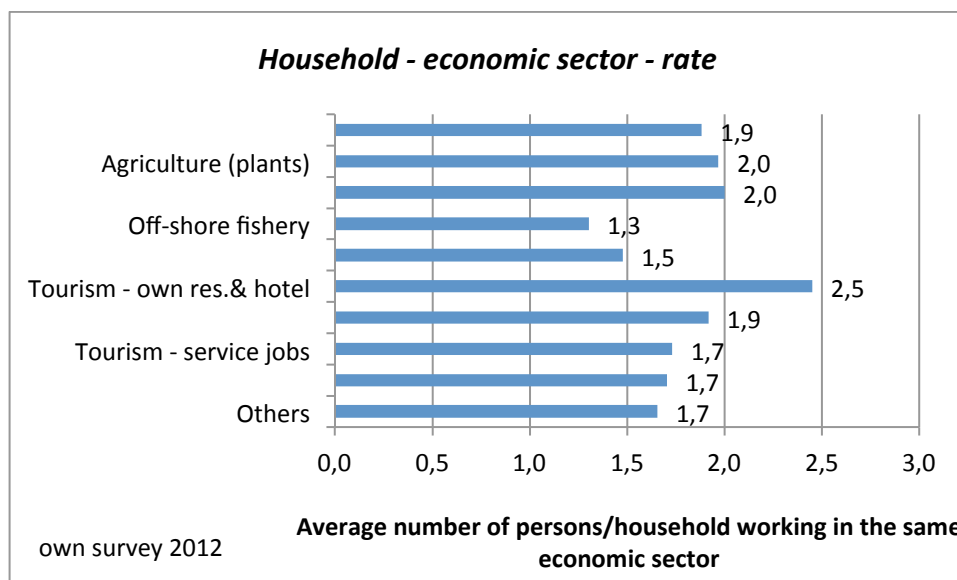


Figure 30: The average number of people in each household working in tourism sector

5.2 Income disparities

GDP from tourism is quite high in Sam Son (41.3 %; Sam Son Party Committee 2010: 28 f.) in comparison with other sectors. But the real benefit, which local people do get from tourism, has not been clarified yet. Studying this in detail might provide an authentic sight into a disproportion, which tourism has brought to the community. So the real income of households from different economic sectors has been directly collected in this survey in order to know which branch really competes with tourism in generating income for local people.

Regarding income opportunities, the first results seem to confirm the opinion that tourism sector brings the best income: By all tourism related activities people can earn more money than by traditional professions (see fig. 31). In particular by farming – focusing on animals as well on plants – the income is extreme low.

Hotel and restaurant owners are a long way ahead of the other jobs. The very high average income has been calculated in this sample although the total extreme high given answers - more than 100 million VND per month – were excluded from processing to avoid a distortion of the average value by few answers.

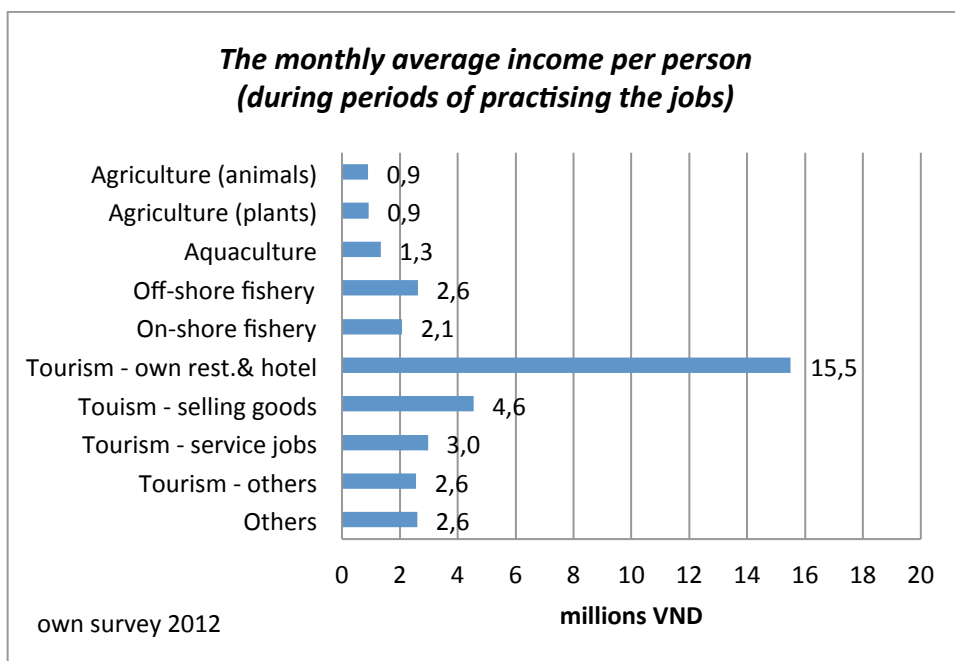


Figure 31: Income disparities between economic sectors in Sam Son

As average calculations are strongly influenced by few extreme values, the responded data are classified in four groups (see table 4).

Table 4: The average income of local people from different branches (per person/month) in classified groups

Branches	N	<2 mil	2- <5 mil	5- <10 mil	>10 mil
		%	%	%	%
Agriculture (animal)	341	92.4	6.7	X	X
Agriculture (plants)	378	94.7	5.3	X	X
Aquaculture	8	75	25	X	X
Off-shore fishery	76	36.8	55.3	7.9	X
On-shore fishery	87	34.5	64.4	1.1	X
Tourism - own res. & hotel	32	6.2	28.1	12.5	53.1
Tourism - selling goods	96	19.8	55.2	16.7	8.3
Tourism - service jobs	55	21.8	61.8	16.4	X
Tourism - others	44	40.9	47.7	11.4	X
Other branches	549	37.3	56.1	4.4	2.2

Own source 2012

- Commonly people earn between 2 and 5 million VND per month in fishery.
- Agriculture is obviously the sector with the lowest level of income.

- Aquaculture seems to be a little bit more profitable than agriculture (but here the data basis is unsafe).
- The income of “other branches” is on the average level of fishery.
- It seems that most tourism related activities bring more money; many people earn 5-10 million VND per month, even up to more than 10 million per month for the hotel/restaurant owners (53.1% of this group) or selling goods for tourists as well (8.3%). But in reality, not many households in the region have the possibility to run their own business like a hotel or a restaurant. The share of those households is lowermost in comparison with other tourism-involved activities; only 15% (see fig. 32). Moreover, many hotel owners are not locals but from outside.

Both results – the average calculation as well as the grouped data - deliver the same message: Tourism related jobs offer much better earnings in Sam Son region than other activities.

But this obviously very positive result hides a spatial disparity and contains one big mistake.

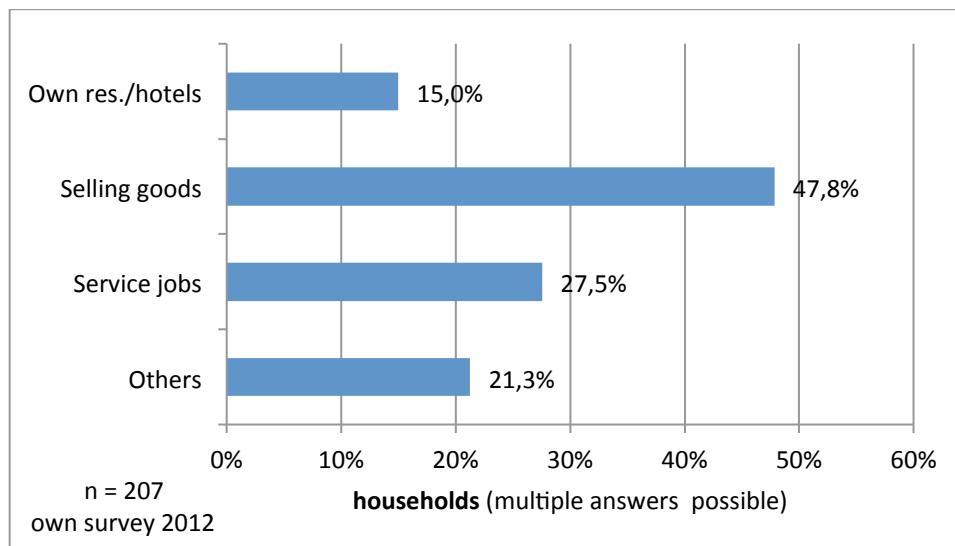


Figure 32: Share of households involved in different tourism activities in Sam Son

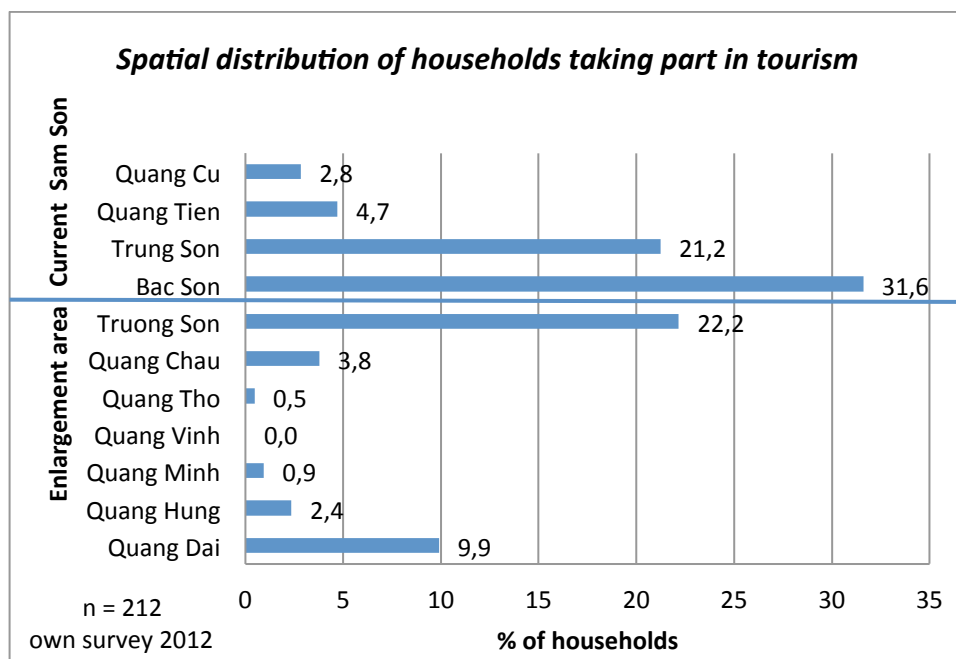


Figure 33: Ratio of households took part in tourism in each commune

Firstly: Not everybody has the possibility to work in tourism. The sample data tells that the income from tourism is significantly different between the involved communes (X^2 ; $P < 0005$). The figure 33 indicates clearly that most households (75 %), who earn money in tourism, belong only to three wards inside Sam Son town (shown in the fig. 26). Two other communes (Quang Tien and Quang Cu) although have merged with Sam Son town already but the participation in tourism was quite low. All six communes, which will be unified with Sam Son in the “enlargement plan”, do not have many people involved in tourism sector, only one unit (Quang Dai) differs.

This spatial disparity of tourism job involvement supports the idea to enlarge the tourism area. That might enhance the possibilities of local people also to participate in the better paid tourism jobs.

Secondly: There is another big hidden problem in the above shown income disparities: It is calculated the average income only for those months when people can practise the jobs. Everybody knows that particularly tourism is an economic sector with a very strong seasonality. But also the other sectors depend partly on times of the year with different weather conditions (see fig. 34).

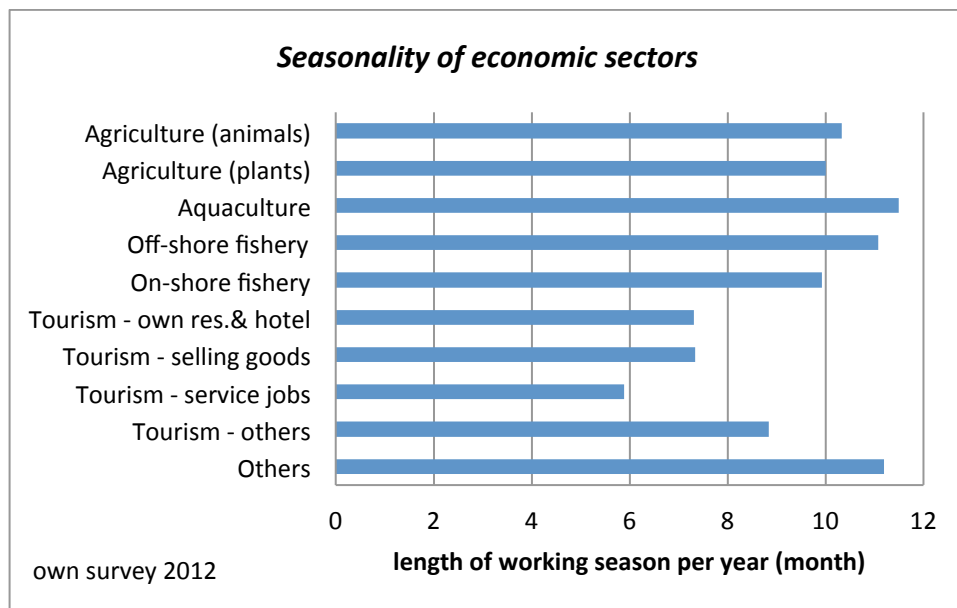


Figure 34: Seasonality of economic sectors in Sam Son

Tourism may create higher income in comparison with other branches, but its period for practising tourism-related jobs is shorter than in others. Agriculture and on-shore fishery have also limited season, but several other sectors offer the possibility to work nearly all year around. Thus the income has to be recalculated regarding the annual income. Now it is to see that several tourism-related jobs generate less money per year than in particular the traditional off-shore fishery (see fig. 35). But the big winners are nevertheless the business owners; they can earn much more money than people can receive in all other tourism activities and also in all other branches.

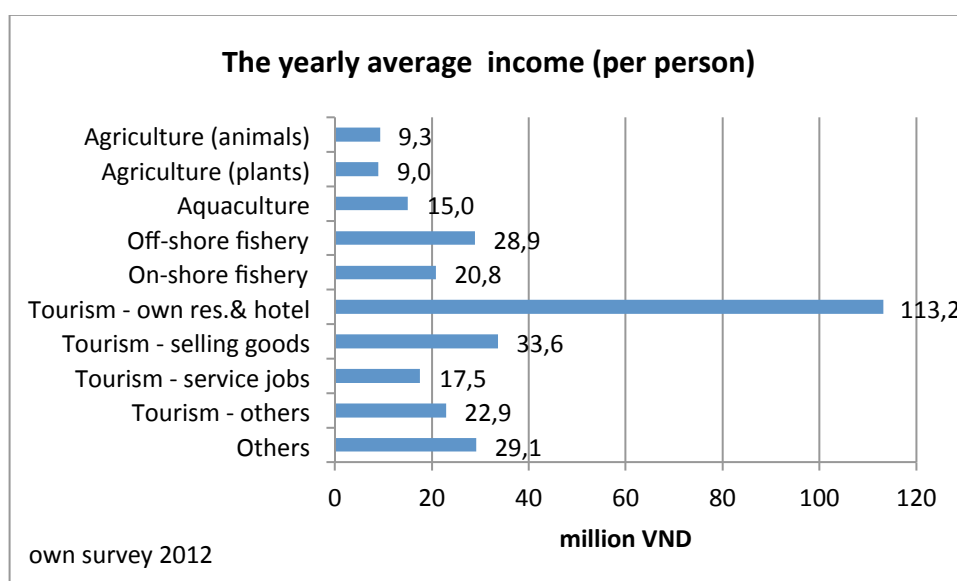


Figure 35: Comparison of yearly average income between sectors in Sam Son

5.3 Opinion of local people about tourism

The “human potential” is a crucial determinant for touristic destinations. The two other big factors (see chapter 4.2.1.1) have the both extreme positions regarding flexibility: “natural condition” you cannot really change and the “specific touristic infrastructure” can offer everything everywhere – it depends “only” on available money. The “human potential” is positioned in between. This factor includes primarily the local people as employees; furthermore tourism requires the local culture with its traditions (events, specific clothing etc.) and habits (behaviour, specific food, dining and drinking culture etc.) as attractions and finally you need also the support of local people who are not directly involved in tourism business by their acceptance. This is because the local everyday life is the backdrop for tourism. The crucial point of “human potential” is that you can on the one hand influence the behaviour and opinion of local people but on the other hand such a change takes a lot of time.

Tourism works only if the acceptance of local people is high – otherwise the visitors don’t feel really welcome. So it is very important for tourism planning to know about the local acceptance!

This survey reveals the public opinion about tourism in general; it comprises the positive as well as negative impacts of this segment on the community and also on separate households.

5.3.1 Impact of tourism on the family

Generally, most of households admit that tourism is good for their families; however only 35% confirm “very good”. More than half (51%) of responding households think tourism is good but “not much”. Only 11% supposed that tourism development in the region does not bring any benefit to their families (see fig. 36).

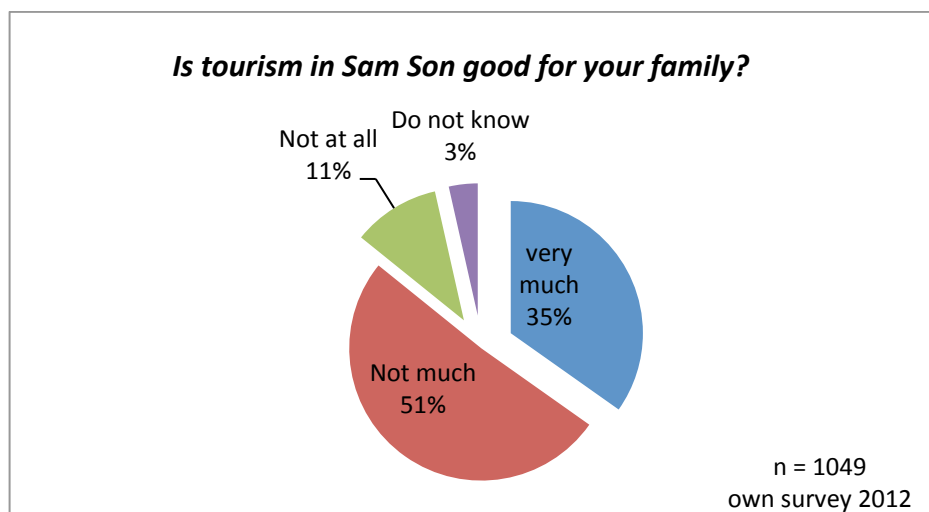


Figure 36: Impact of tourism on families (in the opinion of local people) in Sam Son

But of course there are spatial differences in this acceptance of tourism (see table 5) . The pattern of benefits for families shows a strange pattern:

- The highest agreement is in Trung Son – a part of Sam Son where tourism already runs since many years.
- The low level of agreement in Quang Vinh and Quang Minh is explained by their location – these communes belong to the enlargement area and currently tourism does not really happen there; only few people practise tourism jobs at present (see fig. 33)
- The very positive opinion in Quang Dai – 71 %, which is the second highest share – is surprising, because this village belongs to the intended enlargement area for future tourism. However, some inhabitants of this village earn already money in tourism in Sam Son and it seems that many other people expect also better jobs and higher income from tourism. It might be that some people did not follow the question, which focuses on the present impacts, but answered regarding an expected development in their mind.

Table 5: The local's opinion about the impacts of tourism in Sam Son on the families

Commune	Σ	<i>Has the tourism been good for your family?</i>							
		Very good		Not much		Not at all		Do not know	
		<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
Quang Dai	100	71	71	21	21.0	6	6.0	2	2.0
Quang Hung	103	23	22.3	35	34.0	43	41.7	2	1.9
Quang Minh	51	0	.0	48	94.1	2	3.9	1	2.0
Quang Vinh	107	16	15	58	54.2	33	30.8	0	.0
Quang Tho	101	37	36.6	64	63.4	0	.0	0	.0
Quang Chau	95	44	46.3	48	50.5	3	3.2	0	.0
Truong Son	90	35	38.9	48	53.3	5	5.6	2	2.2
Bac Son	103	45	43.7	44	42.7	12	11.7	2	1.9
Trung Son	98	77	78.6	3	3.1	0	.0	18	18.4
Quang Tien	102	9	8.8	81	79.4	7	6.9	5	4.9
Quang Cu	99	8	8.1	85	85.9	1	1.0	5	5.1

Own source 2012

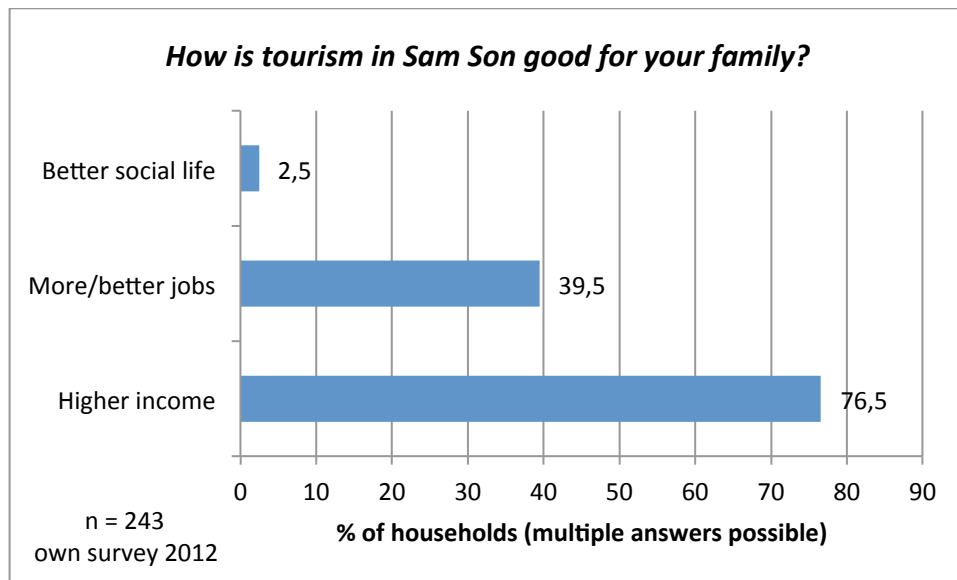


Figure 37: The explanation of how tourism in Sam Son is good for families

An additional open question tried to get an idea about the reasons of these positive opinions. 243 out of 1114 households (21.8%) gave a short explanation. The big majority (76.5%) confirmed that tourism has brought their families a higher income and many of them (39.5%) were offered more or better jobs. Only very few (2.5%) answers mentioned social benefits, such as learning new things and having a more comfortable life, which tourism has brought (see fig. 37).

5.3.2 Positive impact of tourism on the commune

Regarding a possible positive impact of tourism on the commune there is a considerable bigger share of people than concerning the impact on the own family: 73.3 % of households agree on positive effects (see fig. 38).

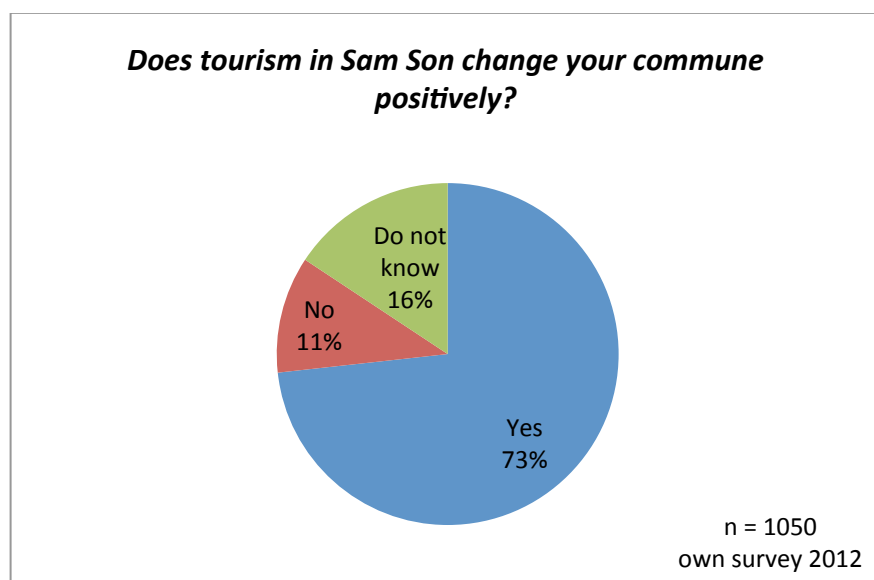


Figure 38: The local's opinion about positive impact of tourism on the communities

Of course, there are also spatial differences. But these differences do not show the same pattern as the assessment of the family-impacts (see table 6).

- The three highest consent shares are in Quang Chau, Quang Minh and Quang Dai – each with more than 90 % affirmation. But these villages are located in the planned enlargement area. It seems that the responses base here on a very positive expectation or hope regarding the future development.
- On the other hand Quang Hung – also located in the enlargement area – is the village with the lowest share of consent. The majority (59.2%) sees no positive impacts by tourism.

Table 6: The local's opinion about the impacts of tourism in Sam Son on the communities

Commune	Σ	<i>Has the tourism changed your commune in a positive way?</i>					
		Yes		No		Do not know	
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Quang Dai	101	91	90.1	2	2.0	8	7.9
Quang Hung	103	38	36.9	61	59.2	4	3.9
Quang Minh	51	47	92.2	2	3.9	2	3.9
Quang Vinh	107	92	86.0	11	10.3	4	3.7
Quang Tho	101	53	52.5	5	5.0	43	42.6
Quang Chau	95	88	92.6	6	6.3	1	1.1
Truong Son	91	76	83.5	4	4.4	11	12.1
Bac Son	102	77	75.5	5	4.9	20	19.6
Trung Son	99	78	78.8	2	2.0	19	19.2
Quang Tien	102	47	46.1	8	7.8	47	46.1
Quang Cu	99	83	83.8	10	10.1	6	6.1

Own source 2012

To specify the concern, people were encouraged to declare their own opinion about the issue. We received 758 answers, which is twice as many as of the family-impacts.

The biggest group of explanations was “more jobs and higher income for local people” (58.3% of the answers), which fits to the previous question that the own family benefits from tourism development. The other group of explanations comprises “improvements of infrastructure” (51.5%). But only very few people mentioned social aspects or conservation of tradition/culture (see fig. 39). The social aspect here, which is meant by the local people, is that tourism development enhances the social services such as education, health and offers the local people a good environment to communicate with outside people (tourists).

Additionally, to make people's ideas more transparent, several concrete facets were chosen and indicated in the questionnaires with different degrees of affirmation and rejection.

In general, most positive statements have been clearly confirmed (see table 7). There is an obvious hierarchy:

- The “improvement of infrastructure” receives the highest approval followed by the “generation of employment”.

- The social benefits of tourism seem vaguer in the opinion of local people: the cultural aspects are also affirmed, but on a lower level; “conservation of tradition” is even less than the general cultural aspect and the highest rate of “no opinion” (12.2%).

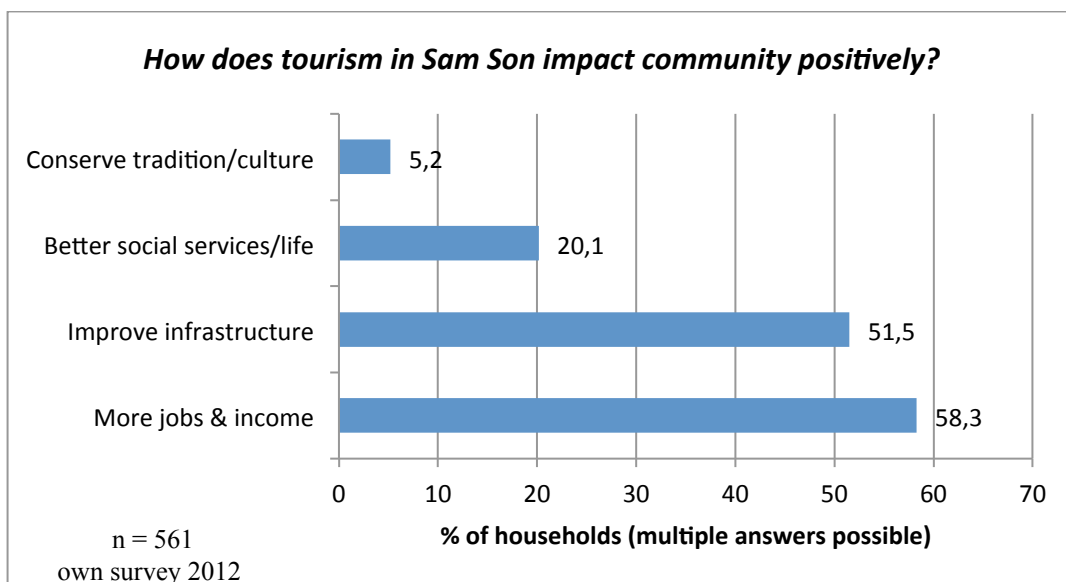


Figure 39: The explanations of how tourism in Sam Son is good for the communities

Table 7: Positive impacts of tourism in Sam Son on the region

"Tourism ...								
Degree of impact	... improves infrastructure"		... generates employment"		... is good for culture exchange"		.. is good for conservation of cultural heritage"	
	n	%	n	%	n	%	n	%
Very much	657	70.4	545	59.6	403	47.1	362	43.2
Not much	235	25.2	305	33.4	346	40.5	309	36.9
Not at all	4	0.4	29	3.2	30	3.5	65	7.8
No idea	37	4.0	35	3.8	76	8.9	102	12.2
N	933		914		855		838	

Own source 2012

5.3.3 Negative impacts of tourism on the region

Each development has both positive and negative impacts and tourism is not an exceptional case. The local people, above all are directly affected by the negative impacts, which this segment may cause; however the recognition about this point varies from subject to subject and from region to region. Therefore, the statement of directly affected persons is worthwhile to consider about the gain and loss of this branch in the region.

