

TOURISM AS A TOOL FOR

INTEGRATED & SUSTAINABLE REGIONAL DEVELOPMENT

Connecting on a rural-urban scale
in the provinces of Quang Nam
& Da Nang in Vietnam

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Tourism as a tool for integrated & sustainable regional development

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Quang Nam & Da Nang in Vietnam

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Today, tourism is already a great economic resource for the provinces of Da Nang and Quang Nam in Vietnam. The main tourist offers are primarily limited to the coasts and the world heritage sites and attractions within Da Nang and its surroundings. The rural areas and communities of the region do not profit from the booming tourism industry yet.

Facing the urban growth of Da Nang city and the increasing tourism numbers, there is a need for an urban-rural linkage that uses tourism as a „tool“ to sustainably develop the region and thereby integrate disadvantaged areas into an overall concept. This can open up new markets and promote community growth and the protection of the natural and cultural heritage of the entire region.

Therefore, the thesis aims to analyze the region's potential for local tourism ideas and to develop recommendations, strategies, and local case studies to improve connectivity to existing tourism hotspots in a sustainable and integrated manner.

Für die Provinzen Da Nang und Quang Nam in Vietnam ist der Tourismus längst eine große wirtschaftliche Ressource. Das bestehende Tourismusangebot beschränkt sich hauptsächlich auf die Küsten und die Weltkulturerbestätten, sowie auf die Attraktionen von Da Nang und dessen Umland. Die ländlichen Gebiete und Gemeinden innerhalb der Region profitieren jedoch noch nicht von der boomenden Tourismusindustrie.

Angesichts des städtischen Wachstums der Stadt Da Nang und der steigenden Tourismuszahlen besteht ein Bedarf an einer Stadt-Land-Verknüpfung, die das „Werkzeug“ Tourismus nutzt, um nachhaltig die Region zu entwickeln und benachteiligte Gebiete in ein Gesamtkonzept integriert. Dadurch können neue Märkte erschlossen und das Wachstum der Gemeinden sowie der Schutz des natürlichen und kulturellen Erbes in der gesamten Region gefördert werden.

Ziel der Arbeit ist es daher, das Potenzial der Region für lokalen Tourismus zu analysieren und Empfehlungen, Strategien und lokale Fallstudien zu entwickeln, um die Verbindungen zu bestehenden touristischen Hotspots nachhaltig und ebenso integriert zu verbessern.

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Tourism and the region

The region of Da Nang and Quang Nam provinces provides sandy beaches, coral reefs and two UNESCO World Heritage Sites. This scenery is leading to ongoing investments in touristic structures. Fact is, that the main economic touristic activities are highly concentrated along the northern and central coast of the region. In contrast to this, the touristic activities in the rural areas are limited and so the income for the inhabitants in this areas.¹

Identified problems of the region are lacks in strong local tourism in contrast to existing and proceeding investments in mass touristic approaches along the coastal parts.

There is a critical need to put forward solutions in local tourism integration into a regional concept.

According to UN-Habitat, the quality and diversity of products as well as services remains weak in the current situation, what makes it difficult to maintain a high volume and value in the province's tourism sector.²

Point of view

For further sustainable development, there is a general need to support tourist destinations by upgrading and diversifying the region, touristic services, and activities. The measures should meet the needs of tourists to satisfy their length of stay² and attract different target groups.

The enhancement of potential local tourism is a key thriver which - in contrast to the existing offers - can further expand the diversity and especially the preservation of the environment, local identity, culture, and tradition. Sustainable mobility inside the region is a necessary element to underline a holistic regional concept, as well as the connection of tourism with specific and unique land uses on the spots.

¹ ILO. 2020.

² UN HABITAT. 2013.
Input from the Quang Nam Provincial People's Committee in the Quang Nam Provincial socio-economic development orientation to 2020 and vision to 2025.

1.1. Frame

The emplement! project as a basis for the master thesis

The background for the master thesis is the research project 'emplement!' which is funded by the German Federal Ministry for Education and Research (BMBF) for its first definition phase in 2019-2020. The key concept of 'emplement!' is the rapid urbanization process of cities and their surrounding regions as well as the fact, that separation in development planning is not possible without considering the systemic so-called city-regional nexus.