In this survey, several factors, which are considered as the most affected by tourism have been chosen.

Table 8: Negative impacts of tourism in Sam Son on the region

"Tourism....."												
Degree of impact	...pollutes environment	increases prices		...overuses water & electricity		...leads to insecure income		...generates stress		...causes social problems	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Very much	538	58.9	465	53.3	399	49.2	274	33.5	271	33.9	565	61.7
Not much	337	36.9	375	43	322	39.7	374	45.8	348	43.5	219	23.9
Not at all	17	1.9	8	0.9	28	3.5	71	8.7	74	9.3	55	6.0
No idea	22	2.4	24	2.8	62	7.6	98	12	107	13.4	76	8.3
N	914		872		811		817		800		915	

Own survey 2012

It is obvious that people are aware of problems, which might be caused by tourism (shown in the table 8):

- Environmental pollution – 59 % of responding people believe that the environment in the region is polluted by tourism, and only very few (1.9%) thought reversely that this development completely did not impact the environment negatively;
- Increase in prices – this possible impact is nearly on the same level as environmental problems;
- Overuse of water and electricity – also regarding this field of potential impacts has been confirmed by nearly the half of people; however, the share of people, who believe that there is no such kind of impact, is higher (7.6%);

- Income insecurity (because of seasonal jobs and dependence on tourists) – received a high affirmation; 33.5% stated that earnings from tourism are extremely insecure and 46% supposed this was happening, however “not much”.
- Increase of stress (because of congestion, many tourist, more traffic, etc.) – this seems to be a field of problems on a lower level, only 34% affirmed that tourist disturb them “very much” and 44% answered “not much”.
- Generation of social problems (crime, drugs, diseases (HIV), prostitution) – indeed, this seems to be a real problem for the region, because it is the highest share of affirmation (62%)!

Table 9: Positive impacts of tourism and two groups: current Sam Son vs. the enlargement area

Areas	Σ	Very much		Not much		Not at all		No idea			
		<i>Tourism & improvement of infrastructure in the region</i>									
		<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>		
Enlargement area	449	353	78.6	92	20.5	2	0.4	2	0.4		
Current Sam Son	484	304	62.8	143	29.5	2	0.4	35	7.2		
		<i>Tourism & generating employments</i>									
Enlargement area	427	261	61.1	141	33.0	22	5.2	3	0.7		
Current Sam Son	487	284	58.3	164	33.7	7	1.4	32	6.6		
		<i>Tourism & cultural exchange</i>									
Enlargement area	380	182	47.9	167	43.9	27	7.1	4	1.1		
Current Sam Son	475	221	46.5	179	37.7	3	0.6	72	15.2		
		<i>Tourism & conservation of cultural heritage</i>									
Enlargement area	368	131	35.6	168	45.7	59	16.0	10	2.7		
Current Sam Son	470	231	49.1	141	30.0	6	1.3	92	19.6		

Own survey 2012

The analysis of the spatial pattern of these evaluations shows interesting results (see table 9, 10). Regarding the positive impacts it is obvious, that

- the people in the planned enlargement area expect a strong improvement of their infrastructure (78.6 % answer “very much”),
- the intangible impacts, means in particular “conservation of cultural heritage”, are more seen by the people in Sam Son, but on a much lower level in the enlargement area.

Regarding the negative impacts, it is obvious that the people in the enlargement area know the typical potential of negative effects of tourism well: they expect

- with the highest share of affirmation (74.1 %) social problems and
- on nearly the same level also stronger environmental pollution (71.2 %);
- and they expect also that for them the stress will increase (43.3%, which is much more higher than in the area of tourism in Sam Son, where people are already used to more people and more traffic.

Table 10: Negative impacts of tourism and two groups: current Sam Son vs. the enlargement area

Areas	Σ	Very much		Not much		Not at all		No idea			
		<i>Tourism & environmental pollution</i>									
		<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>		
Enlargement area	434	309	71.2	117	27.0	7	1.6	1	0.2		
Current Sam Son	480	229	47.7	220	45.8	10	2.1	21	4.4		
		<i>Tourism & increasing prices</i>									
Enlargement area	394	234	59.4	153	38.8	5	1.3	2	0.5		
Current Sam Son	478	231	48.3	222	46.4	3	0.6	22	4.6		
		<i>Tourism & overuse of water, electricity</i>									
Enlargement area	346	155	44.8	160	46.2	28	8.1	3	0.9		
Current Sam Son	465	244	52.5	162	34.8	0	.0	59	12.7		
		<i>Tourism & insecure income</i>									
Enlargement area	345	117	33.9	155	44.9	67	19.4	6	1.7		
Current Sam Son	472	157	33.3	219	46.4	4	0.8	92	19.5		
		<i>Tourism & increasing stress</i>									
Enlargement area	337	146	43.3	116	34.4	67	19.9	8	2.4		
Current Sam Son	463	125	27.0	232	50.1	7	1.5	99	21.4		
		<i>Tourism & generating social problems</i>									
Enlargement area	451	334	74.1	45	10.0	42	9.3	30	6.7		
Current Sam Son	464	231	49.8	174	37.5	13	2.8	46	9.9		

Own survey 2012

5.3.4 Willingness of local people to contribute to tourism development

Local people play an essential role in the success of tourism development in the region – not only as directly involved employees but also indirectly. Three general fields of activities - covering different possibilities concerning the social dimension of sustainability - have been chosen to receive an idea regarding the willingness of people for an active involvement:

- To keep the environment clean,
- to be friendly with tourists and
- to promote culture and traditions (local food, local products etc)

The general willingness seems to be high (see fig. 40):

- The “environment” received the highest acceptance – maybe, because people themselves benefit also by this activity;
- the general “friendliness” met also with a high approval (85,2%) – maybe, because this is easy to realise;
- the positive share regarding “promotion of culture and tradition” is on a little bit lower level (77%) – maybe, because this activity seems a little bit abstract or difficult.

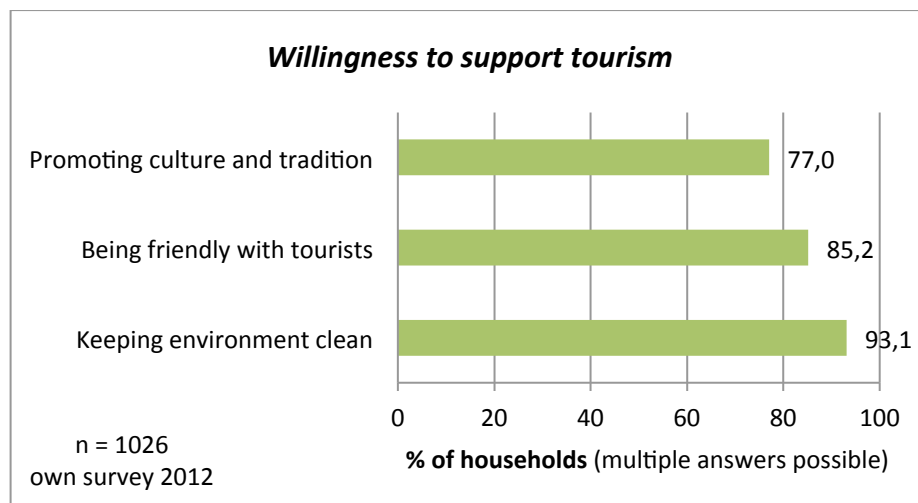


Figure 40: The willingness to support tourism of local people by doing certain things

5.3.5 Recommendation of local people for tourism development

This study makes an attempt to derive recommendations from local people. The idea is to stay in their point of view, to understand their wishes and to involve their notion into further tourism development. The necessity to involve local communities in the process of sustainable tourism management and development has been mentioned already by BRAMWELL & LANE 2000.

Table 11: Recommendation of local people for tourism development in Sam Son

	Number	Percent
Yes	435	43.1
No	575	56.9
Total	1010	100

Own source 2012

The direct question, whether interviewed people “have any recommendation for tourism development in the region”, has been positive affirmed by 43.1 % (see table 11). That is a very big share, because afterwards respondents were supposed to write down their ideas. Of course, some answered only with a “Yes”, but did not list any recommendation. However, 32.2 % of all interviewed people indicated an idea for a better tourism development!

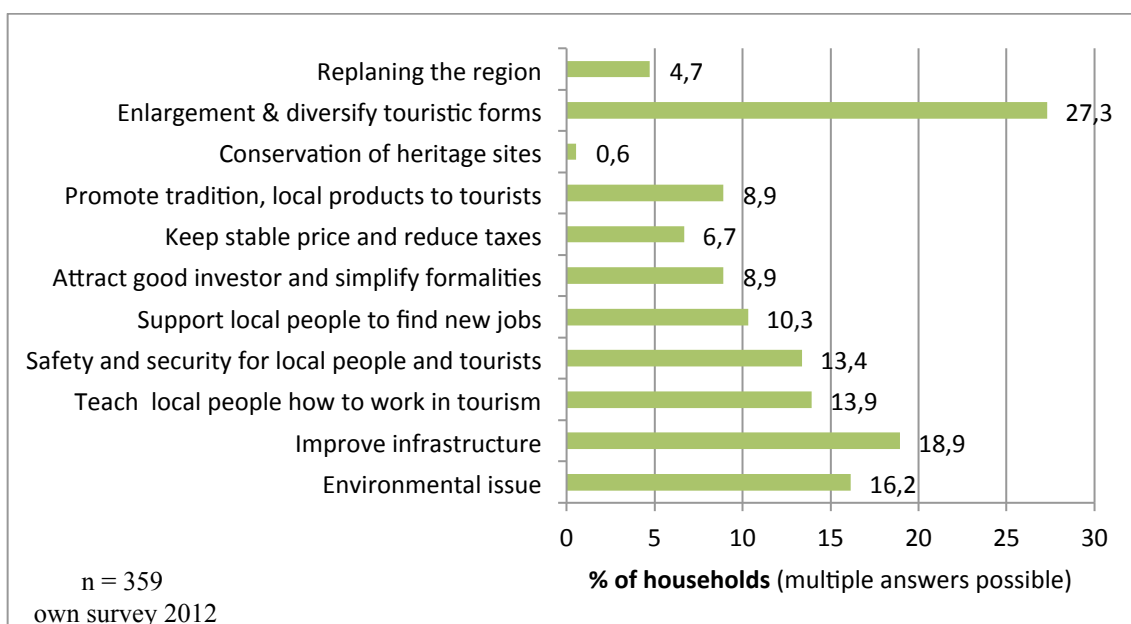


Figure 41: Concrete recommendation of local people for tourism development in Sam Son

Different issues were mentioned as solutions for improving tourism (see fig. 41). Among those, tourism area enlargement and diversification of touristic forms were mostly indicated in the survey (27.3%) and the second often concern was improvement of infrastructure (18.9%). Environment is obviously an important issue and received high interests from local people in the region as well (16.2%). "Conservation of heritage sites" for tourism purposes was nearly excluded in the opinion of local people with only 0.6% (just 2 persons) – that fits to the previous results which also showed a low(er) level of interest or rather awareness regarding heritage aspects.

5.4 Tourism enlargement and local people

Sam Son is until now recognized as a beach destination in summer time. Currently there are about 1.75 million guests annually. However the aim is to reach 3.5 million guests in 2025 (TCD, 2011: 1).

Such a development requires more space and a concrete plan for the enlargement of the current tourism area (see chapter 4.2.2). The territory of the town planning is settlement area, farmers and fishermen live there. Many families are directly affected – they will lose their land and so they will be resettled to neighbouring villages. Several relocation measures are already fixed for Sam Son improvement and are waiting for investors.

Table 12: Information level about the planning of enlargement of tourism area

Communes	Σ	<i>Are you informed about the development planning of Sam Son till 2025, vision 2035?</i>			
		YES		NO	
		<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>
Quang Dai	101	96	95.0	5	5.0
Quang Hung	102	93	91.2	9	8.8
Quang Minh	51	50	98.0	1	2.0
Quang Vinh	106	106	100.0	0	.0
Quang Tho	100	1	1.0	99	99.0
Quang Chau	96	57	59.4	39	40.6
Truong Son	89	46	51.7	43	48.3
Bac Son	100	33	33.0	67	67.0
Trung Son	90	0	.0	90	100.0

Quang Tien	99	46	46.5	53	53.5
Quang Cu	98	72	73.5	26	26.5

Own survey 2012

But it seems that the development planning of Sam Son has not been officially informed all households. Until now only 58.1% of interview partners know about the enlargement plan. However, there are significant differences between the communes (X^2 ; $P < .0001$):

- Four communes of the enlargement area document a very good governmental information policy: There are more than 90% of households informed about the enlargement plan, in Quang Vinh even 100%.
- But in the commune Quang Tho in the enlargement area and in Trung Son, a ward of Sam Son, it seems that nearly nobody knows about the plan (see table 12). However, these two villages are less affected by the intended development - for instance not any interviewed household will lose land. It seems that the governmental public relations work proceeds step-by-step and thus the people in these villages are not officially informed yet.

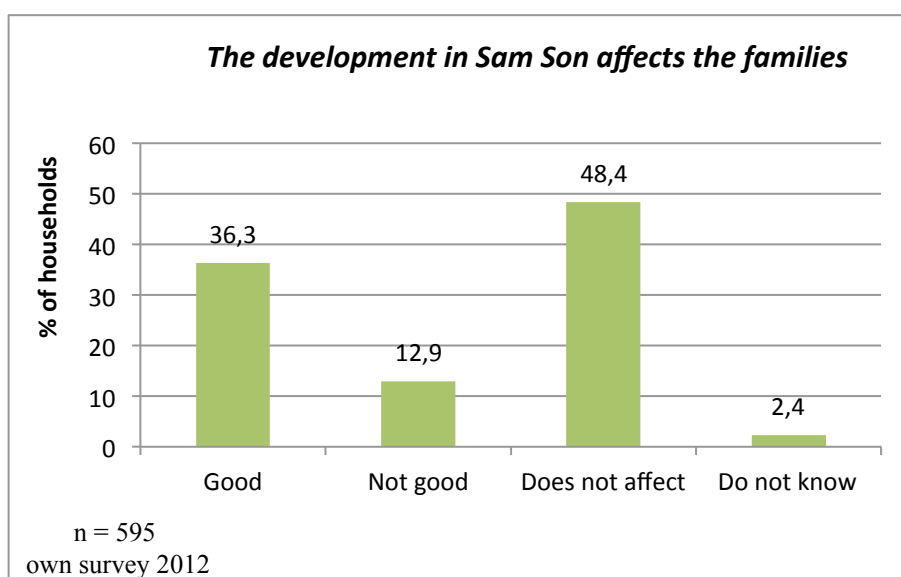


Figure 42: The development in Sam Son affects the families

Among the informed families, 36.3% believed that the project is “good” for their families; only 12.9% supposed that this plan is “not good” for their families. Many people (48.4%) anticipate the enlargement “does not affect” their families (fig. 42).

The level of concern is in the enlargement area higher and many people (41.5%; see table 13) think that it is good for their family. The negative awareness level seems to be

low (11%), but this group should not be forgotten in the process of development. A little bit surprising is the high rate of households, who feel not involved (44.5 %). This might be due to the public relations work: People do not know about the planning and so they feel not affected.

Table 13: The enlargement of Sam Son affects families in two groups: current Sam Son vs. the enlargement area

Areas	Σ	<i>How does the enlargement of Sam Son affect your family?</i>							
		Good		Not good		Does not affect		Do not know	
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Enlargement area	400	166	41.5	44	11.0	178	44.5	12	3.0
Current Sam Son	195	50	25.6	33	16.9	110	56.4	2	1.0

Own survey 2012

The anticipation of positive and negative impacts which tourism development might cause the families was defined by open questions. Finally, 131 positive and 52 negative answers were given with clear explanations.

Most of the positive responses (61.1%) mentioned that the tourism enlargement plan will offer them more/better jobs and they could receive a higher income (see fig. 43).

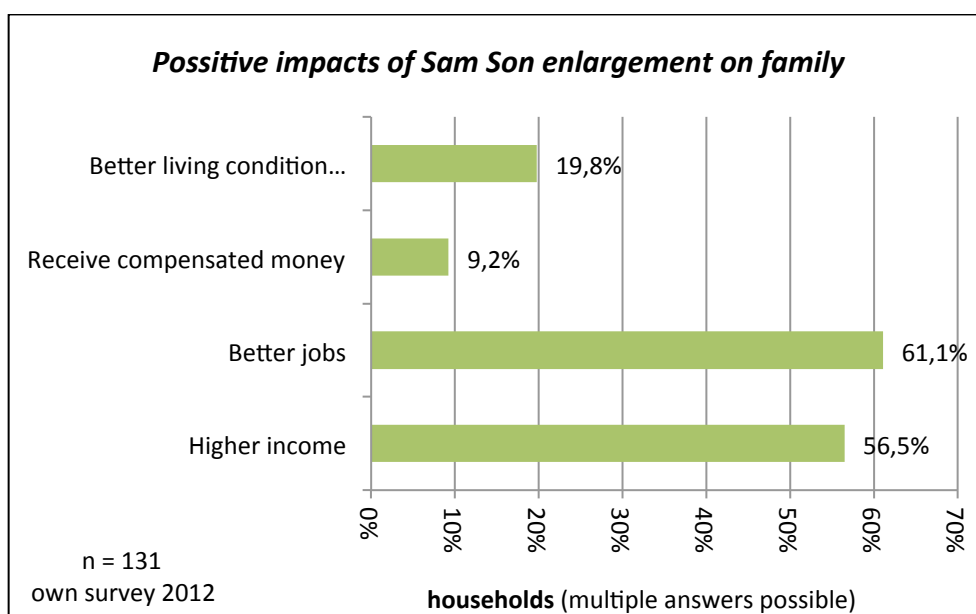


Figure 43: Positive impacts of Sam Son enlargement on the families

In contrast, several people expressed that they “lost land and have no substitute jobs” afterwards (see fig. 44); some (23.1%) worried that they would have to pay “higher

taxes” because of the urbanization and the normal life might be disturbed by “social problem or changes” (23.1%). Only few complained about “low compensated money” for the following resettlement.

The most direct interference for local people is that their land is needed for allocation of touristic infrastructure. In such cases the government expropriates partly or totally land use of the landowners and pays compensation. Sometimes families have to change their residences completely.

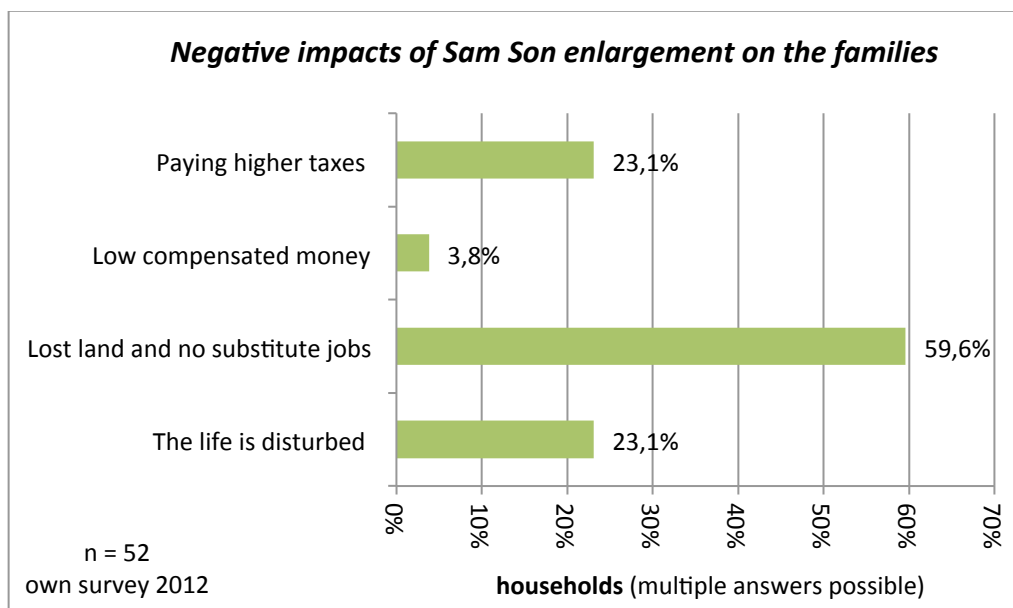


Figure 44: Negative impacts of Sam Son enlargement on the families

In this survey 131 households were affected directly and most of them seem to be satisfied with the change, because they assessed it as “good” (see table 14).

Table 14: The relation of lost land use & satisfaction

	N	Good		Not good		Does not affect	
		<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
Lost land	131	83	63.4	34	26.0	14	10.7

Own source 2012

Mostly the entire land of families was taken 100% (see fig. 45). It seems that withdraw of land does not imply a negative impact in the awareness and opinion of the affected families.

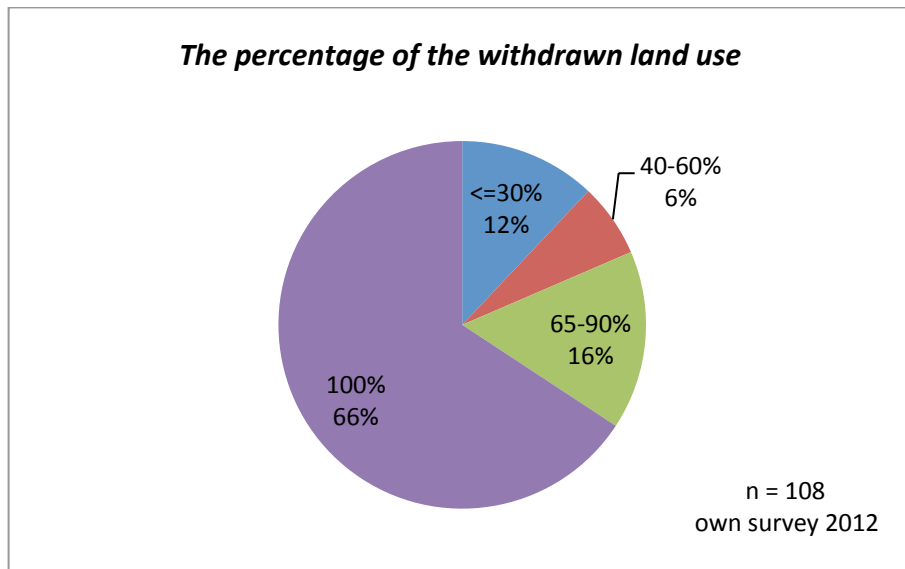


Figure 45: The percentage of the withdrawn land use

The loss of land influences the future possibilities of jobs. But only 75 households (61%) have had a plan to ensure their future livelihood and 48 households (39%) said that they have until now not any idea what they will do afterwards (fig. 46).

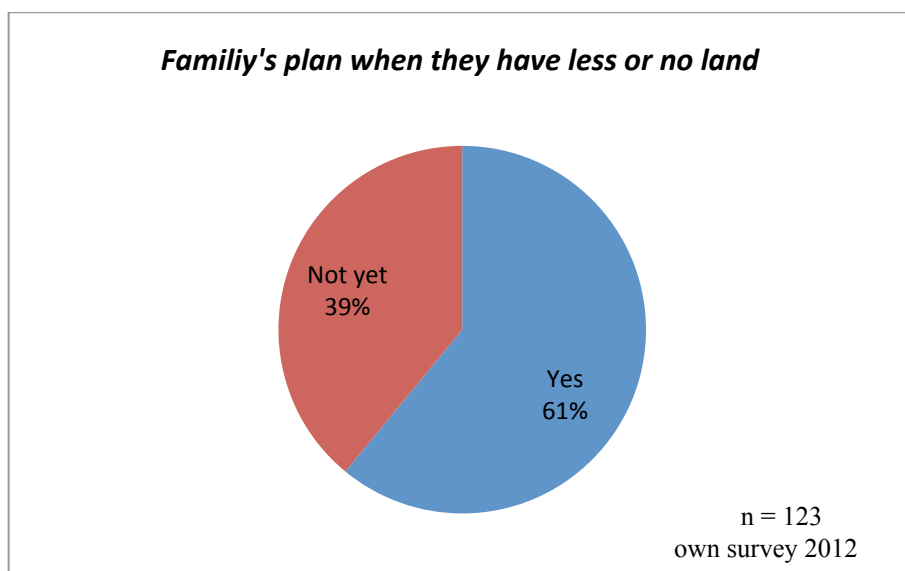


Figure 46: Family's plan when they have less or no land use

Most families intended to invest the compensation money to run a business (79 %), for instance to open a small shop to sell goods for local people or for tourists. Only 12% affirmed that they will invest into cultivation and raising livestock but with a bigger scale (see fig. 47).

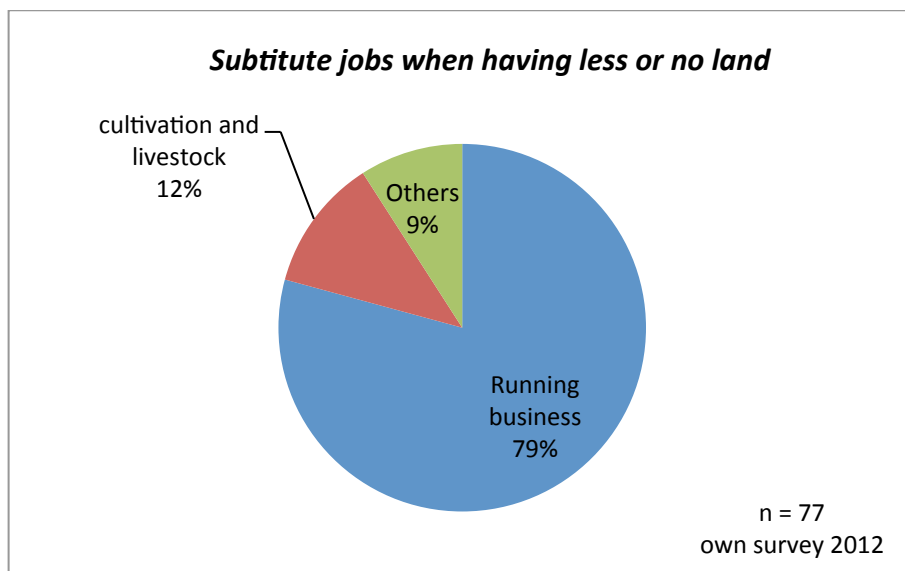


Figure 47: Subtitute jobs when the families have less or no land use

5.5 Short conclusion of household survey

The household survey confirms several specific features of economy and society in Sam Son:

- Currently tourism in Sam Son brings the local people the highest income on average,
- whereas agriculture is the economic sector with the lowest income.
- However, tourism is characterized by seasonality, so most people cannot work in tourism all year around.
- A high disparity exists inside the tourism sector, for instance:
 - Currently only few households (23.6 %) are directly involved in tourism to earn money.
 - Only business owners earn a lot of money in tourism; however the number of households which can run own businesses are very low in the region (13.4% of all households which involved in tourism).
 - Unskilled work is, also in tourism, paid on a very low level and is not higher than the average income in fishery.

- The spatial distribution of tourism is highly unbalanced. Most of the directly involved households (75%) belong to three out of eleven communes (Trung Son, Bac Son, and Truong Son) which are located in the core area of tourism.
- Economic benefits (more jobs and higher income) and improvement of infrastructure are mostly highlighted as positive impacts which tourism brings the community currently; meanwhile social and environmental problems are more mentioned as negative impacts of this development on the region.

Only one third of households believe that the future development of tourism will really benefit their families. Better jobs and higher income are what they mainly expect from future tourism. Lost land and no substitute jobs due to such development are what people are mostly afraid of.

6 Visitor survey

Analysing the demand side in tourism sector is an indispensable step to plan and develop this segment properly. It is especially important when the destination wants to improve its quality. SERRA (2006: 135) also emphasized that the quality of a destination only exists when it meets the requirements and the expectation of the visitors. Hence a comprehensive analysis of the customers will minimize a wrong investigation and maximize an attraction of the destination to visitors.