The research project aims to develop transferable instruments and necessary capacities to empower regions, people, and authorities through implementations. The region Da Nang and Quang Nam with their interest groups and administrations are to be given synergistic interactive opportunities with the help of strategies, plans, and sustainable, efficient, and practical urban regional measures.³

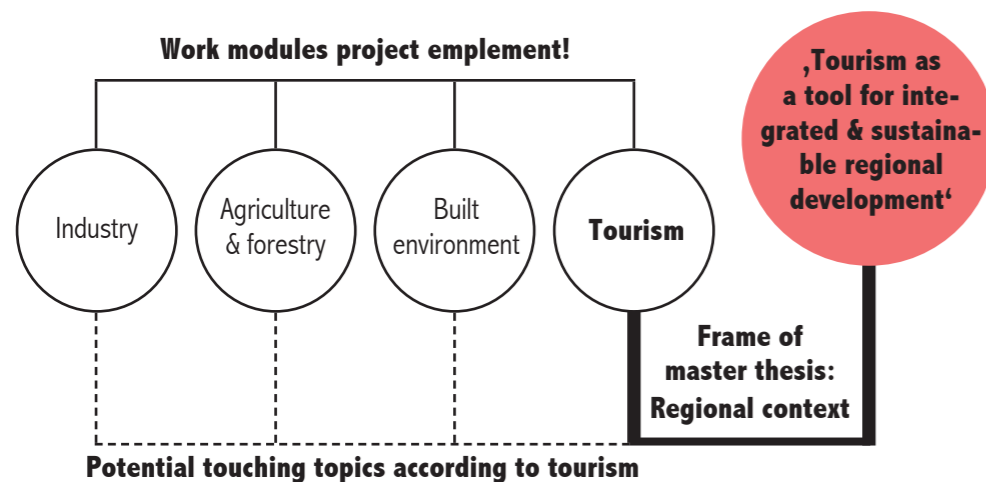
The project focuses altogether on the four action fields industry, agriculture, built environment, and tourism. The objective is to establish a comprehensive and transferable methodology which possibly can be adapted in other Asian cities and regions.

The German-Vietnamese team is on the way to create first practical flagship projects using the technical synergies in the four fields of action as well as in an urban context. An additional task is the definition of long-term implementation activities in the four areas of action. Workshops and training meet the need for capacity development.

The cooperating partners of the project are next to the FRA-UAS, the AT-Verband in Stuttgart as coordinator, IZES gGmbH, Ostfalia University of Applied Sciences, University of Hohenheim, University of Tübingen and UN-Habitat. The overall framework, mainly on the SDGs ('Sustainable Development Goals') and the New Urban Agenda are ensured by the partner UN-Habitat.³

Tourism and the region

With the background of the research project 'emplement!' the master thesis works on a regional context in the focus field of tourism. Potential local concepts and regional strategies developed out of the regional frame, underline the regional development perspective, and give first ideas on the implementation of sustainable and integrated modules for the region and selected potential spots.



³ Peterek. 2018. www.frankfurt-university.de/de/hochschule/fachbereich-1-architektur-bauingenieurwesen-geomatik/forschungsinstitut-ffin/fachgruppen-des-ffin/forschungsgruppe-globale-urbanisierung/emplement (retrieved on 03.01.2020)

1.2. Aim of the work

The master thesis aims to use the tool of tourism as a positive contributor for developing the region and potential spots without harming the cultural identity or the environment and at the same time, improve the living conditions of local people.

The symbiosis of needs between local inhabitants and temporary tourists can develop a sustainable approach that works with the integration into given structures by fitting into the built-up environment as well as into existing cultural structures of communities. Combining different sustainable tourism approaches in the whole region obtain the great potential to profit from a diverse network and open a new dimension to the urban-rural connection.

Tourism is a highly diverse and interconnected topic. For this thesis the focus is on implementations from an urban and regional planning perspective. The applied purpose is primarily to put forward solutions for a local tourism integration into the whole touristic concept and general planning tools for a high amount of different interests. The main research questions for the master thesis are as followed:

- **How can tourism contribute to maintain populations in their place of origin and ensure identity?**
- **What are focus fields to integrate tourism in a sustainable & integrated way?**

Sustainable regional development can be achieved by optimizing the existing resources before investing in new assets. With a compilation of large-scale strategies and small-scale tourism concepts and an integrative methodology the region can grow in a sustainable way for both tourists and inhabitants by maintaining its unique character and given potentials. Therefore another question is:

- **How can communities transform their cultural and environmental value into tourism activities?**

The visual presentation of the master thesis underlines the dynamic process of development and gives practical proposals for selected spots and the region and leads to new insights. The work has a strong focus on analyzing the region starting first on the regional fabric and followed by the touristic analysis, to open a wide range of possible development directions.