The visitor survey in this study provides a thorough picture of the current situation under the viewpoint of the demand side. The focused points are not only the simple profile of tourists but also their opinions, level of their satisfaction about the destination, their wishes for the vacation in Sam Son, and especially in the context of sustainable tourism, the survey tries to discern tourists notion about environmental aspect as well as their willingness to be involved in this essential issue in the destination.

The following presented results dealing with the tourists in Sam Son base on a survey, conducted in 2012. For more methodological details see chapter 2.2.2.3.

6.1 Structural information of tourists

The survey shows very clear: Sam Son is a holiday destination. 98% of visitors come to Sam Son for making holiday (see table 15). Usually "visiting friends and relatives" is a strong segment in tourism, but in Sam Son this reason for travelling obtained only 1.3%. All other explanations for the stay in Sam Son gained just 1%.

A little surprise of this extreme clear result is that there is really no business tourism or trips to take part in meetings or conferences. Just one person gave this answer.

Table 15: Purpose of trip to Sam Son

Purpose of the trip	Number	Percent
Holiday	1110	98.0
Visiting friends & relatives	15	1.3
Meeting/conference	1	.1
Others	7	.6
Total	1133	100

Own survey 2012

Among tourists we have to distinguish between tourist who stays at least one night and visitors who just come during the day to Sam Son and return home in the evening without any overnight stay (day-trippers).

In Sam Son the day visitors are a minority with just 10.4%. However there is still a little amount of guests who used an accommodation for their short visit, too (2.9%) - all others tourists spend more time (overnight) in the destination (see table 16).

Table 16: Types of tourists in Sam Son

Staying	Number	Percent	Cumulative percent
Day-tripper (without accom.)	84	7.5	7.5
Day-tripper (with accom.)	33	2.9	10.4
Overnight stay	1007	89.6	100
Total	n = 1124	100	

Own survey 2012

The duration of stay of overnight tourists is very short: 1.73 nights on average. Figure 48 underlines it. Sam Son is a short-stay destination: 92.3% stay only one or two nights, longer stays of more than three nights are rare (just 2 %).

For comparison purposes: This value is even lower than the official data of Sam Son which reached 1.9 nights in 2010 (see chapter 4.2.1.2 & Sam Son Party Committee, 2010: 29).

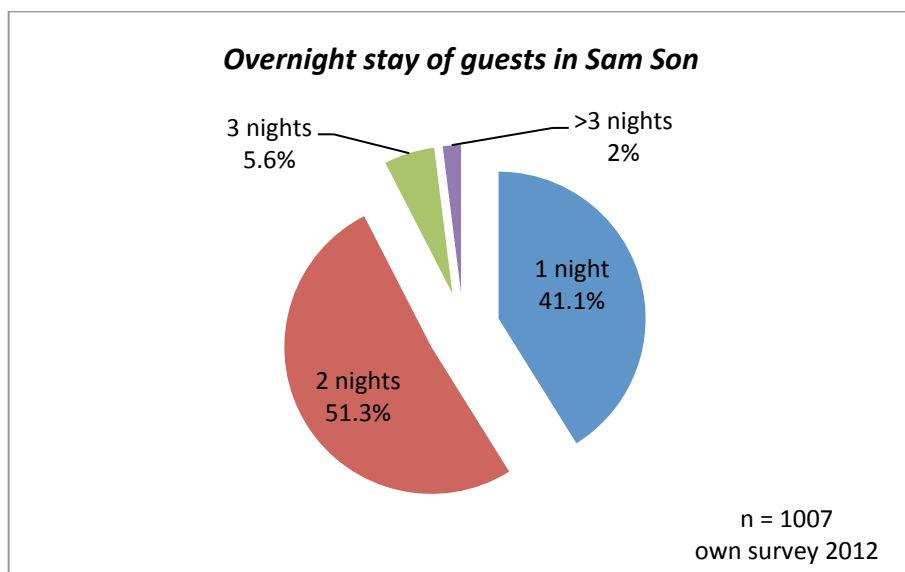


Figure 48: Duration of stays of guests in Sam Son

In Sam Son, the variety of accommodation for overnight tourists is not diverse: There are guesthouses and hotels. The guesthouses seem to be preferable with 54.4% and 42.2% of tourists stayed in hotels (see table 17). In line with the purpose of the trips is the low rate of private overnight stays. Nearly all kinds of accommodations (99.3%) used by tourists during their holiday located in Sam Son.

Table 17: Used accommodation of tourists in Sam Son

Type of accommodation	Number	Percent
Hotel	441	42.2
Guesthouse	578	55.4
Relatives/friends house	21	2.0
Others	4	.4
Total	n = 1044	100

Own survey 2012

Most guests come by public transport or self-organized busses (60 %) and 30.6 % arrive with their own car (see fig. 49).

The little share of only about 4 %, who use motorbike, indicates that people are coming mostly from longer distances to Sam Son.

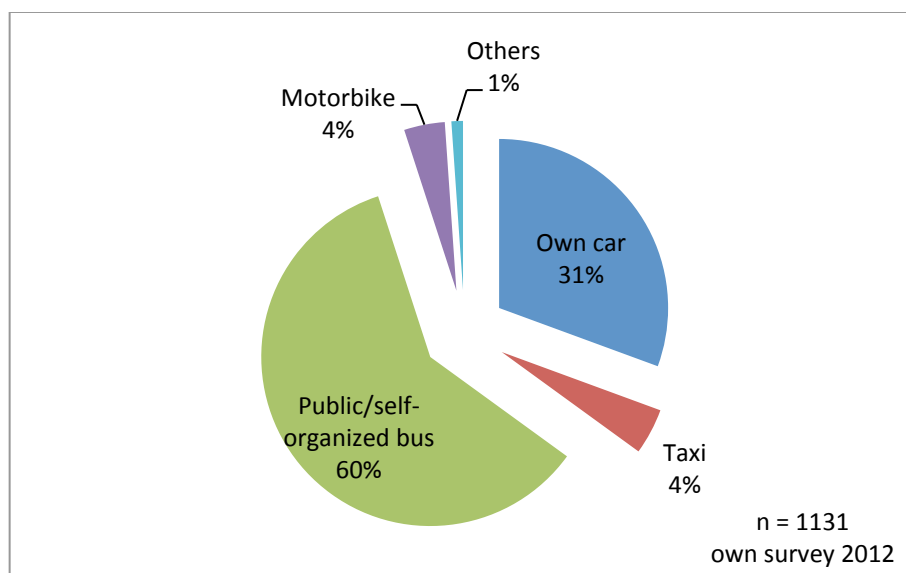


Figure 49: Means of transport which tourists used to reach Sam Son

The frequency of coming to Sam Son region for holiday was announced by tourists themselves in the survey. Only 4.2 % of answering persons have never been to Sam Son before, means it was their first time (see table 18). Most tourists stayed in the destination already 3-5 times (48.8 %).

Tourists who stay more than 5 times at the same destination are so called regular guests. They are “loved” by tourism managers because it needs a low level of marketing activities to attract them. In Sam Son this group covers nearly one third of guests (30.2 %).

Table 18: Types of tourists regarding frequency of visiting Sam Son

Number of stays in Sam Son	Number	Percent
First time	47	4.2
2 times	171	15.2
3-5 times	549	48.8
>5 times	340	30.2
answer not first time	18	1.6
Total	1125	100

Own survey 2012

In this survey, female tourists appeared more often (55 %; see table 19) than male tourists. This little dominance might be due to typical social behaviour: If a group (mostly families) has been interviewed, often the woman answered. Thus we can state in general, that the gender distribution among tourists in Sam Son is in balance.

Table 19: Gender of tourists in Sam Son

Sex	Number	Percent
Male	506	45.0
Female	618	55.0
Total	1124	100

Own survey 2012

The average age of tourists is similar in both genders with nearly 39 years. However, the age structure is a little bit different (see fig. 50).

Regarding the age structure of all tourists in Sam Son it can be said that it is a bit different from the age structure of Vietnam’s population: particularly the age group between 25-54 years is overrepresented in the destination, while the group of between 15-24 found much lower in the Sam Son destination with only 6.6 % (see table 20). The less appearance of this group might be because Sam Son is not really attractive to the young or they do not have much money to travel – as CIA indicated this group as “the early working age” (website: CIA). In contrast, the elder group (25-54 years) is of “prime working age” and they probably have a better financial state for travelling.

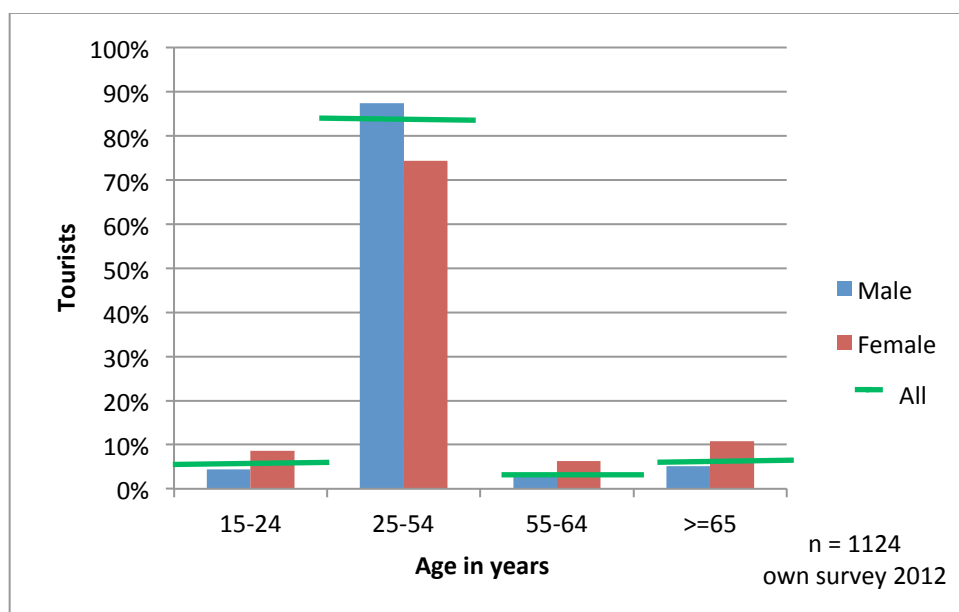


Figure 50: Age structure of tourists in Sam Son

Table 20: Age structure of tourists in Sam Son in comparison with national age structure

Age structure	in this study	in national statistic in 2013
Children (0-14 years)	27.2% (of all tourists)	24.4% (of all population)
15-24	6.6%	24.4%
25-54	80.3%	58.9%
55-64	4.9%	9.3%
>=65	8.2%	7.4%

Note: The national age structure was modified from the data source of CIA (website: CIA)

It seems that tourists in Sam Son nearly never travel alone: Just one person among more than thousand interviewed people was a single traveler. But this fits to Vietnamese behaviour: Vietnamese people usually go on holiday together with their family. In this survey, nearly three fourth (71%) announced that they went to Sam Son with the family, while only 29% confirmed to have a trip together with friends/colleagues (fig. 51).

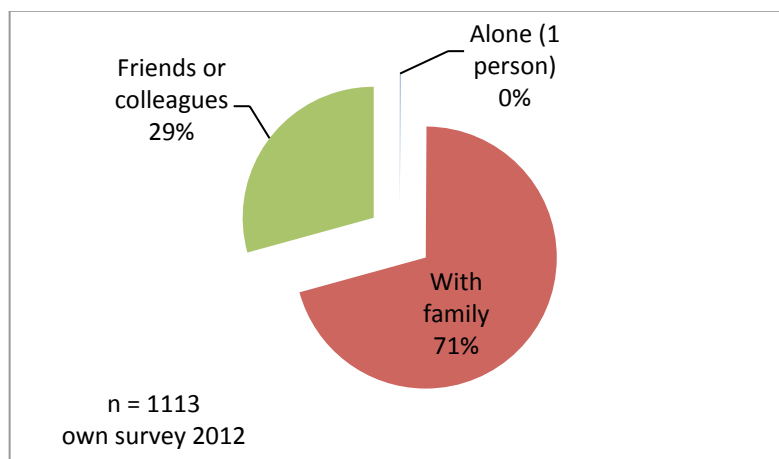


Figure 51: Travelling pattern of tourists

This situation indicates that Sam Son seems to be a typical family-destination. This structure is also different from the result of a survey ten years ago: In 2003 most people went to Sam Son with colleagues (59.91%) and only 20.72% with families (ITDR / Sam Son 2005: 14). That means the tourist structure has changed significantly in recent years.

Table 21: The group size of travelling tourists in Sam Son

Group size (person)	Number	Percent	Cumulative percent
2 persons	13	1.2	1.2
3 till 6	369	32.7	33.8
7 till 25	335	29.6	63.5
26 till 50	268	23.7	87.2
51 till 100	108	9.6	96.7
more than 100	37	3.3	100.0
Total	1130	100.0	

Own source 2012

The size of travelling groups shows (see table 21) that also the “couple size” of two people is very rare: only 1.2% of all group tours. The most common size is 3 till 6 people travelling together (32.7%). This value fits well with the fact that people travel with their family more often than with friends/colleagues, because the size is relevant to the size of standard families.

The bigger size of 7 till 25 persons is still a favorite choice for going to Sam Son with nearly 30%. The biggest group with more than 100 persons receives only a small ratio (3.3 %).

Occupation of tourists

The occupation delivers an idea about the social status of a person. But it is only an indicator, not clear and definite information.

This survey used an open question asking for the profession or occupation to receive this information and 1132 guests answered.

As the tourists could use their own description the list of used designations has been very long. Figure 52 with 13 aggregated groups shows that

- the business people are the biggest group (20.8%) and the following is the people with liberal profession (18.7%).
- Farmers and the people with "low level jobs" (for instance housekeepers) are found least in the destination.

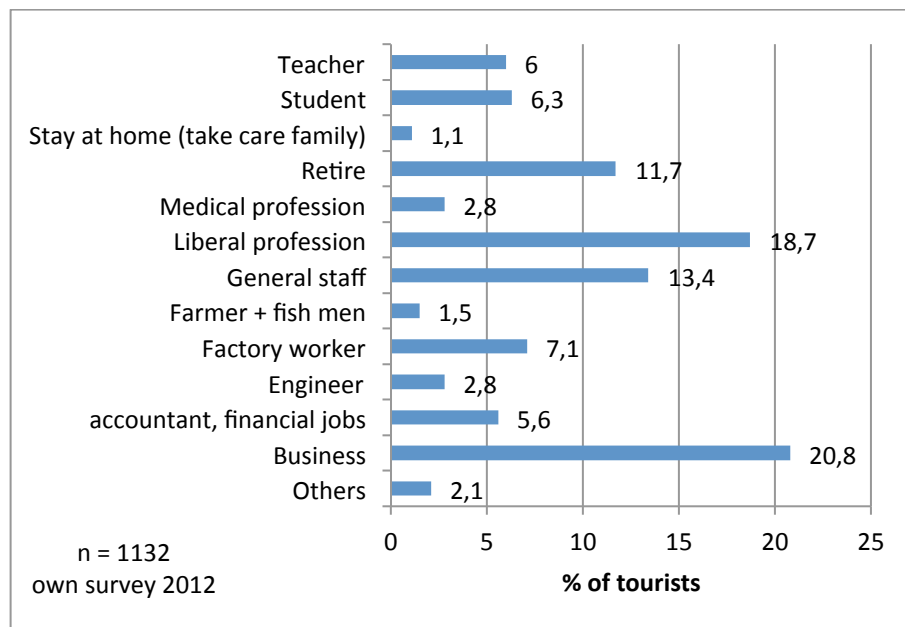


Figure 52: Occupation of tourists in Sam Son

Income of tourists

The economic potential of tourists is one of the most interesting features for destinations. But as already discussed (see chapter 2.2.2.3), it is also one of the most crucial questions in surveys. Thus the following data should be treated with caution – although the willingness to answer has been very high in this survey; only 2.8 % of tourists did not like to respond.

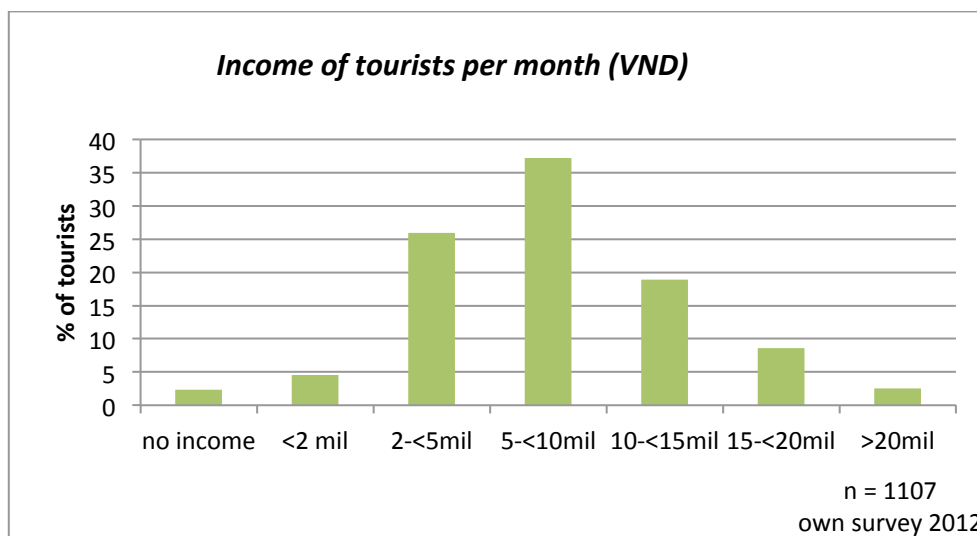


Figure 53: Income of tourists in Sam Son

Figure 53 displays the structure of the income of tourists in Sam Son. It is shown by the monthly income of the interviewed persons and - to reduce the unreliability - the answers are grouped in 7 categories.

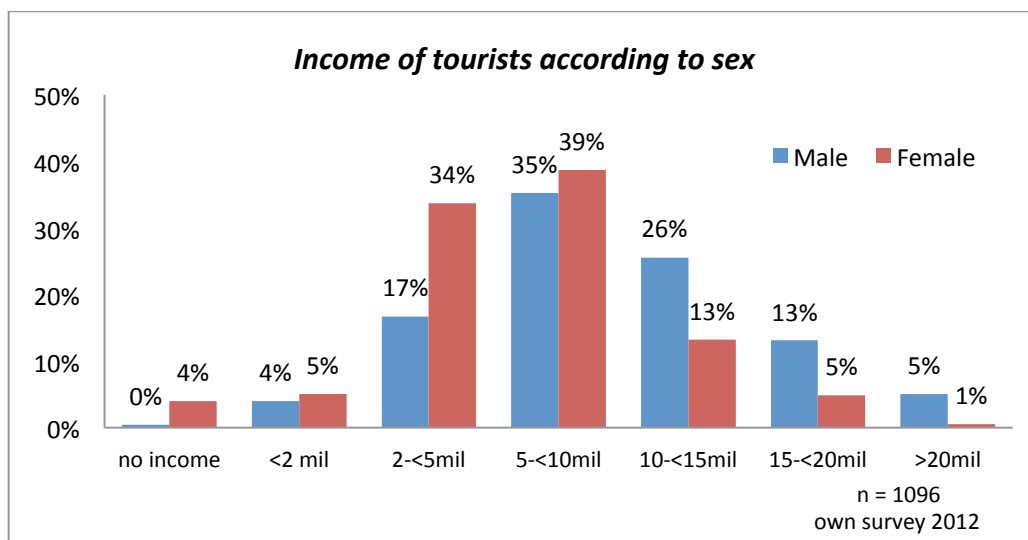


Figure 54: The difference of income of tourists according to sex

A very small percentage of the responding visitors (2.3 %) affirmed they had no income with a plausible explanation; these have been nearly all students or women who stay at home and care about household and family without currently doing a specific additional job.

Most guests (38.1%) have an income around 5-<10 mil VND per month.

The income significantly (X^2 ; $p < .005$) relates to gender: Women receive less than men (see fig. 54) – but that is also not a specific fact of Sam Son, it is the situation all over Vietnam.

Furthermore the structure of income of tourist in Sam Son mirrors the “normal” distribution regarding the age: Young(er) people below 25 years and elderly people (> 60 years) earn less than the active population aged 26 to 59 years.

Concerning the above mentioned two big types of tour groups there is a significant difference (X^2 ; $p < .005$), too. More people (81.2%) with low income (<10mil/month) travel with colleagues, while the people with higher income (>10 mil/month) tend to go with their family (see table 22).

Table 22: Income of tourists in Sam Son

		<i>No income</i>	<i><2mil</i>	<i>2- <5mil</i>	<i>5- <10mil</i>	<i>10- <15mil</i>	<i>15- <20mil</i>	<i>>20mil</i>	<i>Total</i>
With family	n	21	13	195	285	167	83	22	786
	%	2.7%	1.7%	24.8%	36.3%	21.2%	10.6%	2.8%	100.0%
Friends or colleagues	N	5	36	92	126	42	12	6	319
	%	1.6%	11.3%	28.8%	39.5%	13.2%	3.8%	1.9%	100.0%

Own survey 2012; n = 1105

6.2 Attractiveness of Sam Son and activities of tourists

The tourists in Sam Son come from cities and villages of 34 different provinces of Vietnam (see table 23).

As the duration of stay in Sam Son in usual is very short, most of Sam Son’s tourists come from villages and cities in the neighborhood: 35.6 % are from Thanh Hoa province. These visitors comprise also most day trippers (79.5 % of all day trippers). But due to the huge number of inhabitants, Ha Noi is the biggest source area for Sam Son’s tourism (39.6%).

This result shows only a slight difference with the survey in 2005 of ITDR & Sam Son : the tourists from Ha Noi reduced, while the number of guests comes from the Centre and South of Vietnam rises.

Table 23: Original places of tourists in Sam Son

East-North = 7.1%			Mid-North = 40.3%		
	<i>Number</i>	<i>%</i>		<i>Number</i>	<i>%</i>
Phu Tho	20	1.8	Thanh Hoa	406	35.6
Ha Giang	2	.2	Nghe An	14	1.2
Tuyen Quang	1	.1	Ha Tinh	11	1.0
Thai Nguyen	26	2.3	Quang Binh	22	1.9
Lang Son	6	.5	Quang Tri	2	.2
Bac Giang	25	2.2	Hue	4	.4
West_North = 1.6%			Mid-South = 0.4%		
Quang Ninh	3	.3	Quang Ngai	3	.3
Hoa Binh	3	.3	Phu Yen	1	.1
Son La	7	.6	Highland = 0.4%		
Dien Bien	1	.1	Gia Lai	5	.4
Yen Bai	3	.3	East-South = 0.9%		
The Red River Delta = 49.3%			Binh Duong	1	.1
Vinh Phuc	1	.1	Tay Ninh	1	.1
Ha Noi	451	39.6	TPHCM	8	.7
Bac Ninh	6	.5	The Melkong Delta = 0.1%		
Ha Nam	7	.6	An Giang	1	.1
Hung Yen	2	.2			
Hai Duong	1	.1			
Thai Binh	9	.8			
Nam Dinh	30	2.6			
Ninh Binh	56	4.9			

Own source 2012

Attractions

The attracting factors of Sam Son emphasize explicitly that Sam Son is a beach destination: 86.6% of responding tourists have chosen this feature as reason why they “just come to Sam Son” (see fig. 55).

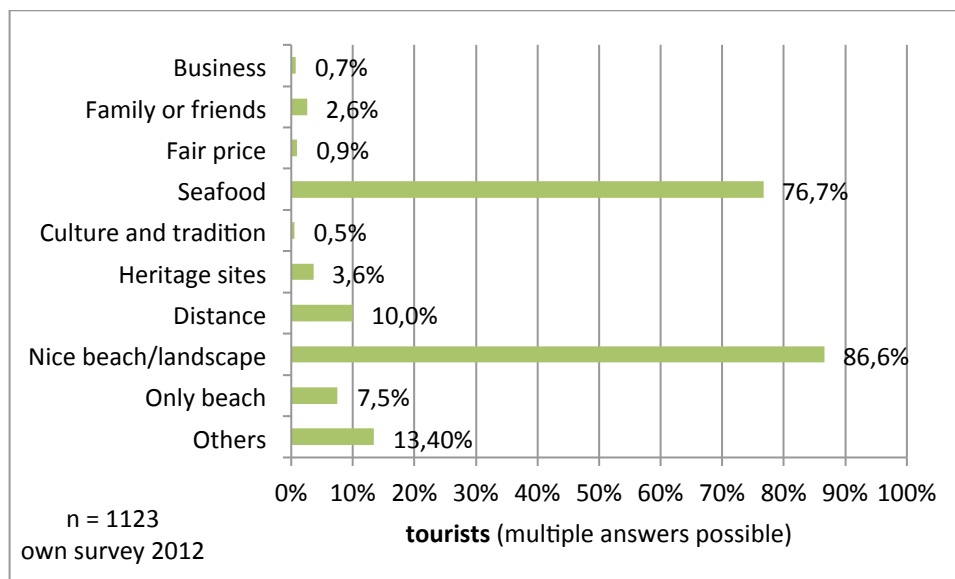


Figure 55: The reason which tourists have just chosen Sam Son to make holiday

Surprising is that the second main reason is the “seafood” (76.7% of responding people). All other explanations are on a much lower level.

Among 13.4% “other causes” most answers were “external reasons”, which were just simple personal explanations for the trip but indicated not attracting features of Sam Son; mostly they “had time and opportunity to go” or they received a “state-aided holiday” and additionally few of them even explained “just because of curiosity”, “wanted to discover a new place” or “came by accident”.

Cultural aspects do not interest many people until now; this might be a lack of attractive culture/tradition or because of improper exploitation and introduction to the guests.

For comparison and discussion: Only 10 people (0.9%) declared to come to Sam Son because of a “fair price”; in the old study of ITDR & Sam Son (2005: 14) this reason was 55.86%.

Souvenir purchase

There is a clear structure concerning the kind of gifts for taking home from Sam Son: 94.6 % of guests buy seafood! All other offers are used on a very low level (see fig. 56).

This dominance of seafood is independent of sex and age. Other kinds of gift are mostly bought by women.

Although this result might be a reaction to the offers in the shops, it nevertheless delivers information about the preferences of people.

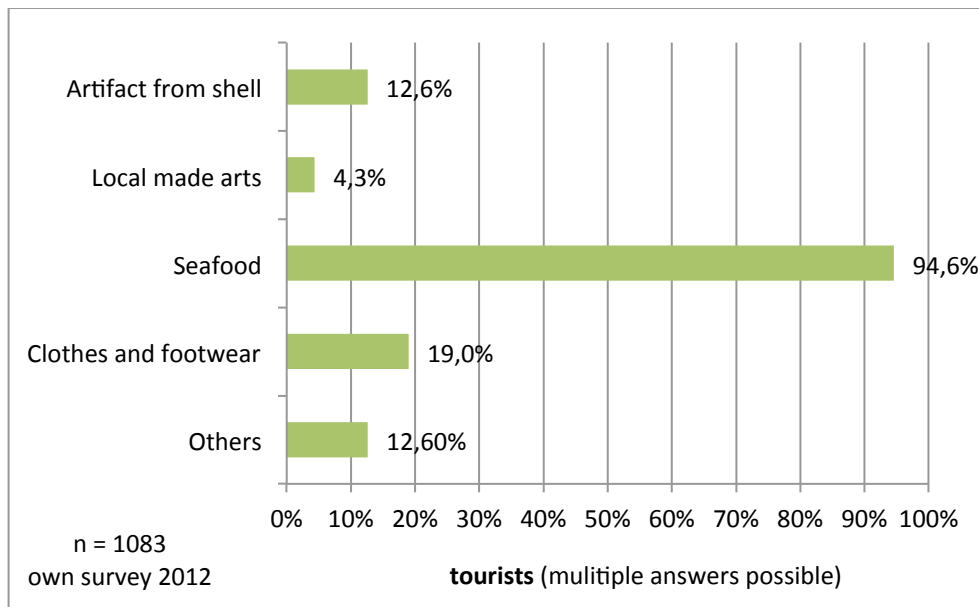


Figure 56: The products which tourists bought during the holiday

Another, but older study indicated that most of tourists bought handicraft as souvenir (70%) and only 20% had chosen seafood (LUU, 2009: 88). This difference might show a new trend in the purchase pattern of visitors. But that result might also be affected by the data basis: Only 100 questionnaires were distributed to tourists and the survey has been conducted in only one month (June 2008).