1.3. Methodology & scale

Methodology

The master thesis focuses on a strategic planning model with highly visual support by presenting maps, strategic diagrams, and photos of the region.

For the theoretical part, the first chapter gives insights into general tourism and its most important components in the field of regional planning. A review of sustainable and integrative planning and tourism approaches with practical examples offers background information into the planning methods. As a result of the theoretical part, first indicators and four resulting focus fields create a basis for the master thesis on sustainable and integrated planning.

On an overall regional scale, the analysis starts with the general regional fabric to position the case region and to create a foundation with the most important structures of the region.

The next step is the analysis with focus on the touristic region, including the existing touristic hotspots and the situation in a spatial inventory.

The two parts of the analysis are based on both primary and secondary data collection. Primary data is created by personal observations of the region from September to October 2019. Secondary data is collected especially from tourism organizations, papers, and researches, administrative performances, articles in journals, and recent projects on tourism.

An important part is the conclusion of the analysis in a SWOT-Analysis of the status quo and the potentials for the region.

The following assessment of the whole analysis and conclusion part leads to the overall vision to outline directions for the future. General goals complement the vision and are generally applicable to the region.

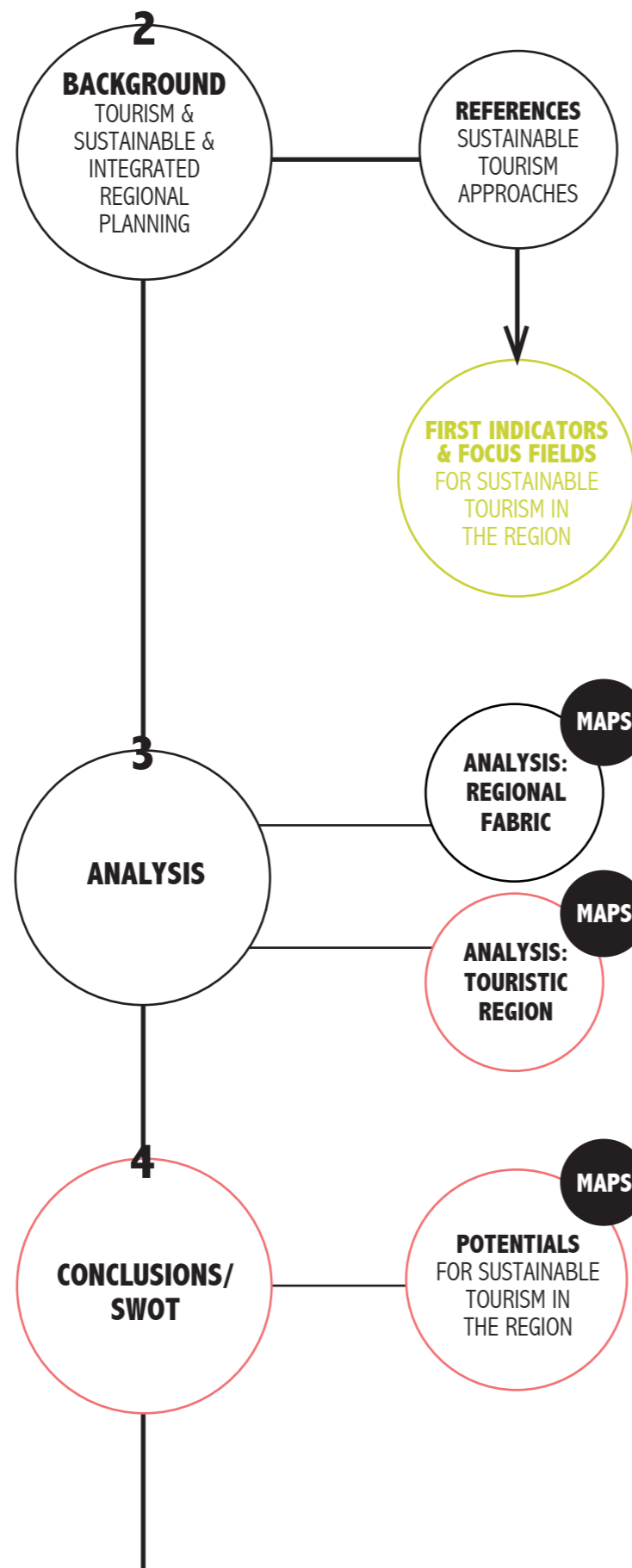
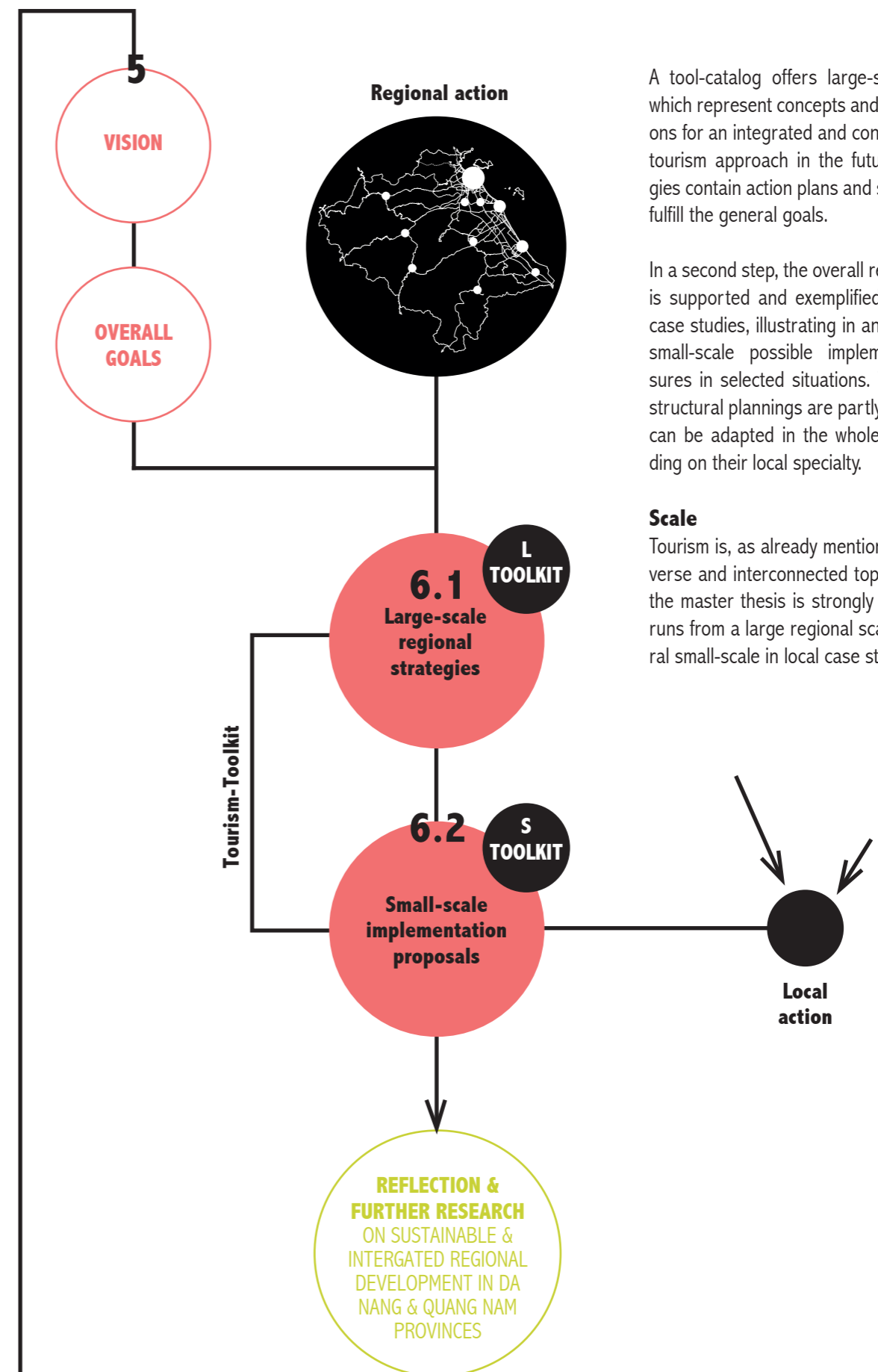


Fig. 2 | Main structure of the work. (own)



A tool-catalog offers large-scale strategies which represent concepts and recommendations for an integrated and connected regional tourism approach in the future. The strategies contain action plans and specific steps to fulfill the general goals.

In a second step, the overall regional strategy is supported and exemplified by some local case studies, illustrating in an exemplary way small-scale possible implementation measures in selected situations. The small-scale structural planings are partly modules which can be adapted in the whole region depending on their local speciality.

Scale

Tourism is, as already mentioned, a highly diverse and interconnected topic. The scale of the master thesis is strongly conceptual and runs from a large regional scale to a structural small-scale in local case studies.

Background on tourism

Tourism has many facets and levels of observation and is one of the most important economic sectors for the development of Vietnam. However, tourism is also a medium of advancing the region in terms of upgrading infrastructure and social discrepancies. Also for environmental issues, tourism can be used to create new opportunities to preserve the most important values of the region for the future.

Tourism has many backgrounds that must be viewed from different perspectives. In the following section it is important to equate the general topic areas with tourism in order to obtain a basis for sustainable concept development.

In the beginning, there is a short briefing showing the importance of tourism in Vietnam in contrast to its neighboring Asian countries and a brief explanation of the tourism socio-economic plannings in the two provinces.

The following chapters focus on the question on how tourism is a potential field for regional sustainable and integrated development.

The sustainable development goals and principles as global contributors to the topic are briefly included. The focus is on the most important tourism-relevant ones in context with the master thesis.

The next paragraphs describe the classifications of tourism attractions and the identity of the user groups, which both are focal background information for tourism development.

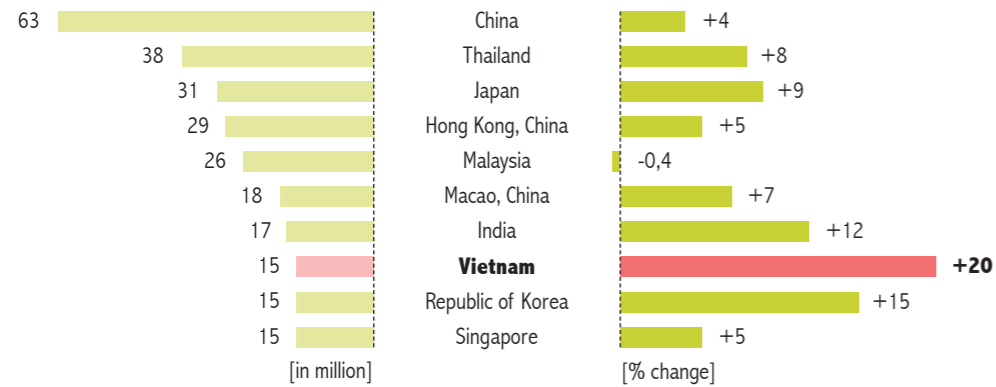
To indicate the region, phenomena, tourism approaches, and trends in tourism are listed in a further section and partly illustrate international best practices on sustainable tourism as comprehensive examples.

First indicators and their focus fields for sustainable and integrated tourism conclude and extend the background part, which further introduces the chapter of spatial analysis of the region Da Nang and Quang Nam.

2.1. Why Tourism?

Asian tourism trends

Tourism in Asian countries, is especially within international markets, an important economic source. Fig. 3 shows a comparison of the ten most visited Asian countries according to UNWTO¹ and their arrival outcome in 2018. Compared to the hotspot countries, Vietnam has the highest growth rate in 2019 - with 20% more tourist arrivals than in 2017.⁴



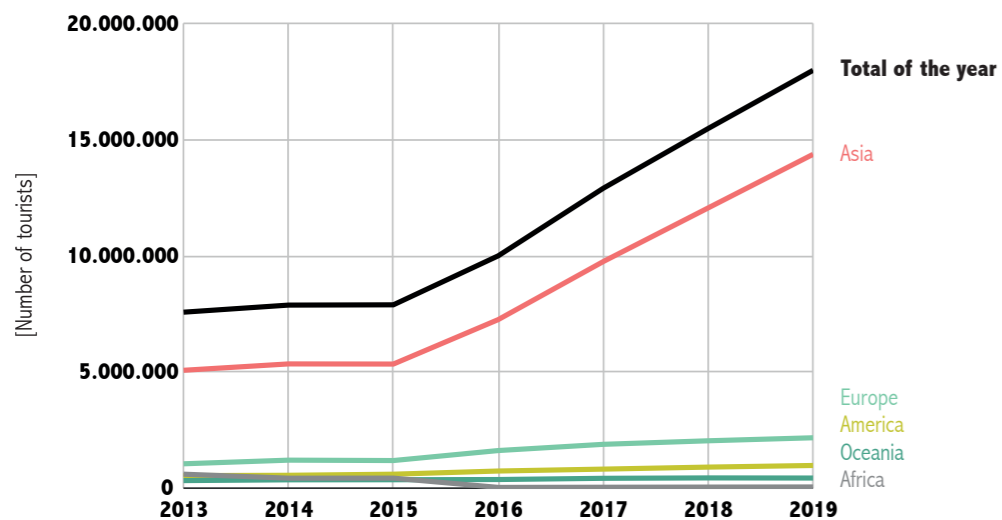
⁴UNWTO. Report. Asian Tourism Trends - 2019 Edition.