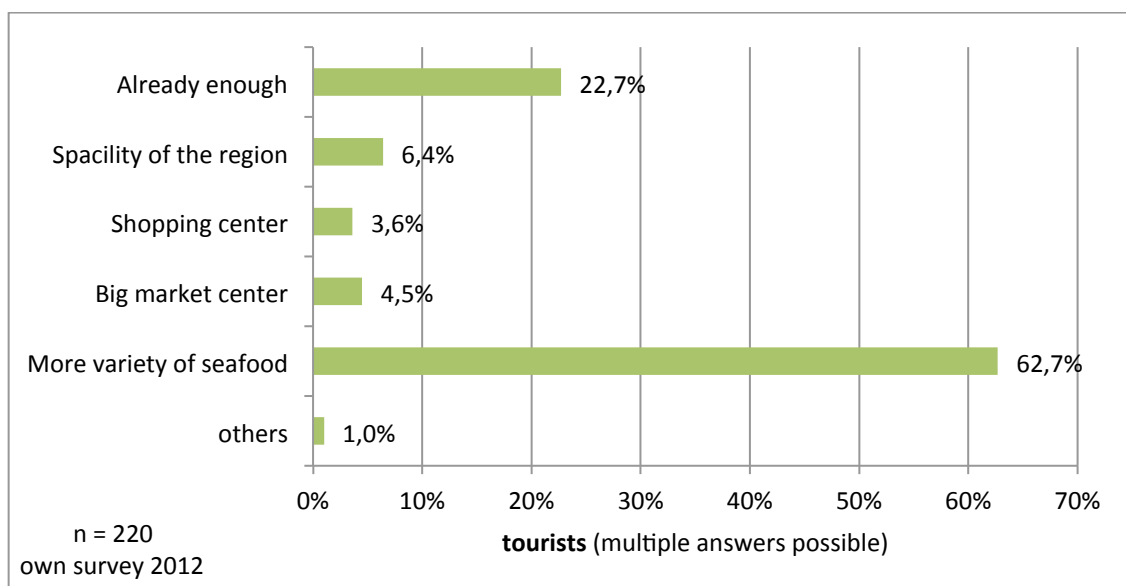


Figure 57: Wishes of tourists for purchases in Sam Son

An additional open question concerning “shopping” - which is for European and American tourists one of the most important leisure activities - delivers a simple and clear demand (see fig.57):

- The big majority wishes to have “more variety of seafood” (63 %).
- All other proposals are on a very low level.

As 23% answered just the opposite, they mentioned that there are already “enough offers”. There were comparatively few guests who responded this question, the conclusion is also clear: There is no urgent need to establish more shopping facilities. Only regarding seafood the offer should be improved !

Activities

Sam Son is a touristic beach destination. This fact is obvious and indeed, “staying at the beach and swimming” is the most frequent activity and done by nearly all guests (see fig. 58). Besides staying at the beach, they also “walk around” (89.5 %) and the typical holiday activity “shopping for souvenirs” is also done by more than 80 % of the tourists.

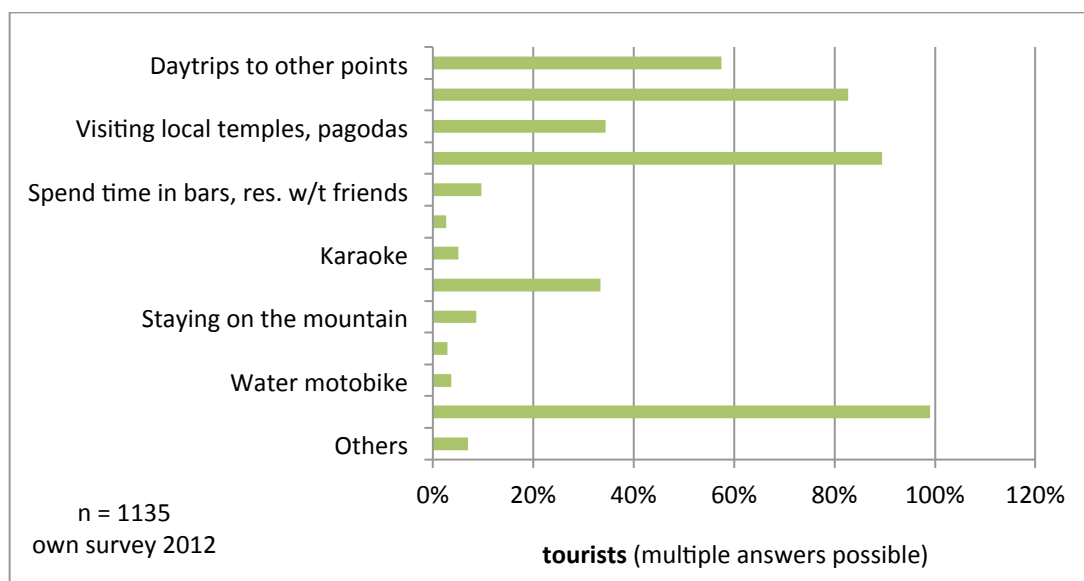


Figure 58: Activities which tourists took part during the stay in Sam Son

“Local temples and pagodas” attract one third of the guests (34.4%). Although most visited temples are located in the hilly area of “Truong Le Mountain”, only 8.7% confirmed that they did really spend time on the hills. “Truong Le Mountain” is supposed to be an ideal point to attract tourists in Sam Son and is projected to become a cultural-ecotourism area in the phase from 2000-2020. However, until now the project still stays to wait for investors and the present attractions mainly base on the 3 temples and Hon Trong Mai which relates to lovely legends.

Again, the study of DIEP (2009) presented a different result: Most of tourists (92%) spent time in visiting heritage sites which are located on the Truong Le Mountain; however the authors did not mention where the questionnaires were delivered. In case the location of distributing questionnaires was on the mountain, then the result would be skew.

Bicycling is among the sporty activities the most successful one (33.4 %). In Sam Son this activity means a so-called twin-bicycling, a specific, new touristic offer. Other sporty activities received a low interest, for instance water sports (4.3 %) or ball sports at the beach (3.1 %). However, you have to keep in mind that these results base on the offer: several activities depend on specific infrastructure.

That tourists additionally discover the surrounding area by "daytrips to other points of interest" is also a typical behaviour; in Sam Son 57.5 % mention this. But the variety where they are travelling to is very interesting: Nearly all (more than 90% of guest who answered this activity) go to seafood agents/markets. There are several places the tourists can buy seafood; but most of them are very near to Sam Son or even belong to Sam Son as well.

Seafood markets are the only noteworthy type of "destination", all others (Ben En national park, fish stream area, and Thanh Hoa city for shopping) are mentioned only by single tourists. The visited "ecotourism area" belongs also to Sam Son; it is located only a little bit outside the current bathing area.

That means, during their stay in Sam Son the tourists are totally focused on this destination. Their radius of action is extremely small and is limited mostly to the beach and settlement of Sam Son and its direct surroundings. This is nice for the business in Sam Son because the purchasing power stays in the destination. But the region cannot profit by the million tourists who are travelling each year to Sam Son destination.

Expenditures

Tourism is a business and so tourism professionals are interested to animate their guests to spend as much money as possible in the destination.

In this survey, the expenditure of tourists was enquired separately in five different categories: accommodation, catering, leisure activities, transportation inside the destination and for other purchases.

The result (see fig. 59) displays very clearly that most expenditures(54%) flow into catering. Lodging and purchases get the same share from the holiday makers (20% each).

Usually in tourism, accommodation is the biggest cost factor. There are two possible explanations that in Sam Son the guests spend more money for catering than for the accommodation:

- The quality of accommodation is less important than "fine food" for Sam Son's guests.
- The costs for accommodation of several tourists are covered (partly) by other people or organizations (companies) and so the statistical value becomes here in the survey lower than the real costs are.

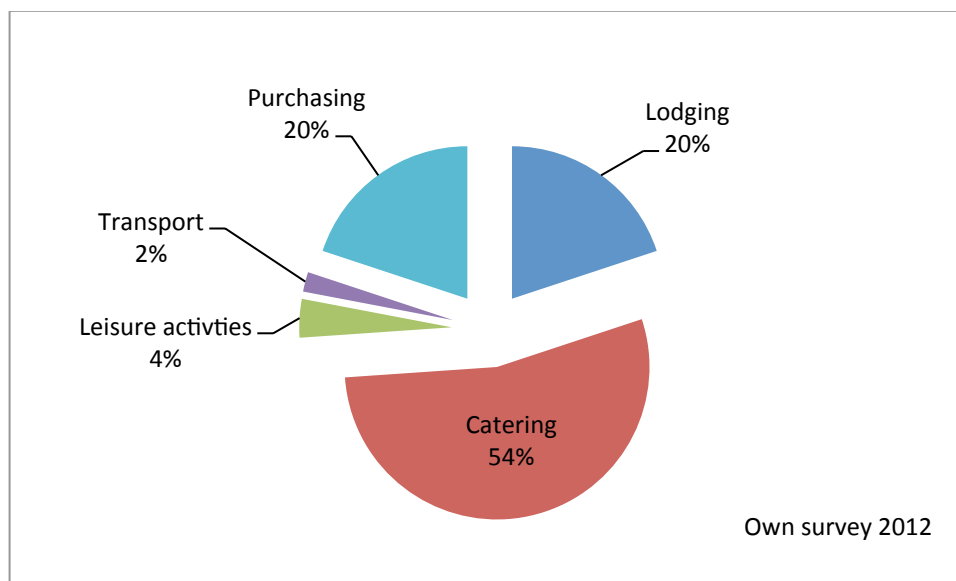


Figure 59: Structure of tourist's expenditure in Sam Son

The average expenditures per person and day are 590.74 VND. Table 24 shows the average for the five categories.

Table 24: Expenditure of tourists in Sam Son (unit: thousand VND)

Sector	n	min	max	average per person per day
Lodging	611	33.33	1200	117.68
Catering	619	16.25	1500	318.93
Leisure activities	428	1.44	375	24.13
Transport	932	0.75	100	12.32
Purchases	826	1.54	1000	117.68
Total spending				590.74

Own survey 2012

As mentioned (in chapter 6.2), seafood was the main product which tourists spent money on and also nearly all guests bought to take home. One more thing to consider is that seafood is also a majority of catering. Therefore seafood seems to be the most profitable element in Sam Son destination currently.

It is not surprising that leisure activities capture not much money from tourists; each person spends averagely only 24.13 thousand VND per day. One explanation is - as already discussed - the pooriness of touristic offers in the destination.

The low share for transport service inside region fits to the observation that the radius of action is very small.

For comparison: a survey of ITDR and Sam Son (2005) detected much lower expenditures - only 206.08 thousand VND per person/day. That study published also different shares: nearly 50% for accommodation; only 26.1% for catering and 13.25% for recreational services. That currently tourists spend much more money than 10 years ago, is - for the destination – a good development.

6.3 Satisfaction analysis

Ten core features (items) of the tourism in Sam Son have been chosen to be evaluated. On a 5-level Likert scale the tourists could indicate their personal level of satisfaction.

To secure the reliability of “satisfaction” answers, the relevance (importance) of each item has to be checked and then the level of satisfaction can be analysed.

6.3.1 Relevance of ten features

The statistical structure for all items is – regarding the “importance” answers - unimodal, which means that the average values represent the items well.

All ten items have been confirmed on very high level (see fig. 60). Of course, not the absolute value should be interpreted but the relative among all values:

- “Food” (4.78) is the most important feature for tourists in Sam Son,
- followed by “safety and security” (4.75).
- Less relevant seems to be the “landscape” (only 4.19).
- Suprising is that the “beaches” are also very low ranked (4.22),
- All three items covering the nature (landscape, beaches and fresh air) are less important than the other features.

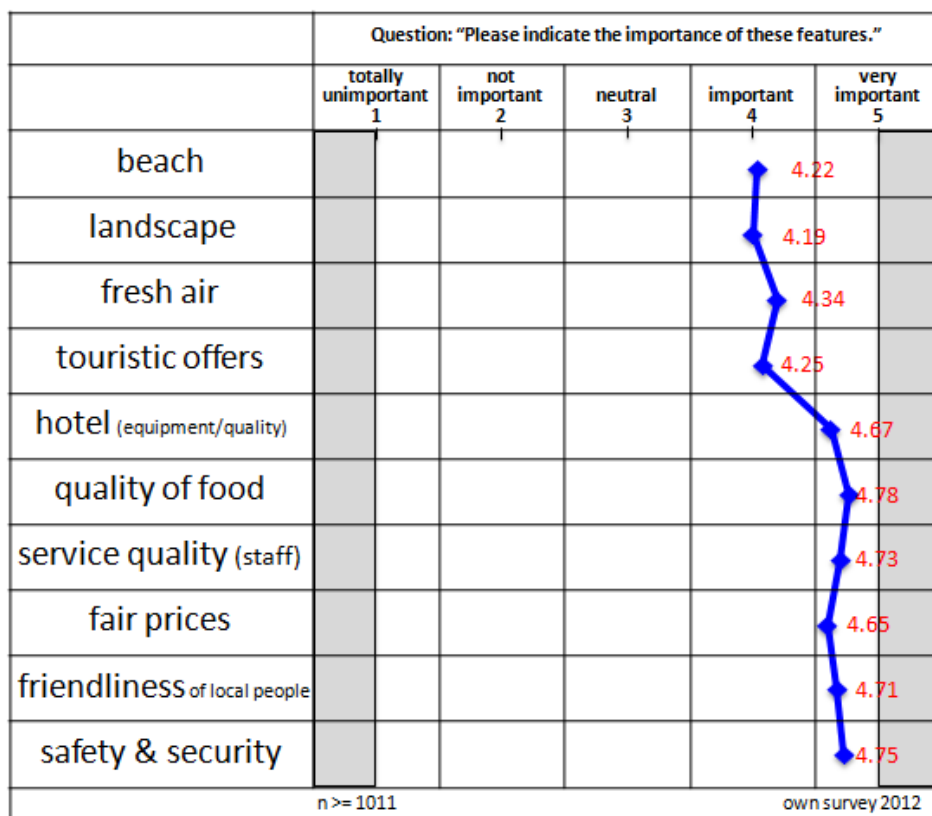


Figure 60: Profile of importance

This overall-pattern of importance might be different in specific subgroups. So the relevance-answers have been analysed for several groups. But the congruence is very high, the assessments are very similar (see all profile figures in app. 1-5).

- There are no statistically significant differences between **men** and **women**.
- Also nearly no differences between low and high **income** groups (high means an income of more than 5 million VND monthly); there is only the tendency that the importance level for higher income guests is always a little bit higher.
- Regarding the **age**: It seems that many features for young visitors (up to 24 years) are less important than for the other guests. But on the one hand the sample size for young guests is too low and on the other hand, this result is “disturbed” by the feature “day tripper”. Most young visitors belong to the group of day trippers and their “importance level” is lower. If the day tripper was excluded in this analysis the sample size would be too low for any clear difference. So the conclusion is: No differences between middle aged and elder guests.

- Little differences show **day trippers** and **overnight guests**: For overnight guests the “friendliness of local people” and in particular the “food” are much more important than for day trippers.
- Little differences are also between guests in **hotels** and those in **guesthouses**: For guesthouse tourists the prices are more important; and hotel guests are more focussing to the quality of the “beach”.
- The tourists from the two big source areas – **Ha Noi** and **Thanh Hoa province** – also show only little different priorities: Guests from Ha Noi show a higher relevance regarding “safety and security”; and also regarding the quality of the “food”.

6.3.2 Satisfaction of ten features

The “raw results” of the satisfaction-questions – means all answers without considering the connected importance - show that all items are on a much lower level than the underlying importance (see fig. 61). That indicates that the guests in general are not really satisfied with many aspects of their stay in Sam Son!

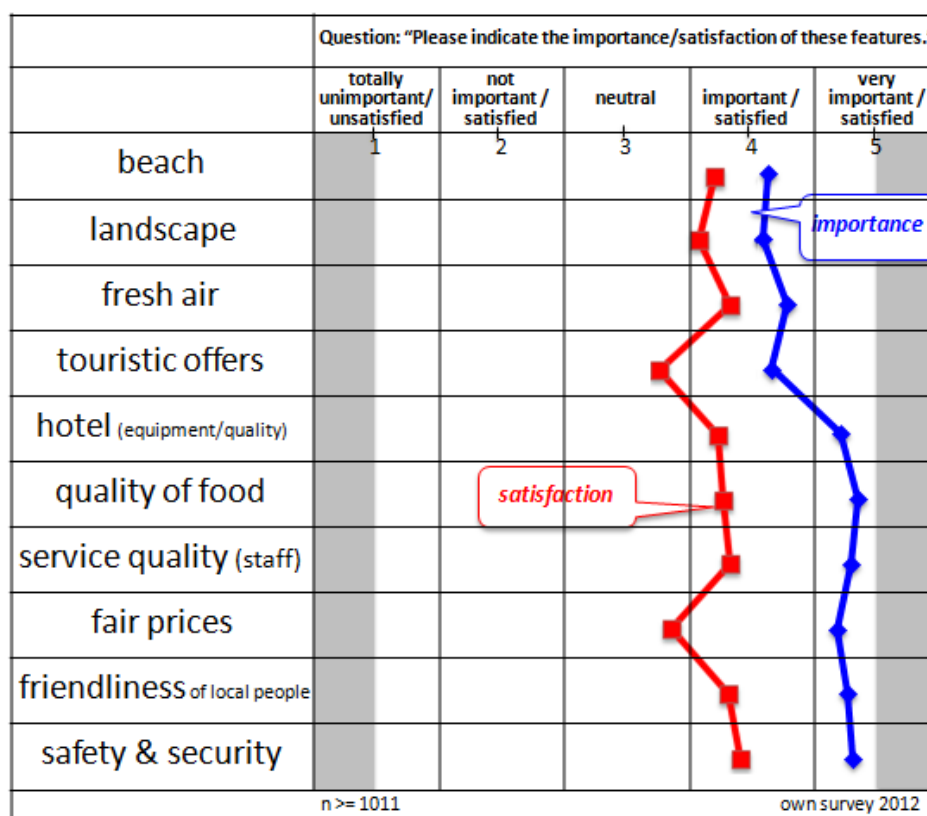


Figure 61: Comparison of mean value regarding importance & satisfaction

The most similar results achieve the three nature-items “air”, “beach” and “landscape”. The biggest gap is with “prices” and “offers”, which are the ones with the lowest levels of satisfaction.

The results of several items show a split answer structure, a bimodal pattern (see figures in app. 6-10). In particular the features which received a low value for the average received many “unsatisfied” and also many “satisfied” but few “neutral” assessments. So – for these items - the average value gives only an indication of the level of satisfaction but does not represent the answers well.

As mentioned the satisfaction values can be distorted by the answers of people who are not interested in specific features (means they declare “low importance”). So for each item the satisfaction-assessment has been counted only for those tourists who declared that a feature is at least “important” or “very important” to them.

But as the level of importance is for all items very high, here only very few answers have been excluded. So figure 62 shows the similarity between both analyses, there is nearly no difference to visually see. The Chi Square test also confirms no significant differences between both data sets.

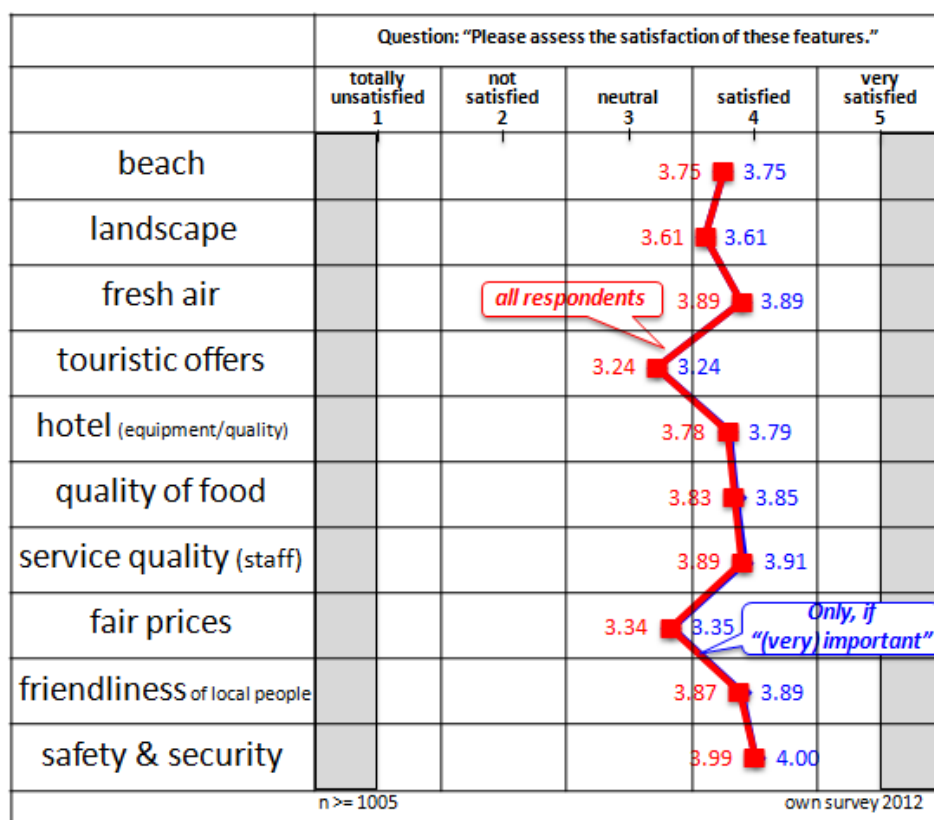


Figure 62: Comparison of two satisfaction profiles

In the following only the really relevant satisfaction-answers are used. Figure 63 shows the satisfaction profile for all guests in Sam Son who assess specific features as “important” or “very important”. You can see

- the highest satisfaction is with the “safety & security” (4.00).
- The lowest value (= biggest dissatisfaction) receive the “activity offers” (3.24),
- which also shows the biggest variation (1.00 standard deviation) among the assessment of answering people.
- The lowest scattering is for “service” in general (0.47 standard deviation).

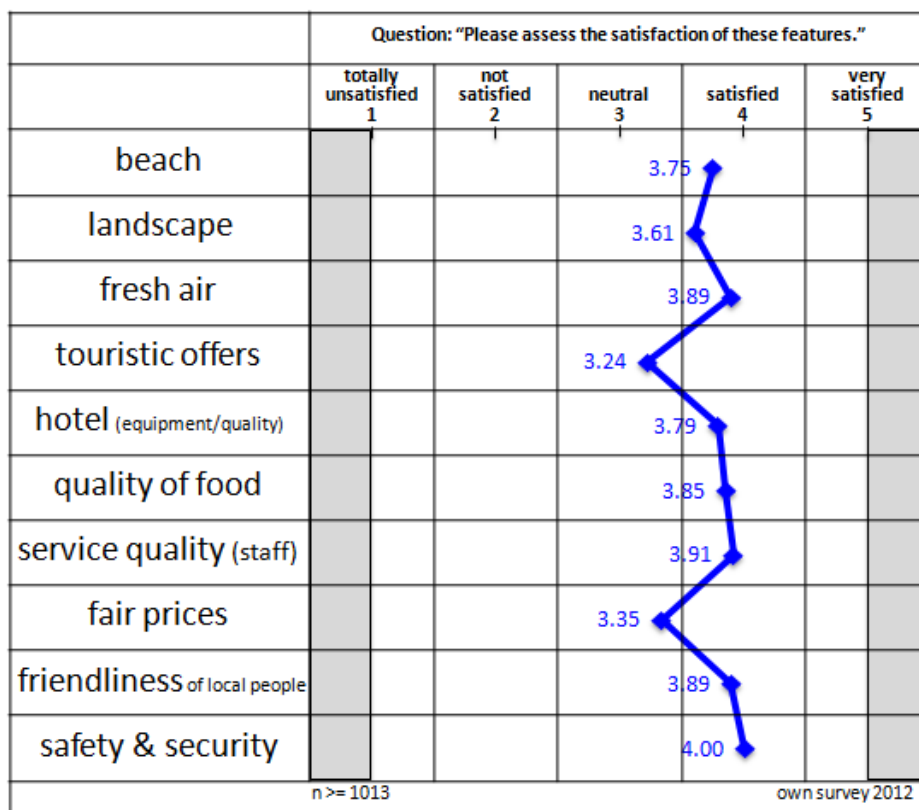


Figure 63: Profile of satisfaction (only with (very) importance)

The segments of guests (subgroups) show at first sight similar pattern. But in detail you can find several very interesting gaps.

- Between men and women (see figure in app. 6):
 - Women are nearly always more satisfied than men,
 - only regarding the price it changes: Women are less satisfied with the prices than men, they are more sensitive to prices.
- Between middle-aged (25-54 years) and elder people (see figure in app.7):

- There are also nearly no big differences;
- only: elderly people are more satisfied with the “activity offers” – may be because they are less active (?).
- Between low and higher income:
 - Tendency: Low income visitors are more satisfied than higher income guests, who also have a higher “importance level” (see above); in particular regarding “the landscape” and “activity offers” (see figure in app. 8).
 - This result fits to the worldwide pattern, that high-price guests are more critical and more difficult to satisfy.
- Between guests in hotels and in guesthouses:
 - With one exception guesthouse tourists are more satisfied than hotel guests.
 - The exception is the “price” – here the guesthouse tourists are less satisfied. This fits to the observation that this group assigns the “prices” also a higher relevance, what means that they are more sensitive in this regard (see figure in app. 9).
- Between tourists from “Ha Noi” and from the neighbourhood “Thanh Hoa province”:
 - With one exception the tourists from Thanh hoa province are more satisfied than guests from Ha Noi.
 - The exception is the “price” – tourists from Ha Noi are just a little bit more satisfied than visitors from Thanh Hoa province. But this difference is smaller than the differences of the other features in favour of Thanh Hoa people (see figure in app. 10).

The absolut lowest satisfaction assessment – among all subgroups analyses – is the evaluation of “activity offers” (2.97) by hotel guests and the overall best satisfaction assessment is for “safety & security” (4.06) by guesthouse tourists.

6.3.3 Overall-satisfaction

The high number of regular guests (see chapter 6.1) indicates that the tourists seem to like “their” destination. But the direct question regarding the overall-satisfaction of the guests does not confirm this first impression: Only 18.5 % are satisfied with their stay in Sam Son (see table 25). This is less than the share of regular guests.

Most guests (77 %) responded a neutral opinion. A more detailed analysis shows, that

- the guests who have been in Sam Son already more than 5 times assess their stay just a little bit better than the first-time-tourists – but not statistically significant;
- the satisfaction is in May the best and in July and August much lower;
- the week day has no effect on the opinion;
- neither the sex nor the age of the tourists influences significantly the level of satisfaction.

Table 25: Level of satisfaction of tourists in Sam Son

	Number	Percent	Cumulative Percent
Very unsatisfied	6	.5	.5
Unsatisfied	45	4.0	4.6
Neutral	857	77.0	81.6
Satisfied	191	17.2	98.7
Very satisfied	14	1.3	100.0
Total	1113	100.0	

Own survey 2012

Against this background it is a little surprise that most tourist confirm (87.1 %) to come back to Sam Son again and only 12.5 % of guests are not sure whether they will return (see table 26).

Table 26: Will you come back to Sam Son again?

	Number	Percent	Cumulative percent
No	5	.5	.5
Not sure	138	12.5	12.9
Yes	964	87.1	100.0
Total	1107	100.0	

Own survey 2012

Concerning the time of returning also most people intend to come back next summer (82.9 %, see fig. 64).

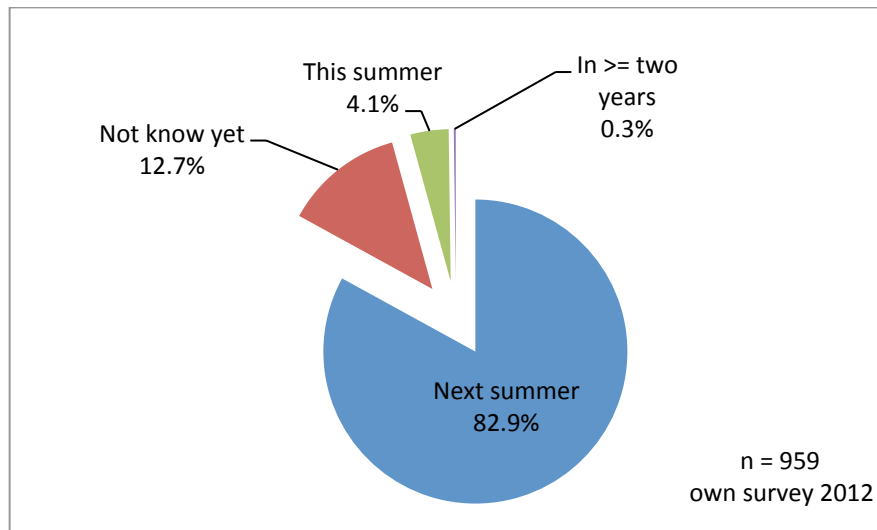


Figure 64: The time of coming back to Sam Son

6.3.4 Dislikes

Minimizing the unhappiness of tourists also means enhancing the success of tourism; therefore it is really necessary to look into the existing problem/situations to improve. To disclose precisely the causable factors, tourists were asked to tell what they dislike in the destination. 679 tourists (59.6% of total) accepted to answer this open question. The result reveals that:

More than half of the answers (54.1%) (see fig. 65) stated that they disliked the services in the destination. Within this big group the most mentioned was “*unstable & high price*” (61.5% of “service-dislikes”). It is obvious that the price is higher in high season. The prices should be controlled and remain stable – that is also the expectation of many tourists. In addition, many tourists (28.5%) feel disappointed with the deceitfulness and the unfriendly behaviour of the local or even unprofessional staff in Sam Son. The frustration or irritation concerning bad service shapes the image of Sam Son strongly and a bad reputation currently does exist.