Fig. 3 | International tourist arrivals in the top 10 destinations in Asia and the Pacific. 2018. World Tourism Organization (UNWTO). Data collected in 2019. Report. Asian Tourism Trends - 2019 Edition.

Tourism in Vietnam

According to the growth rate, Vietnam welcomed 15.5 million international tourists which caused an increase of more than 2.6 million visitors in 2018. Fig. 4 illustrates the total number of international visitors within the strongest sector in Asia, which reached in 2018 about 12.08 million of tourists. This causes an increase of 23.7% over the previous year. China still accounts for the largest proportion of Asian tourists.⁵ Tourists from Europe are the second-highest proportion with a total of about 2.04 million visitors in 2018 and a decrease of 8.1% to the previous year. American visitors reached 903.8 thousand visitors coming to Vietnam, a rise of 10.6% compared to 2017, and Oceania with 437.8 thousand visitors 4%. The continent Africa counts to the lowest visitor numbers coming to Vietnam with just 42.8 thousand persons and has even decreased by 19.2% from 2017 and in previous years.⁶

Except for the continent of Africa, there was a strong increase in international tourism in Vietnam in 2015 and it has been increasing continuously since then.



⁵ General Statistics Office. 2019.

⁶ Statistical Summary book of Vietnam. 2018. General Statistics Office. 2019.

Fig. 4 | Number of tourists by international markets between 2013-2019. GSO Vietnam, 2019.

Turnover of travelling

In 2015, Da Nang reached the billion VND bound with 1.166 billion. Quang Nam's turnover counted in the same year 289,6 billion VND. Both provinces have increased their turnover with tourism in 2017. Da Nang received a total increase of 36.93% and Quang Nam 42.9% in the last 2 years. ⁶ Fig. 5 shows the turnover traveling in Billion Vietnamese Dongs (VND) in whole Vietnam, Da Nang & Quang Nam. The trend is rising, but there is still plenty of room for improvement, as many tourists are increasingly visiting the northern and southern regions of Vietnam.

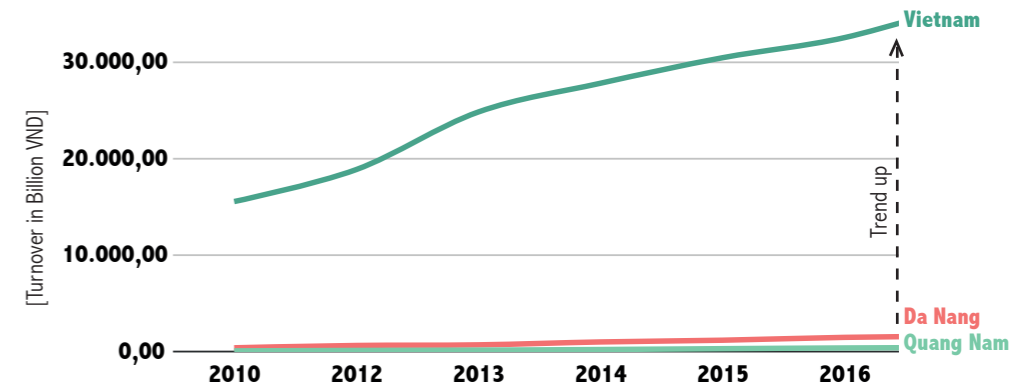


Fig. 5 | Turnover travelling at current prices in Billion VND of whole country, Da Nang & Quang Nam province from 2010 - 2017. GSO Vietnam, 2019.

⁷ Quang Nam People's Committee. 2013. Quang Nam provincial socio-economic development orientation to 2020 and vision to 2025.

⁸ Da Nang People's Committee. 2016. Data collection survey on sustainable & integrated urban development in Da Nang. Final Report.

Integration of tourism into the socio-economic plans of Da Nang & Quang Nam

Quang Nam included sector tourism as a strong service sector in their plans to mitigate their disadvantages in terrain and economic status.⁷

Danang will focus on improving and developing the information and technology industries. By 2025 Danang wants to strengthen its international gateway (roads, airports, harbors).

This can have also a big impact on tourism and can lead to a bigger economic potential for the Quang Nam region. Da Nang sees this as a chance and wants to provide and establish training by making tourism more valuable and efficient. Following an integrative and sustainable tourism strategy can also have benefits on culture, health handicrafts, and food.^{7,8}

2.2. Tourism - A tool for regional planning?

Benefits of tourism for the region

According to the UNWTO, the tourism sector is equal or higher than oil exports, food products or automobiles focusing on its business value. Especially in developing countries like Vietnam tourism represents mostly the main income source.⁹

Jobs in the tourism sector can generate indirectly 1.5 additional jobs in a related economy. Tourism has the opportunity to connect in its value chain to relevant other sectors, like agriculture, building construction, transportation, and contributes to utilities for poverty reduction in the whole region and economic development.¹⁰

For the long-term development of the region there is a need for sustainability and integrations into the touristic system. Particular developing countries like Vietnam benefit from sustainable strategic development in tourism.⁹

Tension fields inside the region with the add-on tourism

The world's major population lives in urban areas. By the year 2050, the numbers rise to expectations of 66%.¹¹ The cities occupy only about 3% of the earth's surface but generate 80% of the world's economic output. The consumption of natural resources is pretty high with 76% which causes 60% of the greenhouse gas emissions and about 50% of the waste production. The ongoing process of urbanization in the region affects the relationship between the city itself and the rural surroundings.¹²

The regional triangle consists of a strong field of tension between the city or cities and the rural areas as Fig. 6 shows. A worst-case in the field of tourism is over-tourism or overcrowding, which can occur within the city. The problem is the loss of authenticity, nature, and experiences

⁹ UNWTO. 2020. www.unwto.org/why-tourism (retrieved on 28.01.2020)

¹⁰ ILO. Director of Vietnam Gyorgy Sziraczki. www.ilo.org/global/about-the-ilo/newsroom/features/WCMS_344212/lang-en/index.htm (retrieved on 12.12.2019)

¹¹ UN DESA. 2014.

¹² Rural Urban Nexus. 2020. <https://rural-urban-nexus.org/> (retrieved on 12.12.2019)

¹³ Harald Pechlaner. 2019. Over-tourism.

¹⁴ A. Repp, 2012. Regional Flows of goods & people focusing on tourism.

that tourists are actually looking for. Inside the rural areas, the highest tension is within the guest-host relationship.

The challenge, of the occurring tension fields, lies primarily in managing tourists and visitors without limiting growth, especially qualitative growth. The destination management as a separate contributor to the region must focus on the concerns of the region as leadership with supporting functions.¹³ It is crucial that the local population is involved in the system to minimize the impacts of the negative tension fields.

Urban and rural goes urban-rural

There still exists a gap between rural and urban development policies. Separated discussions for urban areas or rural areas have a little integrative background. For both, the sustainability of cities and their rural surroundings, concepts, governance principles, and instruments are highly needed, which reply to the increasing need for integrative planning between urban and rural.¹² Tourism is a tool that has a huge potential to work on urban-rural linkages in the region which are the indispensable dependency for integrated and sustainable regional development.

Fig. 7 shows the general flows of goods or people between urban and rural areas with a focus on tourism. Tourism, which has huge impacts on these flows is a major potential for connecting the urban coastal centers like Da Nang, Tam Ky, and Hoi An with the rural villages. The urban-rural linkages can be connected through tourism especially in mobility, recreation, cultural activities, transfer of knowledge, work, education, and lifestyle and further contribute to fields of resources and materials, migration, trade, money and flow as well as energy, water and food issues.¹⁴