Environment/ landscape were the second highest category of dissatisfaction (37.3% of the answers). Among this, most (56.1%) indicated landscape in general, 31.7% referred to a “not nice state” of the beach and streets. According to those arguments, landscape in Sam Son is not nice because of lack of human care and artificial decoration. There is for instance no flower street and a lack of green areas (parks). At the beach and in the

streets is a lot of waste and generally it looks messy (!). 26.3% complained about the unclean environment and the quality of water.

The number of people who disliked leisure offers was also quite high in this study (28%). The main explanation (92.1% of all answers in this category) was the lack of activities for tourists with a straightforward declaration that “the recreational offer is very poor in such a destination!” Few of them indicated clearly that they felt disappointed due to lacking entertainment activities for separate ages or simply because they have no chance to see the local people doing aquaculture/fishing in the sea.

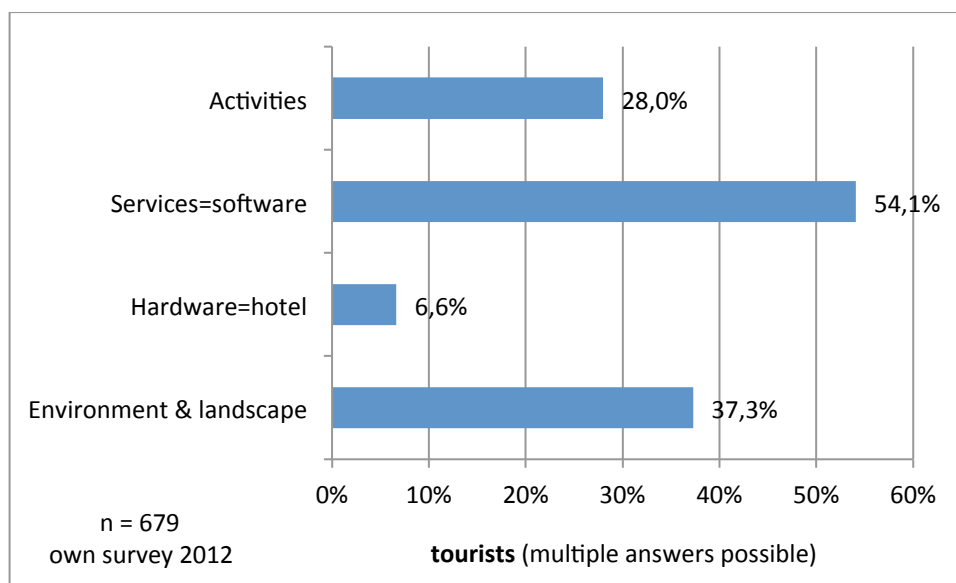


Figure 65: What do tourists dislike in Sam Son?

The category “hardware supply” means here hotel equipment (6.6% of all). Among these, 69% rose complaints about the quality/equipment inside the hotels and 38.1% were unsatisfied with the design and the modernity of hotels in Sam Son. In their view, hotels in the destination only meet the demand of low income people and also because of lacking some additional facilities like swimming pool, fitness rooms or extra services like spa and bar where people can spend time inside the hotel or even simply a space for people to relax (!). Indeed, currently only 15 out of total 314 lodging addresses in Sam Son touch the “star” standard (see chapter 4.2.1.1).

6.4 Wishes and recommendations

A holiday for pure recovery and relaxation seems old fashion nowadays. For most people, vacation means, besides rest, discovering the surrounding environment, doing sports or taking part in many different activities. Of course, recreational offers are today indispensable for any destination.

Tourism seems to run very successful in Sam Son, because it is already a million-guest destination. Most tourists go there because of the nice beach (see chapter 6.2). But the beach is the only competitive attractiveness for the region until now. Moreover, entertainment aspect is the weakness of Sam Son which significantly disappoints the holidaymakers (see chapter 6.3.2).

6.4.1 Wishes of guests

Therefore in this survey, the tourists were given a chance to tell their wishes in terms of desired entertainment activities. The outcome should also be helpful hints for the destination to improve their tourism quality as well.

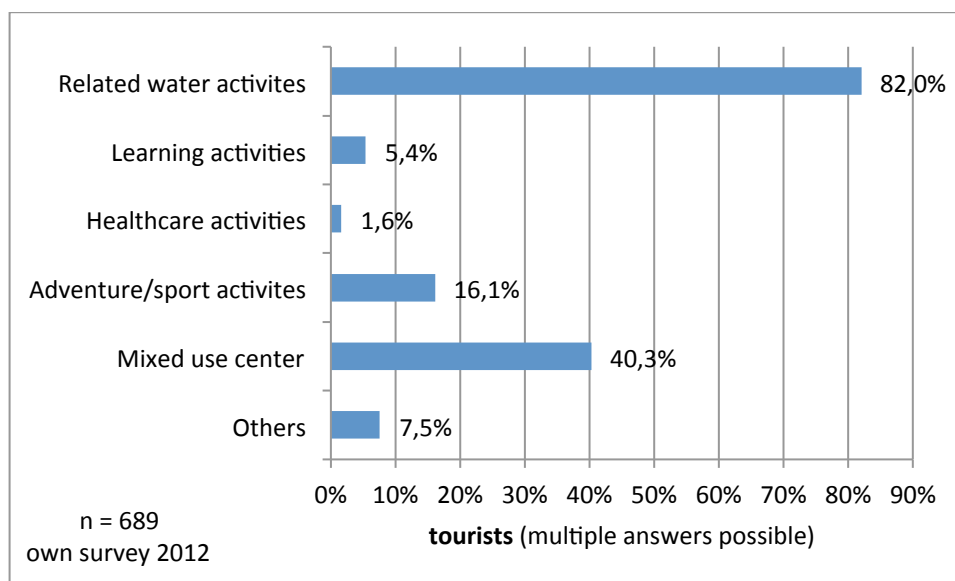


Figure 66: Desired touristic offers confirmed by tourists themselves

757 among total 1139 interviewees (66.5%) used this possibility to help Sam Son by giving their own feedbacks. Among those, only 68 answers (9%) plainly confirmed that they were satisfied with the existing offers and required nothing else, while the remainders (91%) clearly indicated their expectation to have one or more differently additional offers.

The touristic offers indicated by tourists themselves shows a clear structure that: Most tourists (82% of responses) wished to have more water related activities and 40.3% expected to have activities with concrete infrastructural facilities (see fig. 66).

Among the desired water related activities tourists like to do mostly parasailing/parachuting (54.6% of water activities; see fig. 67) and second important offer should be water skiing (25.9 %). Many people (18.1%) also wish to have an aqua park.

The demand of a swimming pool is also quite high: 20.8% wished to have this facility (15.1 % in general and 4.7% wants to have a pool explicitly inside hotels). Until now swimming pools in Sam Son are kind of unusual, only one resort offers a swimming pool. It seems that, people going to the beach, does not mean that they only bath in the ocean.

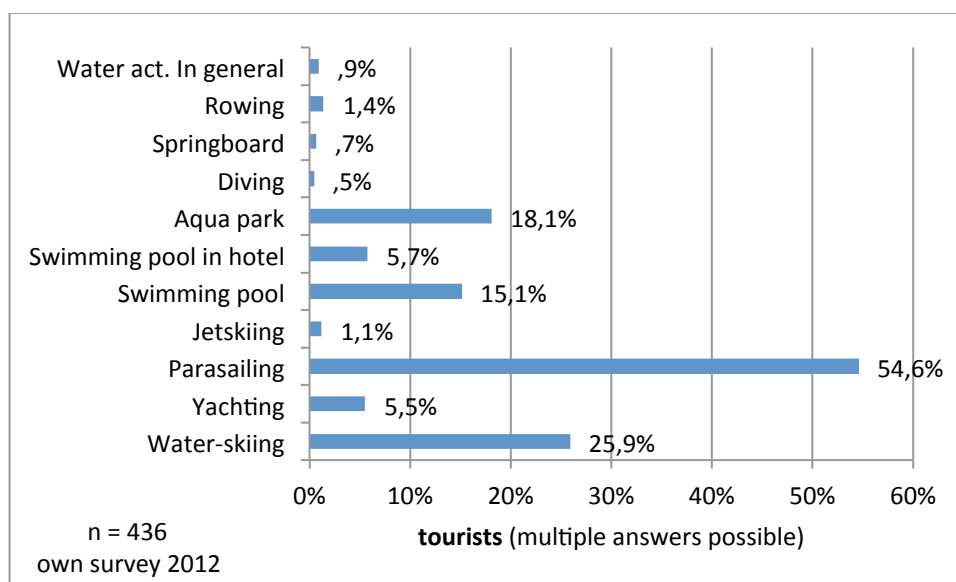


Figure 67: Wish to have more related water activities in Sam Son

Many guests (40.3 % of responses) wish to have additional infrastructural facilities. Among those, the desire of having a recreational centre (multi-purpose hall for 3D-films, theatre, magic/circus etc.) was very high with 47.7% (Fig. 68). Furthermore many people (18.3%) like to have a music venue, especially focusing on folk music for the old and also children. A zoo in the region is desired by many guests (18%), too. A park in a tourism destination makes the landscape nicer and creates more green space for people to relax – a green park is wished by 17.5% of guests.

All adventure/sport activities found a much smaller number of fans (16.1% of responses) and the most reference among this type of desires was ballooning (31.7%) or an expectation of having a fitness/sport centre (17.8%). An easy fulfillment is a sports ground (football, volleyball...) at the beach, which was mentioned by 16.8% of replies (see fig. 69); however many tourists complained that they were prohibited to do ball activities at the beach.

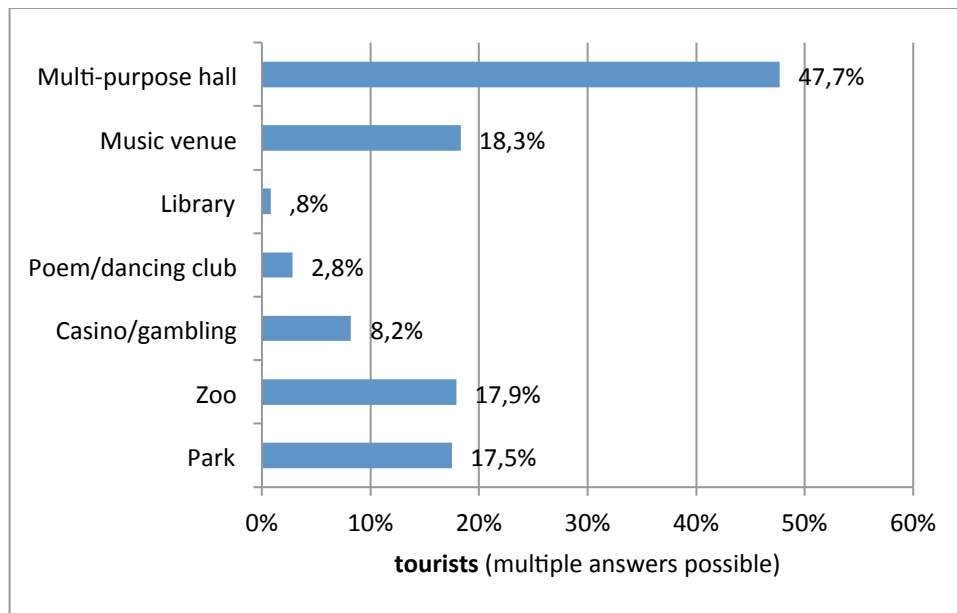


Figure 68: Wish to have more activities with concrete facilities

A little bit surprising is that only four people wished to have a golf course in Sam Son. This finding is worth to pay more attention, especially in the case that a golf course was already projected to be built in Sam Son.

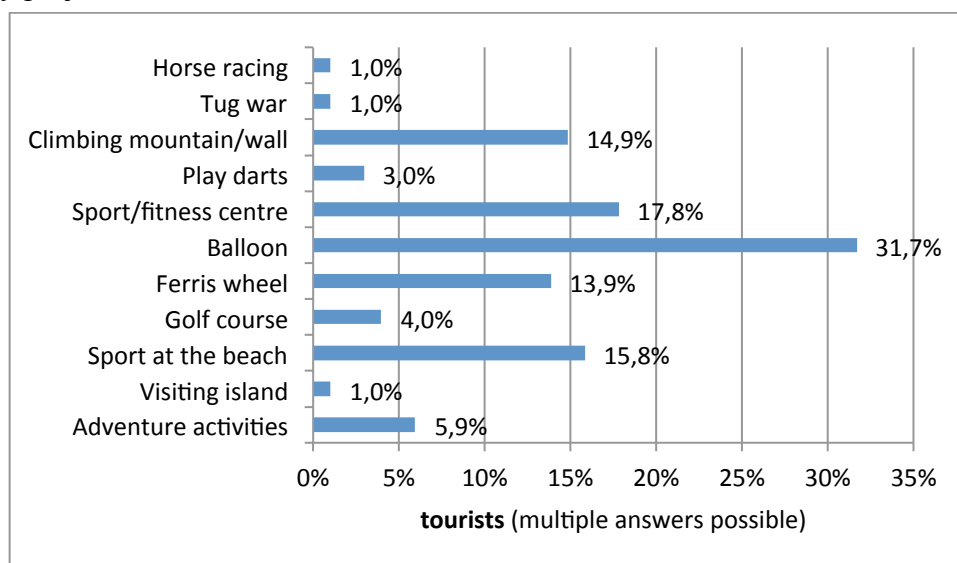


Figure 69: Wish to have more adventure/ sport activities

So called “*learning activities*” - for instance tourists will learn how to prepare food by themselves or self-gardening or even renting boats to go off sea and catch fish by themselves – is not on a high priority of tourists. Only 5.4% of guests recommended such offers.

Also surprising is that the healthcare services obtained the least concern, only 1.6% of all indicated activities and among them only one person referred to massages, 5 people wished to have mud-bathing service and 5 expected a hot spring care.

6.4.2 Tourist’s recommendations for tourism in Sam Son

Interested tourists were given the chance to raise their voices - as a stakeholder - to improve tourism in Sam Son. They were asked to give recommendations by answering an open question (see Q20- App. 13).

720 tourists (63.2% of all the interviewees) were interested in this section and gave clear recommendations for the destination. Already this high share of active participation - keep in mind: it was an open question – has to be considered as a big success.

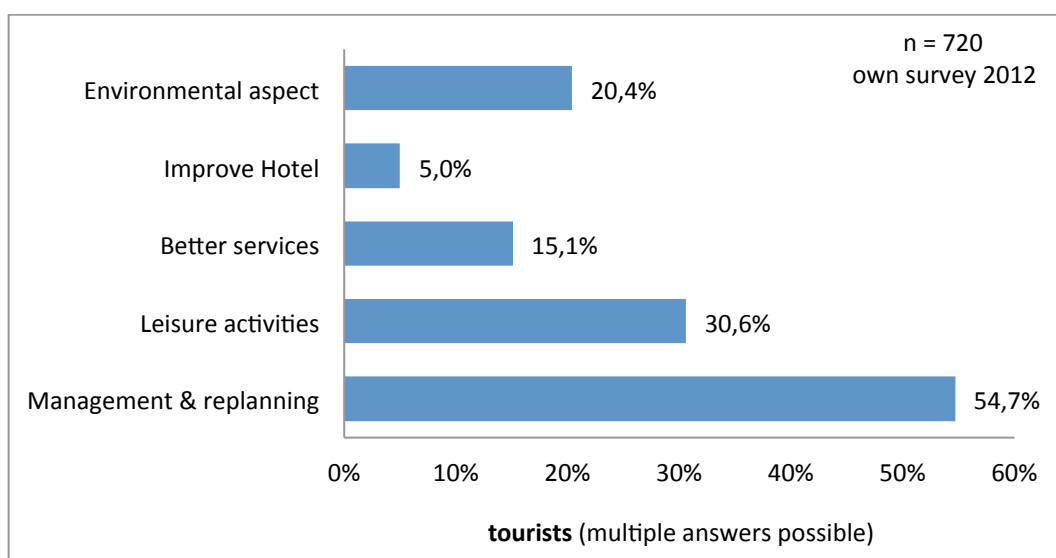


Figure 70: Recommendation of tourists for Sam Son

The 906 received recommendations have been summarized step by step in five categories (see fig. 70).

- “Management and planning issues” received most regards with 54.7% of the answers. Thereof controlling price and cheating seems the most urgent matter with

57.4% and how to develop tourism around the year instead of seasonality at present with 30.2%. Better promotion for Sam Son was also recommended by 6.1%.

- Diversify and improve quality of “leisure activities” in the destination was the second highest aspect (30.6%) which tourists suppose Sam Son needs to improve to attract more visitors to the destination. However the concrete suggestion, such as Sam Son should have clubs for different age groups or self-service activities (self fishing, self cooking, self gardening etc. in winter time) were designated by few (8%). Nearly all (91.2%) stated generally “more leisure offers & better quality”.
- Environment issue captured more interests of tourists than the two other categories with 20.4%. Among those, most suggested that Sam Son needs to make the streets/the beach nicer (66.7% of the answers).
- Regarding services in the destination, although only captured 15.1% of the answers, the recommendations were quite specific. For instance: there were 26.6% of the answers for diversifying and improving quality of food; safety and security for tourists were often mentioned too (19.8%); 18.8% of the answers aimed at the unfriendly and impolite behaviour/ attitude of the local people as a shortcoming of Sam Son which needs to be changed; training staff to be more professional and having more cheap services for the lower-income guests got the same vote with around 13.5% each.

Tourists in this survey seem indifferent to the issue dealing with the accommodation condition in Sam Son, with only 5%; thereof a majority argued that Sam Son should have more hotels/resorts with higher standards which meet the demand of higher income guests (64.7%) and the rest (41.2%) thought hotel equipment needs improvement.

6.5 Willingness of environmental charge

Tourists expect “nice and beautiful landscape” and like to enjoy such places. The environmental issue sometimes is deemed as a duty of only the touristic supply side: The destinations have to care about and to ensure a nice environment.

The desired “nice landscape” does not occur on its own but rather requires great effort and costs. In several countries you can find different systems of charging fees or taxes for tourists to finance this needed feature.

The awareness regarding this very sensitive topic, concrete the “willingness to pay” for a good environment, has been evaluated in the survey, too.

The result is very positive: Only 25.1% refused to pay anything in this trade-off, not because they do not want to have a good environment but think, that issue is not their concern (see table 27).

Another group of tourists (11.4 %) is not reluctant, but declared they would agree in a payment if there is a specific responsible organization whose duty is to care about the environment and that the paid money directly flows to such an organization.

The share of people who gave the answer with clarified value of money was quite high (63.5%).

Table 27: Willingness to pay for a better environment in Sam Son

	Number	Percent	Cumulative percent
Not willing to pay	278	25.1	25.1
Willing to pay, only if there is a concrete, responsible organization	126	11.4	36.5
Willing to pay with concrete amount	702	63.5	100.0
Total	1106	100.0	

Own survey 2012

Concerning the amount of money, the tourists could declare the level of additional payment per trip. This is of course very vague information, but it is a first attempt to approach a realistic level.

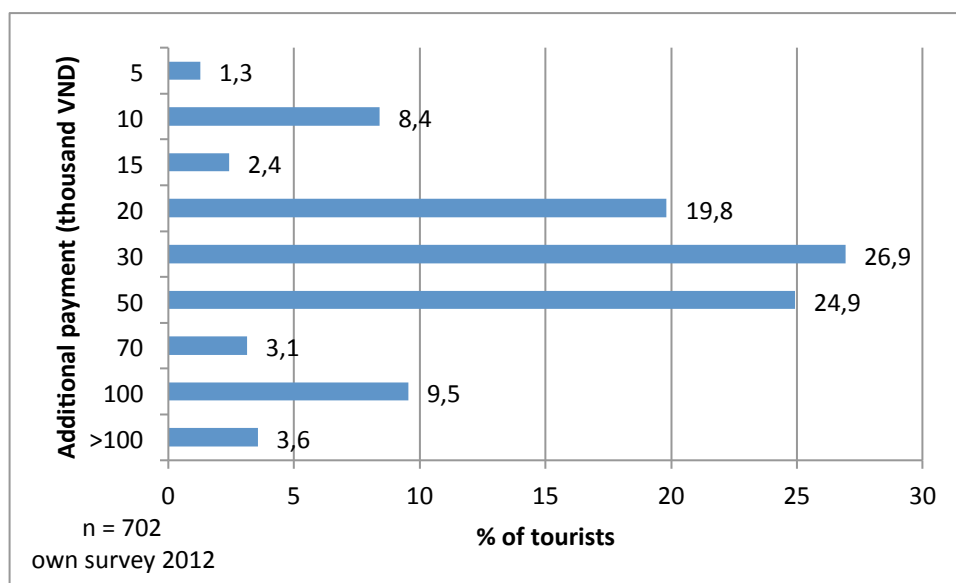


Figure 71: Level of additional payment for a clean environment

Figure 71 shows the most mentioned amount is about 20.000 to 50.000 VND for one trip. This range is covered by 71.6 % of those guests who are willing to pay.

The average is around 30.000 VND per trip. As the pattern of answers is not bimodal the average value can be used for further discussion.

Both groups, day trippers and overnight guests, are willing to pay and there is no significant difference regarding the possible level.

At first view, this amount sounds low, it looks like “nothing”, less than pocket money. But we have to keep in mind that people always answer on lowest possible level with such questions: Nobody likes to pay voluntarily.

But indeed, the result has not only to be interpreted conversely; the result indicates a very, very positive perspective: People are aware of the necessity and they are willing to cover a share of the costs!

Moreover, this result is a huge positive surprise – although the willingness to pay for a “good environment” seems to be on a very low level: Due to the high number of tourists in Sam Son (see table 28), the total sum of all tourists becomes much more money than the single contribution indicates. A few simple raw calculations show the level of money which can be discussed.

Table 28: Arrivals and overnight stays of guests in Sam Son

Year	2009	2010
Number of Arrivals (number of guests)	1 509 000	1 750 000
thereof: Number of Overnight Guests	1 086 000	1 233 000
Number of Nights of Overnight Guests	2 020 000	2 342 000

Source: official statistic data of Sam Son

6.5.1 Model calculation based on “arrivals”

As people are asked for the money per trip, the number of official arrivals – which is the number of tourists in Sam Son - can be used as calculation basis. This calculating approach is independent of the duration of stay.

Two versions with different assumed values show the budget level for Sam Son.

Very cautious and conservative calculation:

For a very cautious and conservative computation we calculate only with 1.2 million arrivals per year – that is the value only of overnight guests; the day trippers are ignored here (see table 29).

The amount of a potential “environment charge” used in this model calculation is only 10.000 VND. Such an amount is independent of the survey – it is equivalent with just an ice-cream or just one pack of cigarettes. This chosen value is to show that already a tiny sum delivers a big amount for the destination.

Based on these two values, a total sum of 12 000 000 000 VND per year (that is about 0.6 million US\$) can be calculated!

Average value calculation:

There are 1.75 million arrivals per year (see table 28) and the average mentioned fee is about 30.000 VND. So the annual sum is 52,5 billion VND (currently more than 2.5 million US\$ or nearly 2 million Euro)!

Table 29: Model calculations with "arrivals"

	assumed number of arrivals	assumed fee per arrival	potential annual sum
conservative calculation	1.2 million	10 000 VND	12 000 000 000 VND
average calculation	1.75 million	30 000 VND	52 500 000 000 VND

Own calculations

6.5.2 Model calculation based on the number of “overnight stays”

Another approach of model calculations uses the number of overnight stays. This is a common parameter which is used in many countries (see chapter 7.2) and these data are also available by official statistics (see table 30).

Cautious and conservative calculation:

For a cautious and conservative computation we calculate only with 2 million overnight stays per year, which is the value for the year 2009; the number is currently much higher.

The “environment charge” in this version is also only 10.000 VND. These two values deliver a sum of 20 billion VND per year (that is about 1 million US\$)!

Table 30: Model calculation with "overnight stays"

	assumed number of overnight stays	assumed fee per overnight stay	potential annual sum
conservative calculation	2 million	10 000 VND	20 000 000 000 VND
average calculation	2.3 million	17 000 VND	40 000 000 000 VND

Own calculations

Average value calculation:

As mentioned above, the average amount per trip per person was estimated 30.000VND and the average overnight stay in the survey was 1.73 nights. Accordingly the average amount will be calculated about 17.000VND.

There are 2.3 million overnight stays per year (official statistic) and the calculated fee per night is 17.000VND. So the annual sum is about 40 billion VND (currently 2 million US\$ or 1.4 million Euro).

6.5.3 Surprising finding

These few raw model calculations show two facts very clearly:

- People – as they are aware of current and in future rapidly growing problems – are willing to contribute financially; they are willing to pay for a “clean environment”!
- The potential sum of money, based on a very low “environmental charge”, is huge: Even the lowest, the most conservative calculation delivers an amount of at least 0.5 million Euro per year for Sam Son!

Of course, the introduction of such kind of “fee” needs to be managed very carefully. To launch a new tax, fee or charge – however named – is a very sensitive intension. There is not only opposition in principle, but mental obstacles as well as procedural and even technical difficulties are to overcome. But with such a big financial power in mind, it should be possible to install a new system. There are several countries Vietnam can learn from and adapt foreign systems and regarding the procedure of implementation, naturally several interim arrangements (see chapter 7.2) are needed that finally the tourists will not feel charged.

6.6 Short conclusion of visitor survey

This survey delivers good structural information, in particular:

- Sam Son is a beach tourism destination – 94% come due to the beach.
- Besides the beach, the fresh seafood is the main attraction, 76,7 % of guests mention this as reason to come just to Sam Son and nearly all guests buy seafood to take home (94,6 %).
- Nearly all guests spend their holiday within Sam Son without visiting any other location outside and
- Tourists stay mostly in hotels and guesthouses.
- The duration of stay is very short; most spend only 2 or 3 days.
- Nearly all guests come from the neighbourhood (Thanh Hoa province) or from Ha Noi.
- Most are regular visitors; more than 50% have been to Sam Son more than 3 times already.
- The expenditures of tourists mostly flow into catering in Sam Son destination (54%). For most tourists, food is also the most important factor when they make holiday in Sam Son, especially guests from Ha Noi.

The satisfaction level of Sam Son's guests is low:

- Only 18.5% of guests are satisfied with their holiday.
- Concretely the "touristic offers" factor disappoints the tourists the most and the following is the "prices" factor. But
 - the "low income guests" are more satisfied than people with higher income;
 - tourists coming from Ha Noi (province) are less satisfied than guest from Thanh Hoa (province), however they accept higher prices.
 - A very distinct indication of dissatisfaction is that the hotel guests reach the lowest satisfaction regarding "activity offers".

Regarding the wishes of tourists for entertainment activities:

- Most expectations are related to water activities (82% of all the answers), thereof parasailing is mostly wished;
- The second group is activities with concrete facilities, such as a multi-purpose hall.

- Casino/gambling or a golf course are wished by only very few people.

Environmental matters seem to be relevant topics. In particular, there is a very high willingness of tourists in terms of getting involved in improving environmental aspects at the destination. Such willingness is indicated by a very high number of people who “agree to pay additional money” as a contribution to the environmental issue. The average amount of agreement was about 30.000 VND per trip or 17.000 VND per night.

7 Recommendations

This study aims at improving the sustainability of future tourism development in tourist destinations – here concrete shown by the example of Sam Son. The following recommendations base on

- a broad literature review which comprises all published papers in Vietnamese, German and English language,
- the results of the empirical studies in Sam Son,
- several expert discussions,
- and finally also on the personal knowledge of the local and regional context.

The recommendations however cannot cover all aspects but rather emphasize on certain specific topics, which are derived from the analysed results and also recognized as critical tasks for destinations:

- How to distribute economic benefits of tourism to more local people and ensure a higher income security.
- How to manage social and environmental aspects in a destination.
- How to satisfy tourists more regarding both touristic offers and service quality.

To give general and clear recommendations – to avoid only tinkering with symptoms of a specific destination – two very fundamental recommendations will be given:

- To develop tourism in a sustainable manner you always need a clear and powerful responsibility and you need money!
- And afterwards advices for some crucial problems, which have been identified in Sam Son, will be given.

The chosen topics are relevant for many destinations (in Vietnam), so the recommendations are also of general interest.

7.1 “Tourism office” – a new public tourism body

The current tourism development is characterized by a decentralized system of responsibilities. That generates many and strong friction losses.

Thus the clear recommendation is:

Sam Son needs to establish a new “tourism office”

The designation “tourism office” (TO) describes here a new organization, which

- has to be a public body (!!);
it is the job of the TO to optimize the success and benefits of tourism (development), not to maximize any profit as it is the main goal of private companies;
- is responsible for all (!!) tourism related operations in Sam Son;
- has to have a clear and powerful decision-making mandate; the TO should orientate at so-called “lean management” and not be paralyzed by endless discussions, soft compromises or consideration of proportional representation of all interests;
- needs to be structured in a centralized manner.

The responsibility of TO comprises primarily

- the preparation of and care about the creation of a new tourism master plan;
- the implementation of that master plan;
- the whole PR work regarding tourism in Sam Son;
- the establishment and operation of a “tourist information centre” in Sam Son; this is for public dissemination of relevant information for tourists (touristic attractions in Sam Son, PR material for day trips in the region, etc.) and also for listening to complains of guests;
- all duties and instruments of market research;
- development and launch of a system of quality management (see chapter 7.5).

How to structure the TO regarding the tasks, responsibilities, the strategic and operational duties etc. is the second step and depends on detail planning. The first step has to be to establish this new powerful centralized public body.

The main background question, which will be the strongest argument against the setup of it, will be concerning the financial matters. This is closely linked with the second recommendation: TO is financed indirectly by the tourists themselves.

7.2 Implementation of a “tourism fee”

It is obvious that tourist destinations face to establish and to maintain specific cost-intensive infrastructure facilities primarily for the tourists on the one hand and on the other hand visitors strain the destinations de facto extremely strong.

Thus, it is not surprising that the idea to levy (additional) taxes from tourists is very old - in the health resort Baden-Baden (Germany) the local government encashed a so-called “Kurtaxe” already in the year 1507.

Meanwhile - in nearly all countries in Europe – many villages and cities where tourism is the dominating economic sector levy a specific tourist tax (see excursus “tourism taxes in Europe” – box 3). The names vary much, the justification is diverse – sometimes honestly, often not transparent or even naive and stupid. Also the charging procedure is very different and several destinations failed with the implementation of this additional fee.

Means: The idea, the wish and the need to launch a tourism tax is widely spread all over the world, but the resistance from tourism business is also predictable and very strong.

The public environments in Sam Son looks not very clean – as most areas in Vietnam. But the awareness of tourists – not only of foreigners but also of domestic tourists – is changing: They notice more and more the dirty and wasted environment. But local authorities cannot manage this problem by themselves.

This study delivers for the first time concrete information, that tourists are not only aware of bad environmental situations but they are also “willing to pay” for a better environment.

Independent of the uncertainty concerning the real amount of money, which can be realized by catching money from tourists, it is a huge amount due to the high number of tourists in Sam Son. For orientation, it is at about one million US\$ per year (depending on calculation model).

Thus the clear recommendation – based on the empirical information of this study – is:

Sam Son has to implement a “tourism fee”!

The implementation of such a new “fee” is a very, very sensitive action. The experience of other destinations, mistakes which cause a breakdown in some regions have to be taken into consideration (see excursus “failed attempts to implement a tourism tax” – box 4). The “tourism fee” has to be launched in a very careful manner.

There are two very important features which are a “must” for a successful implementation of the new “tourism fee”:

- 1) **Involvement** of local stakeholders and important actors from the very beginning phase!
- 2) **Transparency** of the usage of collected money!

Furthermore, the following aspects have to be considered:

- The name of the “fee” has to be chosen very carefully – to avoid any confusion or even resistance in the preparation phase already.
- The amount of the fee has to be very low!!!
- The money has to be used totally (completely) for touristic and environmental purposes in Sam Son.

- It has to be visible for tourists that something happens from the very beginning; for instance “friendly light green dressed” people collect waste in the streets, at the beach etc..

Box 3: Excursus “tourism fee in Europe”

Many countries have a system, which allows the destinations to decide themselves to launch a local “tourism tax”. Due to the strong and meanwhile long lasting international economic crises more and more destinations use this option.

- **“Kurtaxe” in Germany and Austria**

The “Kurtaxe” is a very old system in Germany to encash extra-money from tourists; it dates back more than 500 years already. This system is only eligible for certified spa-town destinations because these have on local level additional public duties (to conduct a tourist service centre, to maintain a specific park area etc.). The money has to be used only for care and maintenance of touristic infrastructure and additionally for maintenance of public space. The fee is collected mainly via the lodging companies. The day-trippers officially have to pay the same fee, but to encash it is a general and huge (practical) problem.

This “Kurtaxe” is always and permanently under discussion. But until now no other system replaced it in Germany.

From abroad the German “Kurtaxe” often is used as “good example”. The main positive feature is the fact that the money is used 100% for tourism purposes and that the usage is transparent.

That it is allowed in Germany only for certified destinations is a feature other countries do not (need to) copy.

- **The general “Ortstaxe” in Germany**

Destinations without the specific spa town certificate – mostly big cities - started in recent years to implement a tourist fee which is very similar to the “Kurtaxe”. This is called in general “Ortstaxe”, some call it “city tax” (Erfurt/Germany since 2011) or “hotel tax” (Dortmund/Germany since 2010).

- **Tourism tax in Italy**

After many years of discussion Italy allows communes since March 2011 to rise taxes from tourists (“tassa di soggiorno”; see BROYLES 2012). Although the resistance from the tourism industry has been very strong and even strikes have been threatened, more and more destinations implement this “tourism tax” for guests in hotels, guest-houses and campsites: 428 communes levied this tax in the year 2012 and in 2013 there are already 513 destinations, which use this option to receive more money (STOL 2013).

- **Austria** (“Ortstaxe”), **Switzerland** (“Beherbergungsabgabe” oder “Kurtaxe”), **Netherlands** (“toeristenbelasting”) and **Croatia** allow the communes to establish also a tourist-tax-systems.

- Also the **Cape Verde Islands** – a small island state with only 0.5 mill. inhabitants in the Atlantic Ocean in front of Africa - started 1st of May 2013 the levy of a new tourism tax (REISETRAEUME KAPVERDEN 2013).

To avoid the negative image – in the sense that “Sam Son catches additional money from tourists” – the (outside) marketing activities have to promote it very early in a positive manner: Sam Son cares about environment, Sam Son becomes the “cleanest” beach resort, Sam Son.... etc..

Also “internal marketing” has to be done: Tourism fee delivers the bases for new jobs; more local people – also on a low level of skills – can be involved in tourism; and of course local people like a clean environment, too.

Box 4: Excursus “failed attempts to implement a tourism tax”

• **The “environmental fee” on Mallorca (Spain)**

The island of Mallorca implemented in the year 2002 a so-called “tax for environmental protection and amenity improvement in tourist area”. This tax was charged with one Euro per night per adult tourist and collected by hoteliers (UNEP & WTO 2005: 91). The resistance against this new tax has been tremendously big, in particular from the foreign tourism industry. After short time the government interrupted their procedure and although the Supreme Court of Judicature confirmed that the law is in line with national law, the regional government did not continue the establishment of that tax.

But due to the big economic crises in whole Spain since 2012 new tax regulations – so-called “green taxes” - are under discussion. Some taxes affect the tourism business indirectly, for instance higher fees for fresh water. But a specific tax for rental cars, which the regional government of the Balears intends to implement, would touch the tourism directly (see Mallorca Magazin 2013a). Thus a “storm of indignation” erupted at once. Main reason of resistance: The collected money will be used for general budget problems, not for specific tourism improvements.

Meanwhile the decision is not to implement the “green taxes”, in particular not the specific “rental car tax” (see Mallorca Magazin 2013a,b).

• **The “fee for tourist beds” in Schwerin (Germany)**

The city government of the province capital Schwerin decided to implement a new “fee for tourist beds”. Companies who offer lodgings to tourist have to pay an additional tax for each offered tourist bed. This new tax has been decided just now, but the resistance is huge: Not only the affected lodging companies oppose, but also the entire tourism sector in the region as well as on national level, supported by many professional associations and politicians.

The simple “mistake” here is that the city government initiated this new tax to plug the budget deficit of the city. The money will not be used for tourism matters only but for many other purposes. This simple fact leads to the huge resistance.

7.3 Improvement of linkages between economic sectors

In successful running tourism destinations tourism often attracts most of governmental support and investment. However, if tourism is too dominant in political awareness and regarding flows of money compared with the local reality an undesirable economic development and even social unrest might occur in the medium term.

This is - for instance - the current situation in Sam Son: On the one hand tourism sector absorbs most political support as well as money and generates higher income, but on the other hand the traditional economic sectors agriculture and fishery (incl. aqua culture) still supply more jobs and ensure livelihood for more people than the tourism sector does - the economic benefits are very equally distributed within the community.

There are two approaches to react on such an unsatisfying constellation and to manage it in a proper way.

7.3.1 Involvement of other branches

As a mono-structure economy is not favorable it is good to have a broader mix of economic branches. The possibility of creating backward and forward linkages with other sectors is acknowledged as one of the strengths of tourism. Strikingly, this is beneficial not only to tourism itself but also stimulates other related economic activities. Strong linkages means less leakages and that also means more generated economic benefits in the destination or region.

Therefore an important recommendation is:

Develop more linkages between tourism and other local branches.

There are different types of linkages (see in detail ASHLEY et al. 2006) and they can be built in different ways depending on destination backgrounds.

In the case of Sam Son in particular linkages with fishery, with agriculture and with local arts& crafts should be taken into account (see below 7.3.1.1-3).

Although "linkage concepts" receive lots of concern both in paper discussion as well as in practice, the hindrances are sometimes difficult to avoid (BELISLE 1983):

- local farmers or fishermen cannot ensure a stable supply; so hotels even accept to pay more for imported food to have a steady source;
- enterprises are not well informed about the potential of local sources;
- farmers may lack information of food requirements of hotels and tourists;
- imported food from outside the region may be cheaper etc..

Box 5: Excursus "building linkages"

Among different concepts regarding this concern, a quite convincing one rose indicating a tight relationship between tourism and other economic sectors such as farming, fishery is by food production. There are several examples for this approach, some failed and some are successful. That totally depends on how the projects are organized and developed. For instance:

- **In southeastern Switzerland**, in a village named Waltensburg, a local cooperative has built and operates the 72-bed Hotel – which is now one of the 100 best hotels in Europe (Biohotel Ucliva)- in the principles of sustainable tourism development. The motto was “local food is the first priority” and purchases are mostly done locally and all products are bio-certified (see website Ucliva) (<http://www.ucliva.ch/index.php>). At the beginning organic food menus have been slowly introduced to farmers and suppliers so that their produces can meet the demand. The farmers have been also supported and guided by the hoteliers to approach to this concept. This model brings a huge success and the project is seen as one of the successful examples of integrating local produces into tourism (TELFER & WALL 1996). After more than three decades it still runs very well in this road.
- **In Gambia**, at the beginning sourcing locally was deterred by unreliable local supply, inconsistent quality and insufficient in peak times. Then a partnership GiG (Gambia is good) has been created by government fund. To avoid middlemen between growers and buyers, GiG directly purchases produces from smallholder farmers and markets them to tourism runners. GiG is also responsible for many other conditions such as training, providing facilities, informing demand markets to the farmers, negotiating fair prices and so on. This procedure runs effectively and is really supportive to the farmers (see UNCTAD 2013: 10).
- **In Indonesia**, a 156 - room Beach Resort in Lombok also conducted two projects, one with a local fisherman to provide fresh seafood and one with a farmer to supply fresh herbs and vegetables. Regarding the fish, the hotel cooperates with a local fisherman as a middleman to collect the best fish in the local markets and then deliver it to the hotel. The fisherman is equipped with a good facility by the project to ensure quality of fresh seafood during the transport. As a result, the hotel has a constant fresh supply locally and do not have to import a large quantity from outside and also reduce the transport cost. The fisherman now has a better job in tourism. The project runs successfully.

Regarding the farmer project in this case, the hotel chef at first delineated an idea where and which vegetable and herb could grow in the region and then made a contract with a local farmer to only supply produces for the hotel. Unfortunately unlike the fishery one, it failed because of several reasons: consumption of the hotel and the grown quantity by the farmer do not meet sometimes due to seasonal fluctuation; the farmer is a traditional and small-scale producer and so lack a professional skill to operate a such large practice – as the excuses for the failure which clarified by TELFER & WALL (1996: 647).

- **In the Caribbean**, many linkage programs have been established to support farmers. For instance in Jamaica, a so called “The Sandals Resort Farmers Program” has been initiated in 1996 to support the farmers there. At the beginning only ten farmers were involved to supply two hotels but eight years later the project has 80 involved farmers in the program; another program is run by ECTAD (Eastern Caribbean Trading Agriculture and Development Agency Company Ltd) in the Windward and Leeward Islands. To make sure a good match, tourism sector and farmers carefully discuss and figure out the cooperation such market needs, quality of produces networks, etc. (see ASHLEY et al., 2006)

To reduce the risks and heighten the fruitful outcome, pilot projects are necessary and the process should be supported by the government. Increased communications between hotel operators and suppliers are a must so that expectations of both sides are known and high qualities of products are ensured. Moreover, an institutionalization is one of the key factors for success. (TELFER & WALL 1996: 650).

Thus, the cooperation, the involvement of farmers and fishermen in tourism need to be initiated, organized and conducted very well (see examples in excursus – box 5). A project can only support the starting point, a professional strategy (see chapter 7.4) and responsible facilitation management (see chapter 7.1) is needed for a steady and stable development.

7.3.1.1 Tourism & fishery

The surveys of this study really show that fishery is a very relevant feature of the destination: Guests name the fresh seafood as one of the most important reasons why they come to Sam Son and they buy a lot of seafood to bring home to their friends and families. Moreover people like to see fishermen at work; they like to buy fresh sea food directly from fishermen.

Thus, a very strong integration of fishery into further tourism development is recommended - not only in terms of food production but also as an attractive factor to tourists.

Examples of possible linkages:

- Hotels and restaurants consume local seafood as their first priority. Ideally establish an association, which operates as an intermediary between tourism consumers and local fishermen to strengthen the linkage (see excursus – box 5).
- Organize short tours for tourists to go off shore and fishing with the locals.
- Occasionally organize local cooking contests regarding seafood combining with local recipes (see excursus – box 6).

Box 6: Excursus “integrating food festival into tourism”

In the Caribbean, at the local destination (Barbados), a festival is hold every week where fishermen, farmers, fish sellers and local chefs sell local vegetables, fish, beverages and prepare meals to thousands of tourists and locals. Another example is in Jamaica, where a big resort (Hedonism III) used local food as part of it’s brand by organizing a big festival in 2005. In the event, cooking skills, local flavours have been introduced together with a marketplace introducing local artisans, local foods to tourists (see ASHLEY et al., 2006).

7.3.1.2 Tourism & agriculture

The development in other countries shows that tourists like to eat "fresh and local food". Restaurants should buy their food from local farmers and the farmers need to be more highlighted in tourism. Even in Sam Son tourists also express their expectations about experience of farming activities in the destination.

Farmers can for instance:

- run regularly local food markets in the centre of Sam Son to sell their products directly to the tourists;
- offer "visiting days" or even establish so-called "transparent farms" for interested tourists to show them their way of production, their products and even their way of living;
- conduct courses/lectures to teach children, school classes and also adults about farming and healthy food.

7.3.1.3 Tourism and local arts & crafts

In many destinations in many countries, the sector of arts&crafts has been developed together with tourism in terms of supplying tourism properties with products (see excursus – box 7) or souvenirs.

Box 7: Excursus "involvement of local arts & crafts"

- In South Africa, local crafts are really taken into account in many destinations. Even very small items such as writing cards, wrapping papers, printing T-shirts or table cloths are sourced locally (see more DEAT 2003).
- In the Caribbean, several steps have been also done regarding this concern. For instance: Differentiated products are designated and innovation of products is made by combining local skill with modern interests to improve the quality. The produced items can be sold directly in hotel or in separate art & craft areas (see ASHLEY et al., 2006).

Regarding Sam Son you have stated that tourists currently do not spend much money for buying local-made souvenirs. Another point discovered is that nearly all souvenir items in Sam Son are imported now.

This partly indicates that the supply does not meet the interest of guests. To stimulate tourists purchase more local items, handicraftsmen need to learn their market and improve their products in favour of tourists there. Moreover, hotels or restaurants or other touristic establishments should prioritize local products such as furniture, soft

furnishings such as arts, crafts etc. or disposable items such as chopsticks, toothpicks which are easily produced locally.

One critical point needs to be borne in mind that discussions between consumers and producers is indispensable to achieve the need of quality and quantity.

7.3.2 Involvement of local people

The important point which needs to be borne in mind for any tourist destination is that local people may feel alienated from the tourism development and social unrest may occur if there is an uneven distribution of wealth from tourism (see TELFER & WALL 1996). As a result the local population may develop negative attitude towards tourists and eventually this local behaviour may result in decreasing the number of tourists coming to the destination.

Regarding the case of Sam Son, currently too few local people are involved in tourism. The enlargement of this sector will offer more jobs. But the employment of more people from the region is not only a matter of quantity but also of quality. Most people in Sam Son and the region are insufficiently trained and educated to work in tourism. A low or even bad service quality will disturb the tourism development substantially. Therefore a clear recommendation here is:

Stronger involvement of local people in a professional manner

In this context you have to keep in mind that an involvement of more local people in tourism does not only mean that all have to work in tourism directly. An indirect involvement is also a solution to avoid an economic mono-structure (see chapter 7.3.1).

In addition, the enlargement of the tourism area in Sam Son is already on plan. Along with this development, many households will be directly affected very soon by losing parts of their land or even by the need of resettlement. Therefore securing jobs and income for those affected people has to be taken into account. An action plan is necessary which supports the people who lost land to learn how they can earn their living instead of traditional jobs. Such consideration helps avoiding a possible scenario that most people like to run hotels or restaurants, because being a hotel or restaurant owner seems to be the best way to earn money. But that does not work for Sam Son.

7.4 Tourism master plan

Many destinations manage tourism, sometimes successful, without any plan. They just react to a direct visible demand and try to satisfy the requirements. But as tourism is a buyers-market the tourists can choose - meanwhile on global level - amongst a dramatically increasing number of destinations; and this competitive market situation will become even stronger in the future.

Thus, reacting destinations will not be competitive very soon. Destinations have to offer what the guests wish! To know what the guest's wishes are and to have a plan how to develop the destination to face future changing demand, a clear strategy is necessary. Usually a "Tourism Master Plan" (TMP) shows the road map, the way how the destination has to develop in future.

Thus, the next recommendation regarding Sam Son is:

***Sam Son has to elaborate a tourism master plan /TMP) and then put
the recommended action into practice***

Following the traditional concept of destination management (see fig. 72) the very first step is to make an inventory, to clarify what the actual situation of the destination is.

Destinations need to know as much as possible about their guests. So, an important tool of a "current status analysis" is a visitor survey. Well developed and successful destinations run regularly (at least every year) such a visitor survey to collect basic structural data of the tourists.

Concerning Sam Son, the survey of this study can be used for orientation – although here too many questions have been asked due to the situation that there was no previous data basis (information). The later on following - then hopefully regular surveys – should be oriented towards the recommendations of the Vi-Surv model (see: STEINGRUBE 2013 c). This model offers international standardized questionnaires to make the results more comparable.

The next step in the destination management circle is to clarify the objectives of the future development of the destination. Those objectives are defined on different levels: some objectives are a part of the general vision, other objectives (= goals) are more clearly formulated for a better orientation on a lower level and finally operationalized as concrete goals in the strategy (see fig. 73).

The basic decision to derive goals is the clarification concerning the main target group of tourists. As a destination cannot offer everything for any kind of tourist – due to natural conditions and established infrastructure, destinations need to have a clear idea about “their target group(s)”. It is much more effective to realize specific offers for concrete target groups of tourists.

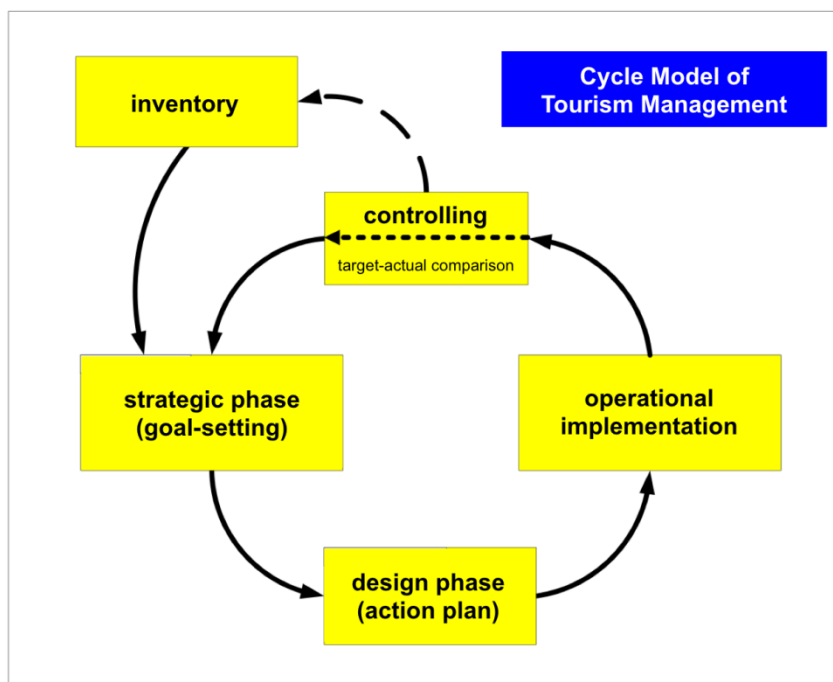


Figure 72: Traditional destination management cycle (source: STEINGRUBE 2004: 444; translated)

Concerning Sam Son the survey shows, that currently the guests are mostly coming with their families, stay very short, spend most time directly in Sam Son (do not travel around in the region). Sam Son’s guests have a “normal” income, means it is not a social upper class.

To change the current guest structure, to try to attract other, new target groups of guests, is always a very huge risk for destinations. When a destination runs well, it is usually recommended not to change, but to improve the attractions and offers to stabilize the main guest group by a stronger market penetration.

For instance it is not a good strategy to try to attract a “higher social level of tourists to Sam Son”. 4- and 5-star guests (as well as foreign guests) have a high level of expectation, they are easily and much more often unsatisfied than other guest groups and they change the destination easily and often - due to their high financial background. As already the “normal guests” in Sam Son are unsatisfied with many offers and services, Sam Son cannot offer high quality tourism currently and in the long

run Sam Son will lose the high number of tourists due to higher price level for new high price-guest.

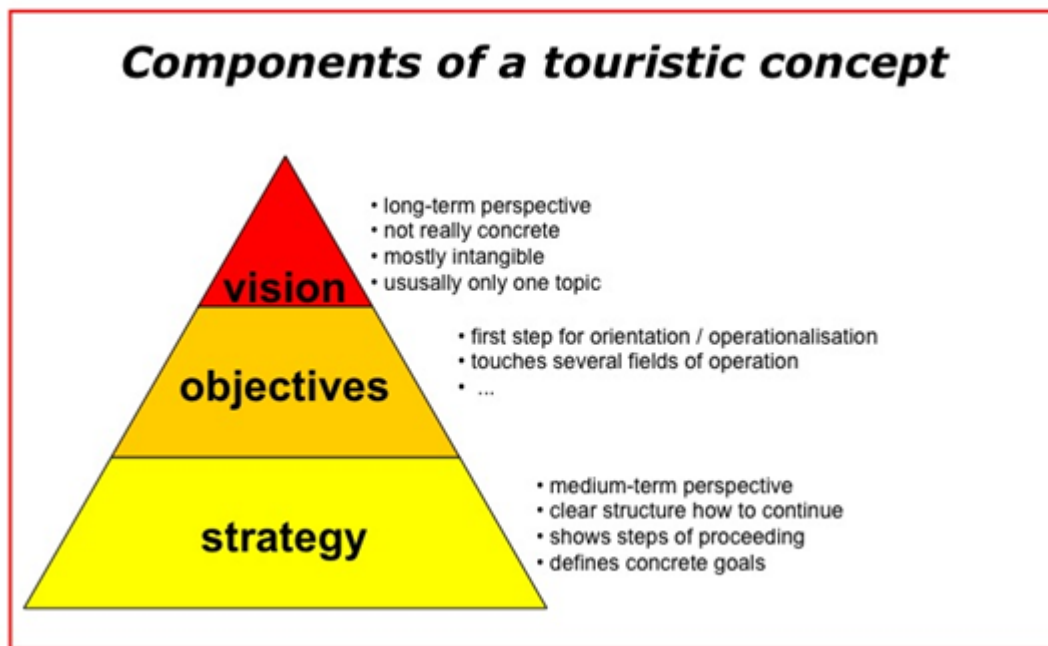


Figure 73: Components of a touristic concept (source: STEINGRUBE 2012)

Thus the recommendation for Sam Son is: Focus on the current guest structure, which is from the region and from Ha Noi area, with low budget and interested in having fun.

The last part of a "Tourism Master Plan" is the "Action Plan" which gives on strategic level concrete directives for further proceeding. Afterwards the given recommendations have to be executed. That is one of the main duties of the proposed TO (see previous chapter 7.1).

7.5 Further, "second-step-recommendations"

A "Tourisms Master Plan" comprises many single analyses. The visitor survey has been mentioned already (see above chapter 7.4), but a "current status analysis" contains also a "market analysis", which checks the situation of the market (= looks at competitors), a general "environment analysis" as well as a profile of the strengths and weaknesses, which is the basis of a strategic "SWOT analysis".

The big variety of needed analyses indicates that market research is a big and essential task for the TO. But the above shown destination management cycle (see chapter 7.4, fig.72) is nowadays only useful for destinations who just enter the market or start to establish a professional "Destination Management System" (DMS). If in established destinations several analyses are implemented already, it is necessary to change from

the step-by-step-procedure of a “Tourism Master Plan” towards a softer operating monitoring system. The controlling function has to become a permanent process, means to be implemented as a permanent working unit (see fig. 74).

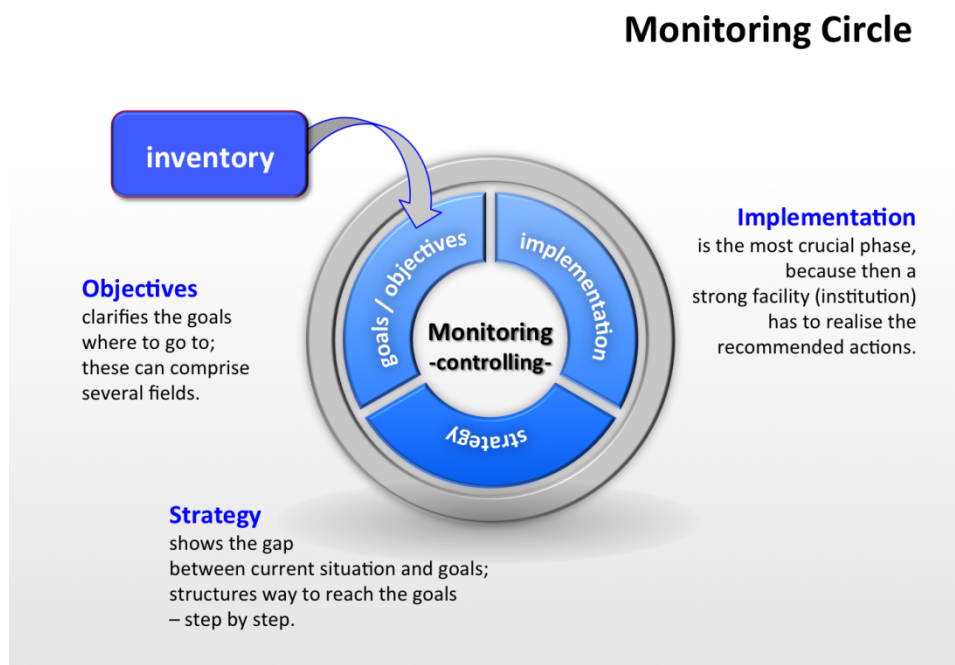


Figure 74: Model of an advanced DMS (source: STEINGRUBE2013b)

An important feature of successful tourism is quality. Service quality is a key element in satisfying tourists. Only satisfied guests return as regular tourists and they additionally support the promotion of the destination by positive WOM (word of mouth). Thus, satisfaction analyses are another very important activity within the toolbox of market research.

A mid-term recommendation for Sam Son is:

Sam Son should implement a regularly running system for satisfaction analyses

Traditionally satisfaction analyses base on face-to-face interviews or traditional questionnaire surveys. Interviews are very cost-intensive and simple questionnaire surveys are often – if not also very cost-intensive and professional conducted – not reliable.

There are several “open systems” (for instance “tripadvisor”, “holidaycheck”, etc.), in which everybody can write their opinion. As missing a check of seriousness all “open systems” are not reliable and cannot substitute local satisfaction analyses. But there's a

danger that - due to international market development - online portals will substitute more and more the other systems.

“Closed systems” do not have this weakness. They are usually connected with booking systems and only those people who used the booking systems receive an entry to answer online a – mostly very short – questionnaire concerning the satisfaction with the service. But these systems also imply several severe disadvantages:

- Only guests who book online via that system can answer; so not all guests are represented.
- It is a very general, standardized questionnaire; facility-specific questions cannot be involved.
- The competing systems have each their own satisfaction survey, which are not directly comparable.
- The “closed systems” are used only for booking lodging facilities. Means, they cover – currently – only one segment of tourism.

Of course, the delivered feedback is very valuable information. But in Vietnam these booking systems are used mostly by foreigners, so the responses reflect only a small group of guests.

Furthermore, the international most well-known systems (expedia, booking.com, HRS etc.) force the cooperating hotels to follow their adhesion contracts which push down the prices massively. The little “extra benefit” of satisfaction responses from guests is not worth to push those systems for domestic tourism.

The alternative is to develop an “own system” conducted by the destination TO. Due to the prevalence of smartphones in Vietnam, not the internet but a (local) “Qual-App” might be the communication channel.

Thus, another mid-term recommendation for Sam Son is:

Sam Son should create a (local) “Qual-APP” and conduct a satisfaction monitoring system

The advantages are:

- Specific questions of the destination or even of a single facility can be taken into consideration.
- It fits optimal to local requirements.

- It is more flexible: Can be improved, further developed, and adapted to new developments very fast.
- Not limited to lodging.
- It is cheaper – only the first investment of development might be a barrier.
- Can be used additionally for other purposes, for instance by the TO
 - for controlling
 - for marketing
 - for motivation inside the destination (awarding of the best).

7.6 Roadmap towards a “Destination Management System”

All previous discussed recommendations are important, but some depend on each other. Thus in the following the roadmap describes a kind of hierarchy of actions and brings the recommendations in order. This can be understood as a general pattern for all destinations with the same background as Sam Son, thus it is not only proposed for Sam Son. It is also a small summary of this chapter.

Figure 75 shows very clearly that the first and most important step is the clarification of responsibilities; means a powerful "**Tourism Office**" (TO) has to be established. This is because further steps need to be initiated, coordinated and managed.

As such a powerful organization has many duties and needs to have highly qualified and reliable staff, this TO causes costs. These costs usually cannot be realized by governmental administration. As tourism is an economic business carried out mostly by private companies whose main purpose it is to earn money, the TO should be financed (also) by the tourism industry.

But on the one hand the tourism industry all over the world resists approaches to levy a specific tax and as on the other hand customers always have to carry all expenditures of the companies, in tourism this specific fee can be directly linked to the tourists. Thus the "**tourism tax**" has to be launched very carefully - not due to the resistance of the tourists, but due to the resistance of the companies (see chapter 7.2). The concrete process of implementation as well as the procedure for collecting the tax is very specific in each destination.

The first action of a new TO is to initiate the elaboration of a "**Tourism Master Plan**" (TMP), which comprises all necessary analyses - from the inventory of the current

situation via the definition of objectives and goals to the action plan for further development of the destination.

As the development (and political confirmation) of a TMP takes time, several tasks should be initiated parallel. In particular a strong involvement of local people in tourism and the **linkages to other economic sectors** are essential for the important backing by local population.

Roadmap towards a Destination Management System

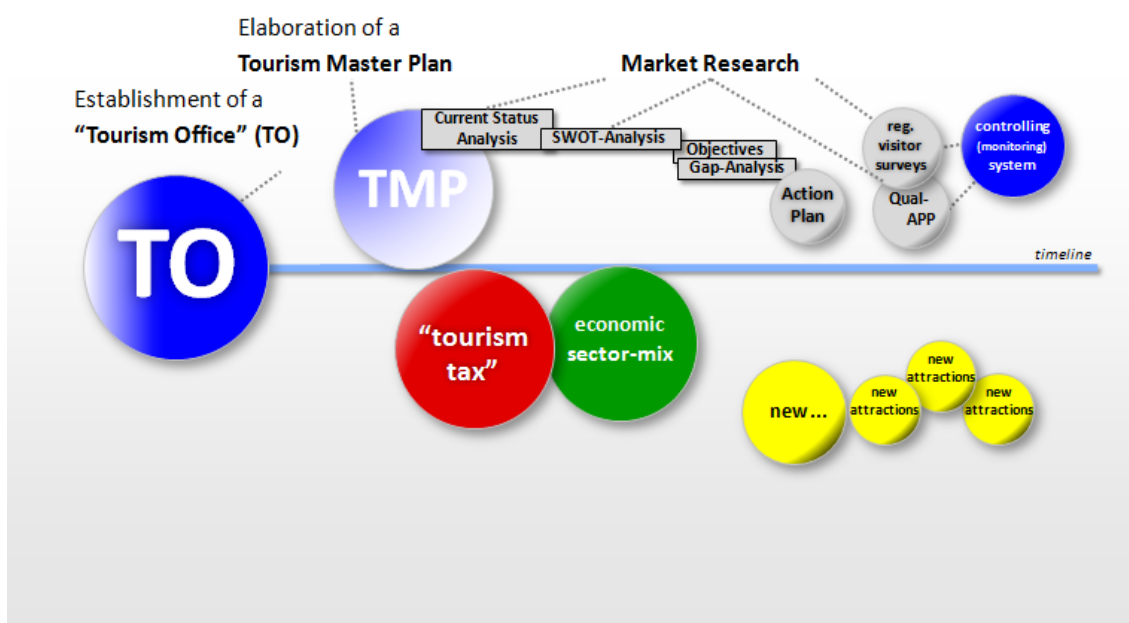


Figure 75: Roadmap towards a DMS (own source)

To improve the touristic attractions and to adapt touristic offers to a changing demand is a permanent need in tourism. But as leisure facilities are big investments, new attractions should be based on the information of **market research**.

In particular a **visitor survey** has to be conducted **regularly**. To satisfy the guests is the duty of any activity in tourism, so **satisfaction analyses** are a must for the market research. In future, satisfaction analyses might be conducted via smartphones and thus a specific local/regional Qual-APP should be developed. These feedback surveys are the basis of a quality management system to ensure and to improve the service quality in a destination.

To complete the overall DMS the controlling function needs to be integrated in a permanently running **monitoring system**. But all these tools can only lead to a prosperously acting destination if the TO-staff is well qualified and reliable!

8 Conclusions

This final chapter restates some crucial points, which the research has focused on. Additionally key findings are succinctly recapped and recommendations are shortly summarized.

8.1 The necessity of the study

To develop tourism sustainably is the aim of many tourist destinations nowadays; however the path to success is not the same for all due to different backgrounds. Some are successful in following tourism as the leading economic sector and developing tourism in harmony with social and environmental aspects, but some failed. The deciding factor for success is a proper strategy with suitable policies.

Sam Son represents the type of touristic destination, which runs mass tourism in the high season and is going to improve it, but lacks scientific basis and a clear master plan, means there is no established DMS (Destination Management System). Furthermore, tourism is seen as the powerful engine to improve the local economy, but the other dimensions of sustainability are not sufficiently anchored in the consciousness of actors and stakeholders.

Therefore analysis of Sam Son tourism context is the commission of this study to: i) provide a reliable source of data and information about tourism; ii) define hindrances of a sustainable tourism development; iii) delineate a corresponding strategy for Sam Son tourism.

The procedure of this study has been guided by four hypotheses concerning

- the local distribution of the economic benefits of tourism;
- the awareness of local population about environment and the importance of this element in tourism;
- the assessment of local population regarding social and environmental aspects compared with economic benefits;
- the satisfaction level of tourists and their demand.

All four hypotheses have been confirmed by the findings in the study

8.2 Limitation of the study

Overall this study has reached the aimed objectives. Nevertheless there are a few weaknesses and small shortcomings which occurred during the collection of data and information. These have to be kept in mind when interpreting the results. For instance:

- The household-survey has been conducted by people who work in commune's administration. They know well about the communes; nevertheless, the chosen households were decided by those people, also bias is unavoidable here in some degree.

Furthermore the approach of the entire study could be broadened to become more convincing, in particular by the following improvements:

- The finding of disproportional economic distribution has partly disclosed a "dark side" of Sam Son tourism. For this destination it is very important and useful information and it can also be used as a warning for any mass tourism destination. However the persuasiveness concerning a general recommendation will be stronger when such recommendation base on the analyses of several, at least two different destinations instead of only one.
- One of the main criteria of sustainability is the problem that usually bigger investments are made by people and organizations who are located outside the region; and thus economic benefits flow back afterwards again to the outside. Further studies should analyse the relevance and perhaps the volume of this problem on the one hand and give recommendations how to avoid such a structure on the other hand.

In case of using this study as a pattern for other destinations these weaknesses and recommendations should be kept in mind and avoided by a broader and improved approach.

8.3 Significant findings of the study

In this study, several widespread features of a development, which lead to an unsustainable development, have been identified:

- Official statistics show that tourism brings more income than all other branches - this is mostly shown by GDP as a well-known economic indicator. However, this research disclosed three extremely high disproportions inside the local community:
 - Unbalance of spatial distribution: Almost all directly involved households are in the core area, where tourism is dominating. Those also procure well from tourism benefits, meanwhile on the outskirts only very few can directly earn money from this sector.

- Disparities between tourism activities regarding economic profits: Only hotel or restaurant owners earn lots of money from tourism but only few local residents can run own businesses.
- Unequal involvement of households, compared with the dominance of tourism, among economic sectors: currently only a small group of households directly takes part in tourism to earn their living. Agriculture is the traditional economic sector and is still the main livelihood of most local people.

So it is necessary to have detailed small-scale information to evaluate the real economic impacts of tourism.

- Irrespectively of high disparities, economic benefits are highly regarded by the local people as positive impacts of tourism on the community, together with improvement of infrastructure. Social and environmental problems are recognized rather as negative impacts which this sector imposes on the region.
- Environmental element is underestimated until now in the destination in the local's view. However it is important in tourist's opinion; tourists are even willing to contribute with an additional fee for environmental issues! Many tourists also express their discontent with the current environment in the destination and many of them have chosen environment improvement as a recommendation for Sam Son, too.
This implies that awareness of tourists about environment in destinations, also in Vietnam, becomes higher and that also means environment will play an important role for a successful destination besides other factors.
- Most tourists of Sam Son are regular guests; however their satisfaction level is low. The poor quality of touristic offers is the main reason of dissatisfaction. Ha Noi provides the biggest source of holidaymakers, but this group is more difficult to be satisfied than guests from other areas. Here is a concrete need for fast action.

Another feature – known from many destinations - is that the expectations of “lower income tourists” are easier to fulfill than those of “high income tourists”. Therefore Sam Son has to consider which target group is more suitable for the destination to attract. Offering what tourists need but not what the destination wants – that is the crucial key of a successful investment.

8.4 Contribution of the findings

The findings in the study raise the message that a mass tourist destination is not equated with the label "successful destination". A "successful destination" means tourism is managed in a sustainable way.

Sam Son is only one among many other destinations on this planet where tourism is growing very fast but with lack of sustainability. To be honest, mass tourism is not "bad tourism" automatically in each case, but mass tourism mostly generates very high impacts on nature and society. Fortunately many problems can be mitigated when a "Destination Management System" is established and works properly.

This study has diagnosed the weaknesses of Sam Son tourism by a comprehensive inventory of the actual situation. The results have been the scientific proofs and have been used as firm basis to give concrete recommendations for the destination. Six essential recommendations have been elaborated, including:

- To manage tourism in harmony and effectively, Sam Son has to establish a centralized management organization as "public body" instead of a combination of different private companies. This "Tourism Office" (it is just a working name here) is responsible for all tourism related matters and needs to have the authority to decide.
- To strengthen the tourism operation, many destinations charge an "additional fee" from tourists. This is a necessary and useful instrument. The result of this study provides Sam Son the useful hint that the destination can implement this "fee" too. Most tourists support this idea provided the fee is used for the right purposes and in a correct way. Additionally to ensure a success, the launch of such tourism fee is a very crucial phase and has to be managed by the leading principals of "usage for tourism & environment purposes only" and "transparency".
- To make the benefits of tourism spread over a wider area in the region, Sam Son needs to develop more linkages between tourism and other economic sectors, in particular fishery, agriculture and arts & crafts. That offers local people more possibilities to be involved in tourism and procure its economic benefits on the one hand, and on the other hand guests like "authenticity", which means local food and a flair of local business; that means for instance to see fishermen at work and the option to buy local food on local markets, etc. Finally a win-win-situation can be realized among all involved groups: the economic sectors as well as the local population and even the tourists.

- To avoid a probable situation that tourism enlargement generates more jobs for the local but reduces services quality in the destination, Sam Son needs to train the local people to work in tourism in a professional way. This is a very important issue because the transition of Sam Son is from farming to tourism, so the basic skill of most local people is farming rather than working in tourism. The unskilled workers can be harmful to the attractiveness of the destination.
- To fix the mid-term development of a destination, a specific "Tourism Master Plan" should be initiated and elaborated as early as possible. This is to define target groups, objectives of development and investment. Running tourism without planning, although short term successful, it is a huge risk in long term.
- To check whether a destination meets the demand of tourists several different surveys have to be conducted regularly. A visitor survey is important and also an additional satisfaction analysis is a must for any destination. Currently Sam Son lacks this system. To avoid dependencies from (international) booking systems, which mostly cover only the lodging segment, a local or regional own "Qual-APP" is recommended for Sam Son.

Although this research is a case study, its outcome has been more than that. Many findings of this work can be transferred to other destinations with a similar context. Above all, apart from concrete aforementioned recommendations, a general roadmap was delineated as a guide to implement a sustainable development strategy for tourism. This approach is not only for Sam Son but rather can be used for many other destinations on their way towards more sustainability.

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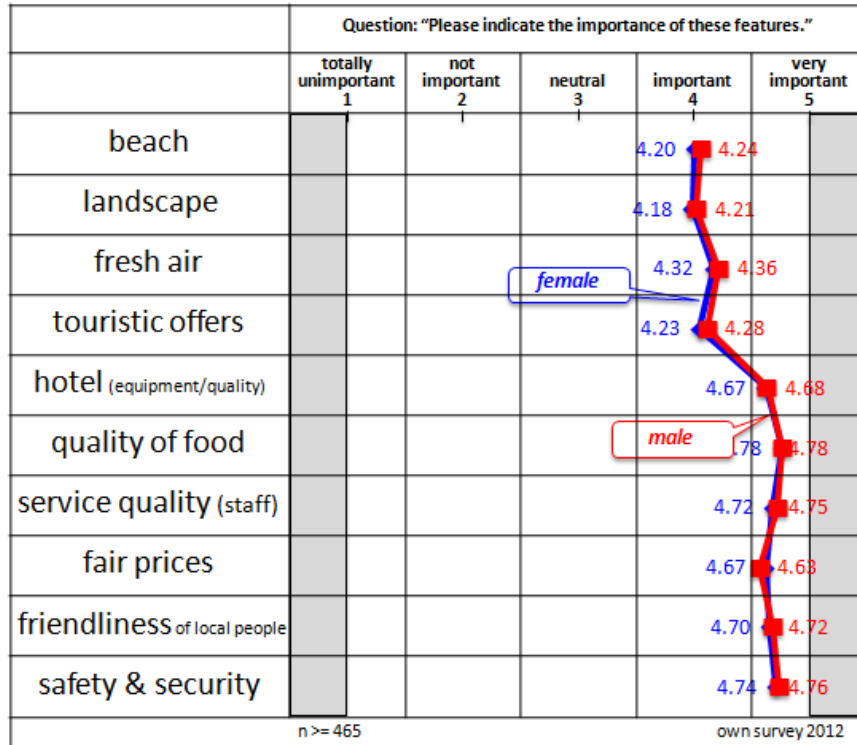
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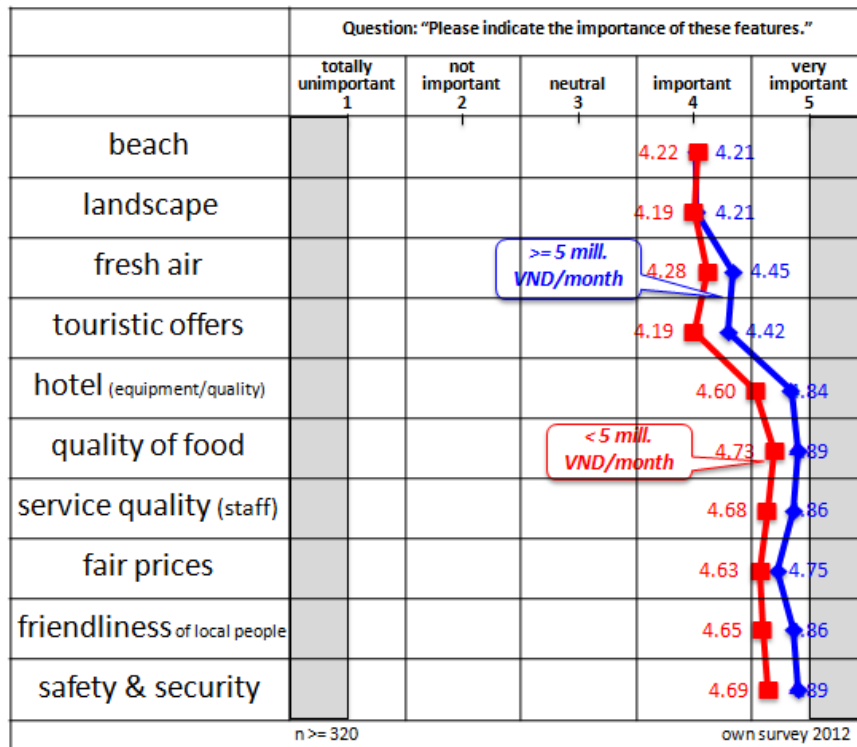
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Appendices

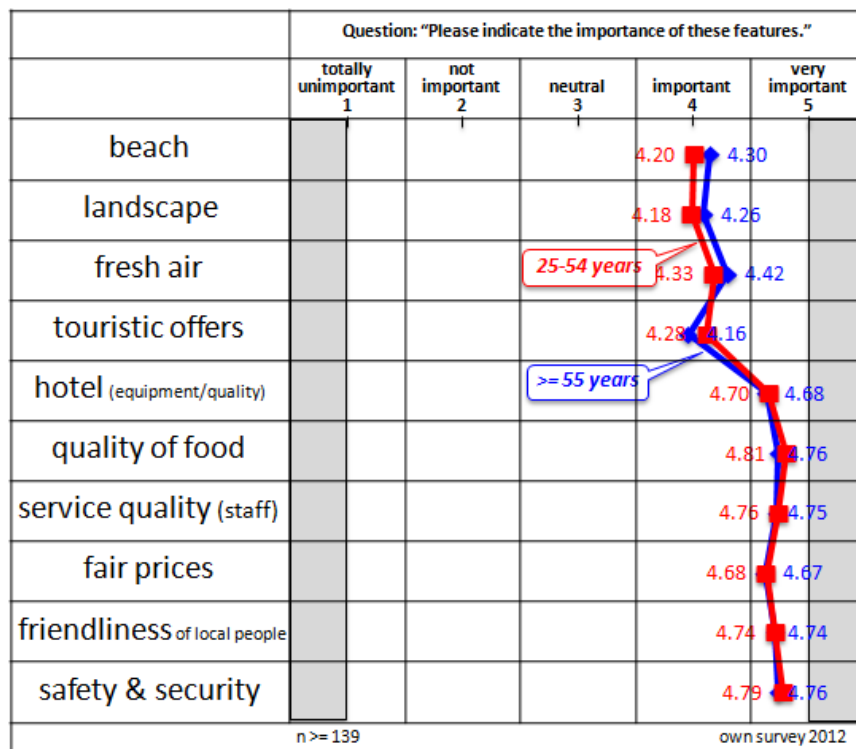
Appendix 1: Importance between man and women



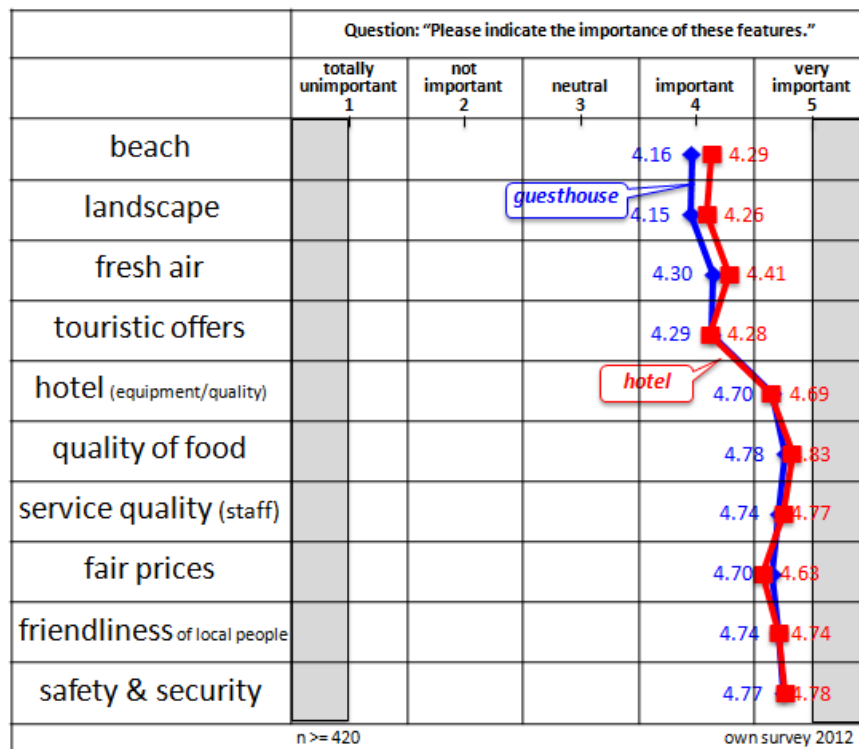
Appendix 2: Importance between low and high income



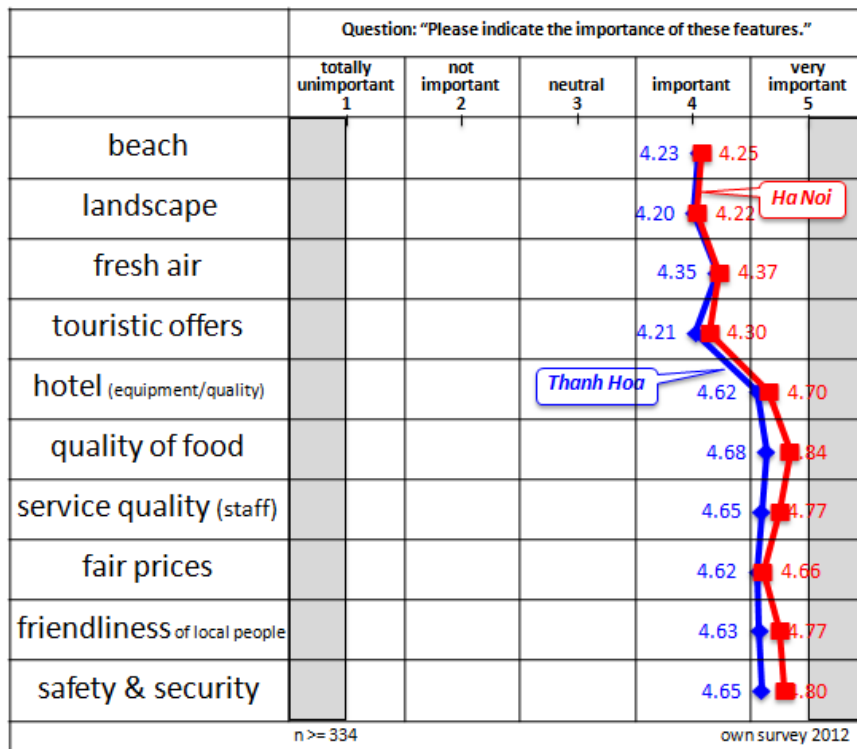
Appendix 3: Importance between age groups



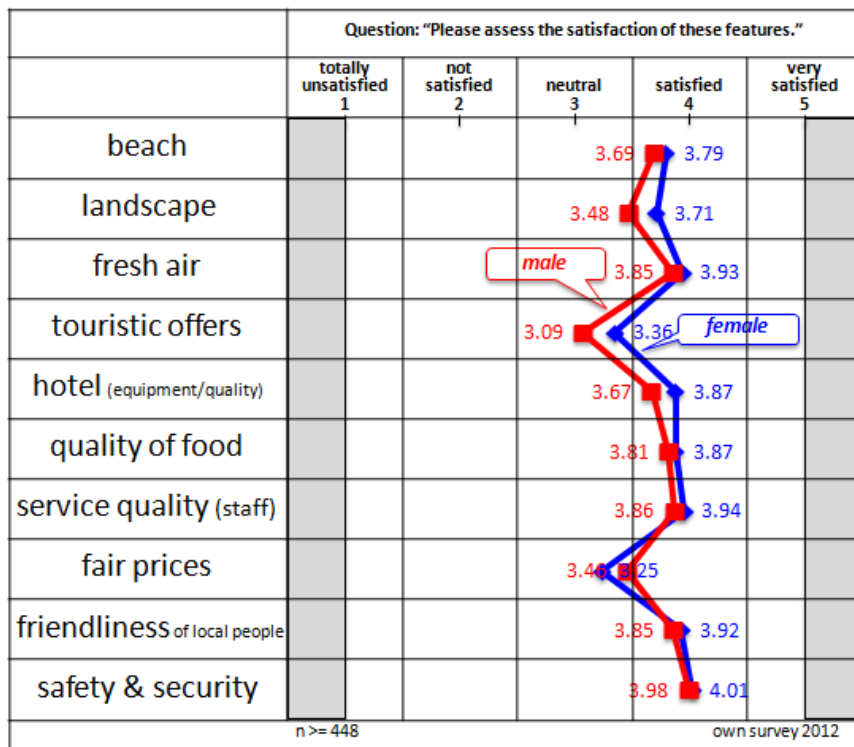
Appendix 4: Importance between hotel and guesthouse guests



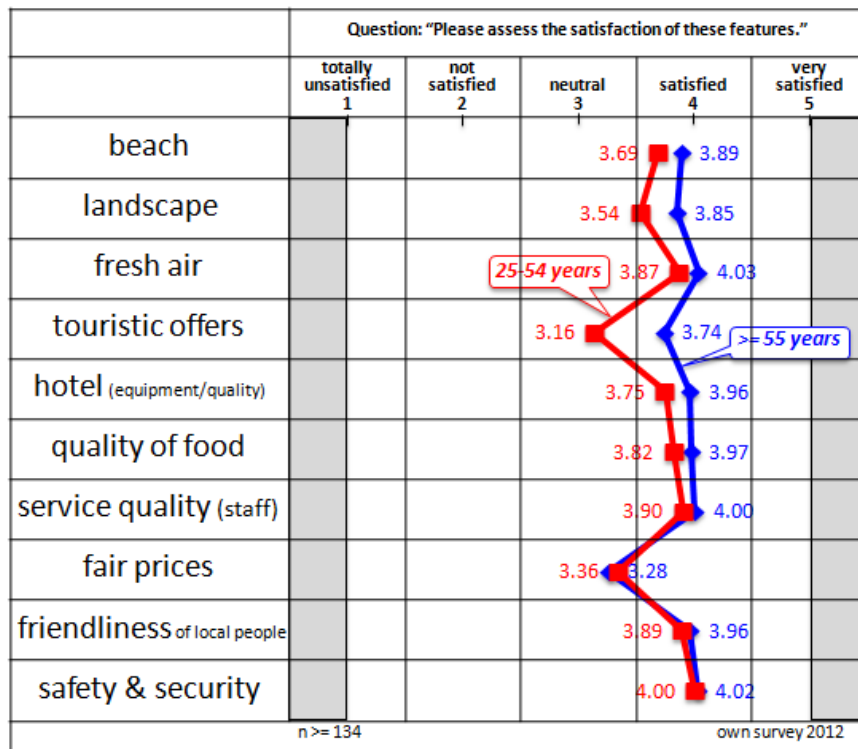
Appendix 5: Importance between Ha Noi and Thanh Hoa guests



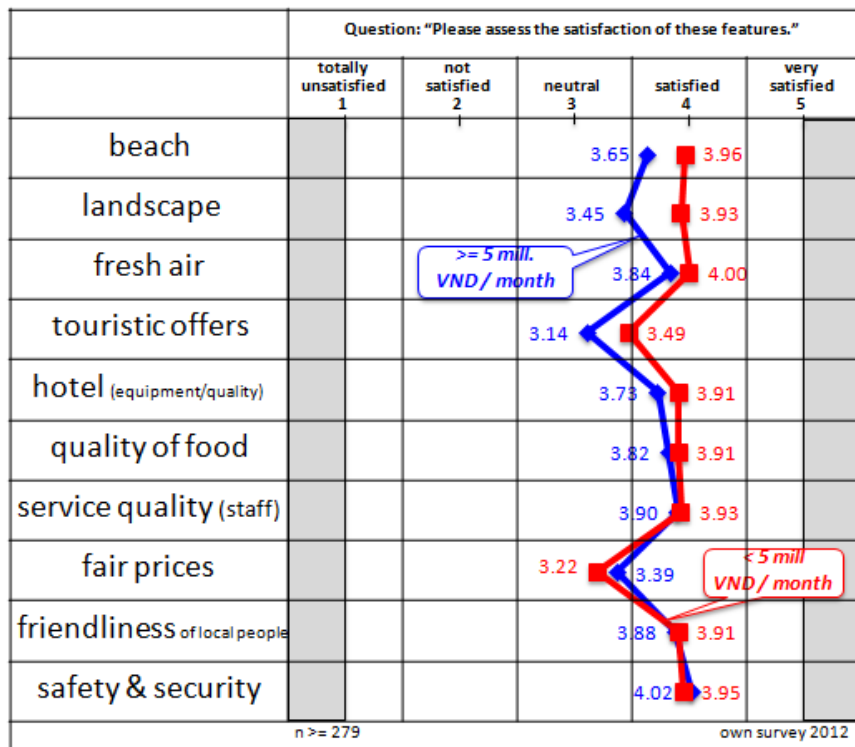
Appendix 6: Satisfaction between man and women



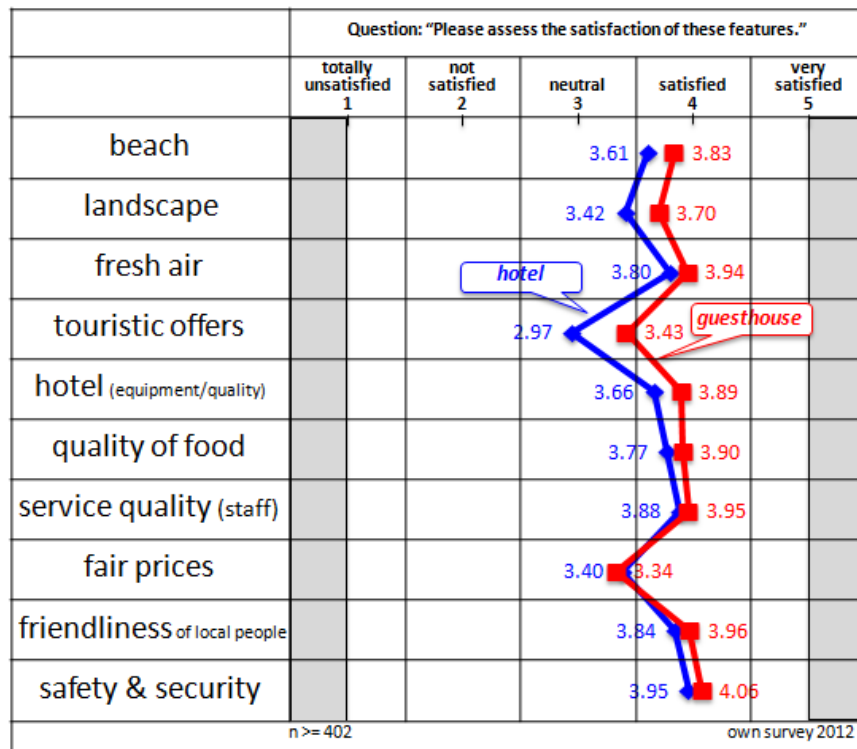
Appendix 7: Satisfaction between age groups



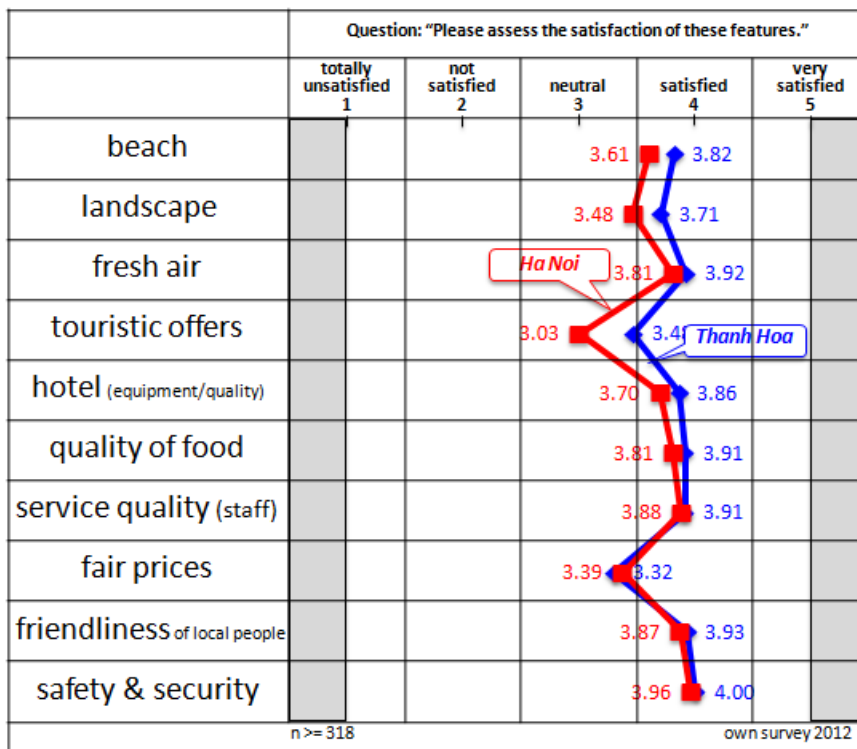
Appendix 8: Satisfaction between low and high income guests



Appendix 9: Satisfaction between hotel and guesthouse guests



Appendix 10: Satisfaction between Ha Noi and Thanh Hoa guests



Appendix 11: The number of interviewed households in each commune in the enlargement area

Communes and sub-communes		Number of household	Number of interviewed household	Communes and sub-communes		Number of household	Number of interviewed household
Quang Dai	1	95	7	Quang Vinh	1	133	6
	2	130	9		2	152	7
	3	96	7		3	128	6
	4	89	7		4	125	6
	5	91	7		5	149	7
	6	87	6		6	134	6
	7	118	9		7	130	6
	8	392	28		8	119	6
	9	278	20		9	140	7
Σ	1736	100	10		164	8	
Quang Hung	1	148	12		11	149	7
	2	170	14		12	100	5
	3	158	13		13	158	8
	4	102	8		14	183	9
	5	135	11		15	124	6
	6	127	10	Σ	2080	100	
	7	102	8	Quang Chau	1	248	12
	8	84	7		2	158	8
	9	122	10		3	147	7
	10	85	7		4	140	7
Σ	1233	100	5		231	11	
Quang Minh	1	212	10		6	145	7
	2	172	15		7	120	6
	3	150	14		8	155	8
	4	127	12		9	162	8
	5	132	12		10	120	6
	6	130	12		11	124	6
	7	134	12		12	157	8
	8	30	3		13	126	6
Σ	1087	100	Σ	1875	6		
Quang Tho	1	108	6	Quang Tho	8	82	5
	2	117	7		9	143	8
	3	82	5		10	125	7
	4	87	5		11	145	8
	5	156	9		12	120	7
	6	135	8		13	128	7
	7	139	8		14	179	10
	Σ	824	48		Σ	922	52

Descriptive Statistics from the administration of Quang Xuong in 2011(source: Quang Xuong PC)

Appendix 12: The number of interviewed households in each commune in Sam Son

Communes and sub-communes		Number of household	Number of interviewed household	Communes and sub-communes		Number of household	Number of interviewed household
Truong Son	1	311	10	Bac Son	1	190	10
	2	333	11		2	285	15
	3	340	11		3	205	11
	4	348	12		4	301	16
	5	269	9		5	217	12
	6	405	13		6	294	16
	7	359	12		7	263	14
	8	386	13		8	87	6
	9	271	9		Σ	1830	100
	Σ	3022	100				
Trung Son	1	357	12	Quang Cu	1	332	14
	2	217	7		2	180	8
	3	246	8		3	189	8
	4	198	7		4	349	15
	5	249	8		5	214	9
	6	365	12		6	194	8
	7	196	6		7	161	8
	8	175	6		8	208	9
	9	435	14		9	188	8
	10	262	9		10	371	13
	11	338	11		Σ	2386	100
	Σ	3038	100				
Quang Tien	1	263	7	Quang Tien	6	302	8
	2	320	8		7	366	9
	3	301	8		8	317	8
	4	319	8		9	455	12
	5	418	10		10	371	10
	Σ	1621	41		11	475	12
					Σ	2286	59

Descriptive Statistics from the administration of Sam Son in 2011 (source: Sam Son PC)

Appendix 13: Tourist questionnaire (English version)

Greifswald University, Germany + Hong Duc University, Vietnam

Prof. Steingrube - steingru@uni-greifswald.de & Ha Thi Hoang - hoangha@uni-greifswald.de



Name of the interviewer:.....

Time: Location of interview:.....

1. Where do you **come from**? (original place of residence; write down with name of province)

.....

2. **Purpose** of your visit?

holiday visiting friends & relatives meeting/conference

others: _____ business (not tourist)
→ do not ask more. →

Thanks

3. **Accommodation:**

hotel guesthouse relative's/friends house

others: _____

4. **Where** is it? in Sam Son ? yes no, but in _____
write down name of village

5. **How long** will you stay (t)here? _____ days

6. **Means of transport** to Sam Son:

own car Taxi public bus motorbike

others: _____

7. Are you

the **first time here**? yes no, I have been here already: { 2 times
3-5 times
>5 times

8. **With whom** are you travelling? alone

with family = _____ persons, thereof _____ children

with friends or colleagues = _____ persons, thereof _____ children

9. Your age: _____ years Sex: male female

10. What is your job?

11. Can you please tell me your **approximate average income** each month?

- | | |
|----------------------------------|-----------------------------------|
| <input type="radio"/> < 2tr | <input type="radio"/> 10 - < 15tr |
| <input type="radio"/> 2 - < 5tr | <input type="radio"/> 15 - < 20tr |
| <input type="radio"/> 5 - < 10tr | <input type="radio"/> > 20tr |

12. **Activities:**

What did you do already and what do you intend to do during your visit here?

- | | |
|---|--|
| <input type="radio"/> staying at beach/swimming | <input type="radio"/> meeting/visiting friends & relatives |
| <input type="radio"/> water motorbike/sailing/boating | <input type="radio"/> having fun with friends
(staying in a bar or restaurant etc.) |
| <input type="radio"/> sport in the beach
(football, volleyball...) | <input type="radio"/> hiking, walking around in the region |
| <input type="radio"/> staying in the mountain | <input type="radio"/> visiting local temples, pagodas |
| <input type="radio"/> bicycling | <input type="radio"/> shopping for souvenirs |
| <input type="radio"/> karaoke | <input type="radio"/> daytrips to other attractive points,
for instance: |

Others: _____

13. What do you wish to have more here as **additional recreational offers**?

14. What do you often **buy as gifts** when you are here?

- clothes, footwear
- seafood from local market or fishermen.
- locally made arts (embroider, ...) and handicrafts (from sedge, bamboo...)
- Jewelry and artifact made from shells, snails,...
- Others _____

15. What kind of products that you **wish to have more** here for your purchase?

16. Why do you come **just to Sam Son**?

<input type="radio"/> Nice beach/landscape	<input type="radio"/> Culture and tradition (name:.....)	<input type="radio"/> Family or friends
<input type="radio"/> Distance (not too far to reach the region)	<input type="radio"/> Fresh sea food	<input type="radio"/> business
<input type="radio"/> Heritage sites (name:.....)	<input type="radio"/> Fair price	<input type="radio"/> others:

17. How much did you spend **yesterday** for ... ?

	spending	For how many persons ?	additional explanations
Accommodation			
food and drink			
recreational activities (rent equipment, rent bicycle, visiting heritage...)			
taxi, xich lo			
others (clothing, merchandise, souvenirs...)			

18. Please indicate **first the importance** and **then the satisfaction** of each factor when you are here?

Important						Satisfaction				
very	<----->			not		high	<----->			low
2	1	0	-1	-2		2	1	0	-1	-2
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	landscape	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	fresh air	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	touristic offers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	hotel equipment/quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	quality of food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	service quality of staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fair prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	friendliness of local pop.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	safety & security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What do you **dislike** here?

20. In your opinion, what does the region **need to do to attract more tourists?**

21. Will you visit the region **again?** no not sure yes, when ?

22. Please indicate your **level of satisfaction** with your holiday here in the region:

not satisfied <-----> very satisfied
 1 2 3 4 5

23. When you weigh the environmental factor, I believe that you would not mind to spend a little bit more money in your travel package to receive more clean water to swim in or clean environment to enjoy a nice landscape, right?

If you agree with my idea, how much are you willing to pay **additionally per trip?**

<input type="radio"/> nothing	<input type="radio"/> 5.000	<input type="radio"/> 20.000	<input type="radio"/> 70.000
	<input type="radio"/> 10.000	<input type="radio"/> 30.000	<input type="radio"/> 100.000
	<input type="radio"/> 15.000	<input type="radio"/> 50.000	<input type="radio"/> >100.000

Appendix 14: Tourist questionnaire (Vietnamese version)

Greifswald University, Germany + Hong Duc University, Vietnam

Prof. Steingrube - steingru@uni-greifswald.de & Ha Thi Hoang - hoangha@uni-greifswald.de



Tên người phỏng vấn:

Thời gian:..... Địa điểm:.....

1. Anh (chị) **từ đâu** đến?(nơi ở, thành phố, tỉnh)

.....

2. **Mục đích** của anh (chị) đến Sầm Sơn là gì?

đi nghỉ thăm bạn bè, người thân hội thảo, hội nghị

ý kiến khác : _____ chỉ là đi làm: đưa hàng, lái taxi

(không phải khách du lịch) → không hỏi thêm → cảm ơn

3. Khi đến đây anh (chị) **ở tại**:

khách sạn nhà nghỉ bình dân nhà anh em, bạn bè

Ý kiến khác: _____

4. Địa điểm đó **ở đâu**? ngay tại Sầm Sơn? đúng không, mà ở _____
ghi chú tên địa điểm

5. Anh (chị) ở đây (đó) trong **bao lâu**? _____ ngày

6. Anh (chị) **đi bằng gì** đến Sầm Sơn:

ô tô riêng Taxi phương tiện công cộng (xe khách, xe buýt...)

xe máy ý kiến khác _____

7. Đây là **lần đầu** anh (chị) đến đây?

đúng không, tôi đến đây: $\left\{ \begin{array}{l} 2 \text{ lần} \\ 3-5 \text{ lần} \\ > 5 \text{ lần} \end{array} \right.$

8. Anh (chị) đi đến đây **cùng với** ai? một mình

gia đình = _____ số người, trong đótrẻ em

bạn bè, đồng nghiệp = _____ số người, trong đótrẻ em

9. Anh (chị) có thể **cho biết tuổi**: _____ Giới tính: nam nữ

10. Anh (chị) làm **nghề gì**? _____

11. Anh (chị) có thể cho biết ước lượng thu nhập bình quân một tháng của anh (chị)?

- | | |
|----------------------------------|-----------------------------------|
| <input type="radio"/> < 2tr | <input type="radio"/> 10 - < 15tr |
| <input type="radio"/> 2 - < 5tr | <input type="radio"/> 15 - < 20tr |
| <input type="radio"/> 5 - < 10tr | <input type="radio"/> > 20tr |

12. Anh (chị) **đã và sẽ tham gia những hoạt động** gì trong thời gian ở đây?

- | | |
|---|--|
| <input type="radio"/> chơi ở bãi biển, tắm biển | <input type="radio"/> gặp gỡ bạn bè, người thân |
| <input type="radio"/> đi mô tô nước/thuyền buồm/đua thuyền | <input type="radio"/> vui vẻ với bạn bè
(trong quán bar, nhà hàng...) |
| <input type="radio"/> chơi thể thao trên bãi biển (bóng đá, bóng chuyền...) | <input type="radio"/> đi bộ, đi dạo quanh |
| <input type="radio"/> chơi trên núi | <input type="radio"/> Vào đền, chùa |
| <input type="radio"/> đi xe đạp đôi | <input type="radio"/> mua sắm, mua quà lưu niệm |
| <input type="radio"/> karaoke | <input type="radio"/> đến những điểm khác (trong ngày).
kể tên: |

Ý kiến khác: _____

13. Những loại hình vui chơi giải trí nào anh (chị) mong muốn **có thêm ở đây**?

14. Anh (chị) thường hay **mua gì làm quà** khi đến đây?

- quần áo, dày dép
- đồ ăn biển (khô và tươi) bán tại chợ Sầm Sơn hoặc mua từ người đánh bắt.
- hàng thủ công mỹ nghệ (tranh thêu, mây tre đan.....)
- đồ trang sức và những sản phẩm làm từ vỏ sò, ốc
- ý kiến khác

15. Loại hàng hóa nào anh (chị) mong muốn **có thêm ở đây** cho việc mua sắm của mình?

16. Anh (chị) có thể cho biết **tại sao** anh (chị) lại **chỉ đến Sầm Sơn**?

<input type="radio"/> bãi biển /phong cảnh đẹp	<input type="radio"/> văn hóa, phong tục, tập quán (tên:.....)	<input type="radio"/> gia đình, bạn bè
<input type="radio"/> khoảng cách (không quá xa)	<input type="radio"/> đồ ăn biển tươi ngon	<input type="radio"/> công việc
<input type="radio"/> đền chùa, di tích, truyền thuyết (tên:.....)	<input type="radio"/> giá cả hợp lý	<input type="radio"/> ý kiến khác:

17. Anh (chị) đã tiêu hết bao nhiêu **cho ngày hôm qua** ở đây cho

	Chi phí	Cho mấy người	Ghi chú
chỗ ở			
ăn, uống			
vui chơi giải trí (thuê dụng cụ, thuê xe đạp, vào chùa...)			
Taxi, xích lô			
Chi tiêu khác (mua quần áo, quà lưu niệm,)			

18. Anh (chị) cho biết, **thứ nhất là tầm quan trọng** và **thứ hai là sự hài lòng** của anh (chị) với mỗi nhân tố sau? **Khi anh chị đến đây**

Quan trọng					sự hài lòng					
rất	<----->			không	nhiều	<----->			ít	
2	1	0	-1	-2	2	1	0	-1	-2	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Bãi biển	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Phong cảnh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Không khí trong lành	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Các hình thức vui chơi cho khách du lịch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trang thiết bị trong khách sạn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	chất lượng đồ ăn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	chất lượng nhân viên phục vụ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Giá cả hợp lý	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Thái độ thân thiện của người dân địa phương	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	sự an toàn và an ninh	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Anh (chị) **không thích** điều gì ở đây?

Appendix 15: Household questionnaire (English version)

Greifswald University, Germany + Hong Duc University, Vietnam

Prof. Steingrube - steingru@uni-greifswald.de & Ha Thi Hoang - hoangha@uni-greifswald.de



Time of interview:.....Name of interviewer:.....

1. Name of answering person.....relationship with the family.....
2. Hamlet; commune:
3. How many members are **actually here** in your household?.....

Thereof..... finish or studying in Uni.
finish or studying in highschool
under high school graduation

4. Which of the following branches **bring your family income**? Please show approximately the average value.

	Clarify	Time, in the course of year	Number of people	Aver. Income
Fishery	Off shore			
	On shore			
Aquaculture				
agriculture	Main plants:			
	Raised animals:			
tourism	Own restaurant or hotel			
	Service jobs			
	Selling goods for tourists			
	Others			
Other branches				

5. Is tourism in the region **good for your family**? Pls indicate the level by marking as:

very good not much not at all don't know

Why ? (with the answer "positive")

6. In your opinion, has the tourism changed your community **in positive way**?

Yes No Do not know

If **yes**, please indicate the most significant factors:

7. Tell me your opinion about tourism **in your region** by marking the appropriate level which you choose?

Tourism ..	Very much	Not much	Not at all	No idea
.. improves infrastructure (roads, water and energy supply, sanitation..)				
.. generates employments				
.. is good for cultural exchange				
.. is good for conservation of cult. heritage				
Others				

8. In your opinion, what are the **negative impacts by tourism** in the region? Please indicate also the appropriate level

Tourism causes.....	Very much	Not much	Not at all	No idea
Environmental pollution				
Increase in prices				
Overuse of water and electricity in the tourism region				
Income insecurity because of seasonal job and dependence on tourists				
Increase of stress because of congestion, many tourists, more traffic...				
Generation of social problems (crime, drugs, diseases (HIV), prostitution)				
Others				

9. Which of the following things does your **family willing to do** to contribute to tourism development in the region?

- keep environment clean
- be friendly with tourists
- promote for culture and tradition in your region (local food, local products...)
- Other ideas

10. Do you personally have any recommendation for tourism development in the region **to benefit local people more**?

- No
- yes, pls indicate:.....

11. Has your family been informed about the plan of "**enlargement and development of Sam Son till 2025, vision 2035**"?

Yes

No

If YES, continue with the question: 12, 13

12. How does the enlargement of Sam Son affect your family?

Pls indicate the level by marking as:

Good

Bad

Does not affect

Don't know

Why?(for the answer "Good" and "Bad")

13. Do they take land use of your family for the development?

No

Yes, how many percent?.....

If YES, continue with the question 14

14. Has your family had any plan to earn yours living when your family have less or no land for farming?

Not yet

Yes, pls explain:.....

Appendix 16: Household questionnaire (Vietnamese version)

Greifswald University, Germany + Hong Duc University, Vietnam

Prof. Steingrube - steingru@uni-greifswald.de & Ha Thi Hoang - hoangha@uni-greifswald.de



Thời gian phỏng vấn: Tên người phỏng vấn.....

1. Tên người trả lời.....quan hệ với gia đình.....
2. Thôn (khu phố), xã (phường):
3. Gia đình anh (chị) có bao nhiêu người (hiện đang sống cùng)?

Trong đó..... đã tốt nghiệp hoặc đang học đại học

.....đã tốt nghiệp hoặc đang học cấp 3

.....không tốt nghiệp cấp 3

4. Lĩnh vực nào trong số sau đây **mang lại thu nhập cho gia đình** anh (chị)? Anh (chị) làm ơn cho biết con số ước lượng thu nhập.

	chỉ rõ	những tháng nào trong năm	số người tham gia	Thu nhập bình quân
Đánh bắt cá	Xa bờ			
	gần bờ			
Nuôi trồng thủy sản				
Nông nghiệp	cây trồng:			
	vật nuôi:			
Du lịch	chủ nhà hàng, khách sạn			
	công việc phục vụ			
	bán hàng cho khách du lịch			
	công việc khác			
Lĩnh vực khác				

5. Du lịch ở Sầm sơn hiện tại có **tốt cho gia đình** anh (chị) không? Anh (chị) làm ơn chỉ rõ bằng cách đánh dấu lựa chọn tương ứng:

rất tốt không nhiều hoàn toàn không không biết

Tại sao ?(với lựa chọn tốt)

6. Theo anh (chị), du lịch trong vùng có làm **thay đổi địa phương** anh (chị) theo **hướng tích cực**?

Có

Không

Không biết

Nếu có, anh (chị) làm ơn chỉ ra những yếu tố mà anh (chị) cho là đáng kể nhất:

7. Anh (chị) làm ơn cho biết **ý kiến của mình về du lịch trong vùng** bằng cách đánh dấu vào mức độ tương ứng mà anh (chị) lựa chọn.

Du lịch....	rất nhiều	Không nhiều	hoàn toàn không	không biết
.. cải thiện cơ sở hạ tầng (đường xá, điện nước, vệ sinh.....)				
.. tạo công ăn việc làm				
.. tốt cho việc trao đổi văn hóa, thông tin...				
..tốt cho việc bảo tồn di sản văn hóa trong vùng (đền chùa, phong tục, tập quán....)				
..ý kiến khác				

8. Theo anh (chị), vấn đề nào được coi là **ảnh hưởng tiêu cực** bởi du lịch trong vùng? Anh (chị) làm ơn đánh dấu vào mức độ tương ứng (mà anh chị chọn).

Du lịch gây....	rất nhiều	Không nhiều	hoàn toàn không	không biết
...ô nhiễm môi trường				
...tăng về giá cả				
...sử dụng quá nhiều điện nước trong vùng.				
...không ổn định về thu nhập do du lịch có tính mùa vụ và sự phụ thuộc vào du lịch.				
...tình trạng căng thẳng do khách du lịch, tăng giao thông...				
...các vấn đề về xã hội như: tội phạm, nghiện, HIV, mại dâm....				
Ý kiến khác				

9. Những việc làm nào sau đây gia đình anh (chị) sẵn sàng tham gia **để đóng góp vào việc phát triển du lịch trong vùng?**

- giữ gìn môi trường trong sạch
- thân thiện với khách du lịch
- quảng bá cho văn hóa và truyền thống của địa phương
(đặc sản, sản phẩm truyền thống....)
- ý kiến khác

10. Bản thân anh (chị) có ý kiến đóng góp gì cho việc phát triển du lịch trong vùng để mang lại nhiều **lợi ích hơn nữa cho người dân địa phương?**

- không có, làm ơn cho biết:.....

11. Gia đình anh (chị) **đã được thông báo** về “**quy hoạch mở rộng** và phát triển Sầm Sơn đến năm 2025, tầm nhìn đến năm 2035 chưa?

- Có Không

→ **Nếu có, tiếp tục với câu hỏi 12, 13**

12. Việc phát triển thị xã Sầm sơn và phát triển du lịch (theo quy hoạch) **ảnh hưởng như thế nào đến gia đình anh (chị)?**

- tốt không tốt không ảnh hưởng không biết

Tại sao? (cho lựa chọn “tốt” hoặc “không tốt”)

13. Gia đình anh (chị) có **bị thu hồi đất** cho việc phát triển này không?

- Không Có, bao nhiêu?.....

(cho biết ước lượng %)

→ **Nếu có tiếp tục với câu 14**

14. Gia đình anh (chị) đã có **dự định sẽ làm gì để kiếm sống** khi gia đình có ít hoặc **không có đất** đai cho sản xuất (trồng màu, nuôi trồng thủy sản)?

- Chưa có Có, làm ơn cho biết:

Appendix 17: Expert and stakeholder interviews

Expert interviews		
<i>Name</i>	<i>Date</i>	<i>Profession</i>
Prof. Steingrube	20/10/2013 14/5/2010	Professor at University of Greifswald Germany, Institute of Geography and Geology
Dr. Kasbohm	28/6/2013 2/4/2010	University of Greifswald Germany, Institute of Geography & Geology
Mr. Bao	18/1/2012	The head of Quang Vinh – a commune belongs to the enlargement area.
Mr. Tuan	16/1/2012	Working in the administration of Quang Vinh – belongs to Sam Son enlargement area
Mr. Thien	14/1/2012	Working in the administration of Quang Minh – belongs to Sam Son enlargement area
Mr. Dong	12/1/2012	Working in Sam Son PC and responsible for Culture, Sport and Tourism department.
Dr. Vu Dinh Que	10/1/2012	The head of Sam Son Government
Mr. Ho	10/1/2012	Working in the administration of Quang Cu – a commune belongs to current Sam Son
Mr. Hien	10/1/2012	Working in the Sam Son Environment Company- act as counselor for Sam Son government about environmental matters in the region.
Mr. Tuan	8/1/2012	Working in the administration of Truong Son ward
Mr. Doan Van Phu	10/1/2011	Vice president of the Thanh Hoa department of culture, Sport and Tourism – responsible for Tourism domain
Mr. Nguyen Quang Thai	20/12/2010	Thanh Hoa Resources and Environment Department – The head of the environment protection branch.
Stakeholder interviews		
1. The art & craft establishment (3)		
Mr. Thuy	12/1/2012	The boss of craft establishment in Truong Son ward
Mr. Quang	12/1/2011	The boss of craft establishment in Truong Son ward
Mr. Thanh	14/12/2011	The boss of art & craft establishment in Quang Tien

2. Fishermen (9)		
Ms. Hien	6/1/2012	Truong Son ward
Mr. Bac	18/12/2011	Quang Cu
Mr. Ta	18/12/2011	Quang Cu
Mr. Tam	18/12/2011	Hong Thang- Quang Cu
Mr. Duyen	18/12/2011	Trung Ky- Trung Son
Mr. Thuy	18/12/2011	Trung Son
Ms. Binh	17/12/2011	At the Hoi Port
Mr. Quyet	17/12/2011	At the Hoi Port
Mr. Long	17/12/2011	At the Hoi Port
3. Catering establishment		
The staff	2/6/2012	Who are working in the catering establishments at the beach
4. Accommodation establishment (2)		
Ms. Thuy	20/01/2012	Van Chai Resort
Ms. Ha	12/01/2012	Truong Son ward

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