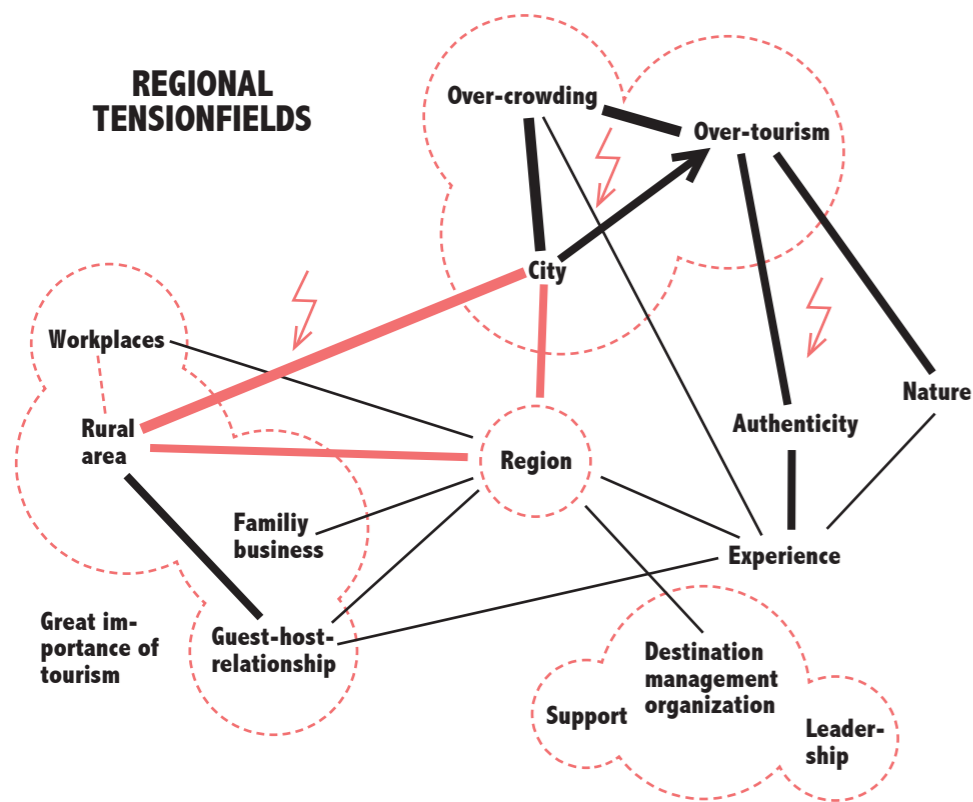


Fig. 6 | Tensionfields of tourism inside the region. Based on H. Pechlaner. 2019.

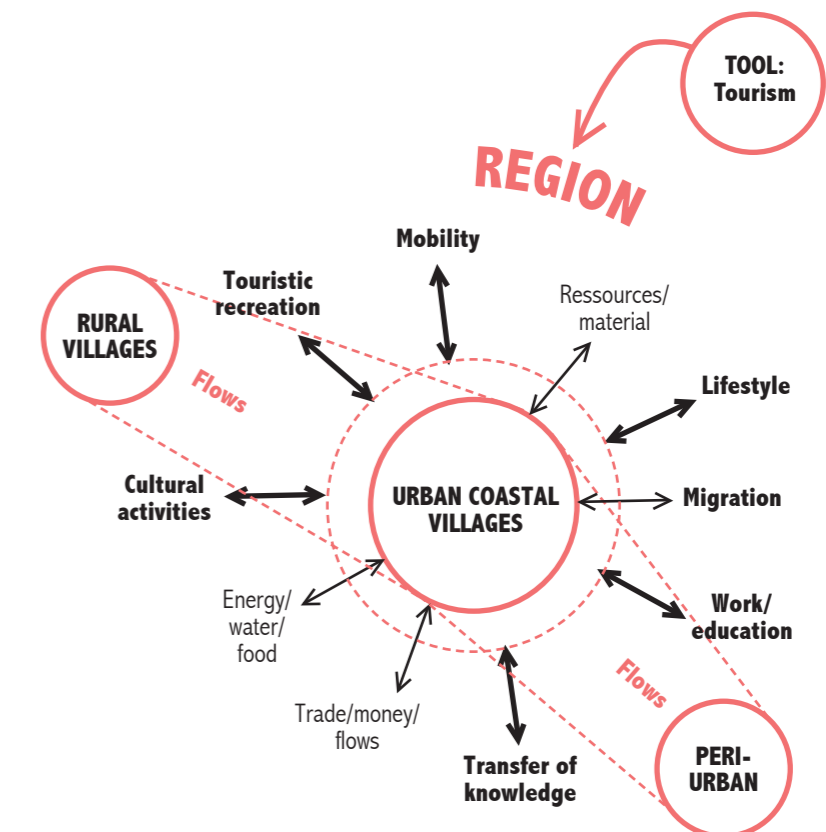


Fig. 7 | Regional Flows of goods & people focusing on tourism. Based on A. Repp, 2012.

2.3. Sustainable tourism development

Sustainable development & tourism

In general, sustainable development implies to satisfy the needs of the present „without compromising the ability of future generations to meet their own needs.“¹⁵

In combination with tourism, sustainable development is a way to improve and maintain the living conditions of local cultures and resources and thereby contribute to the creation of income and employment. The most important module in the development of sustainability is the handling and management of natural resources like energy, waste, or water.¹⁶

„Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities are declared as sustainable.“¹⁷

The principles of sustainability refer to economic, socio-cultural, and environmental aspects of tourism development. There must be a balance between these three dimensions so that long term sustainability can be guaranteed. The guidelines to sustainable tourism apply to all different forms of tourism which also include mass tourism and niche tourism segments.¹⁷

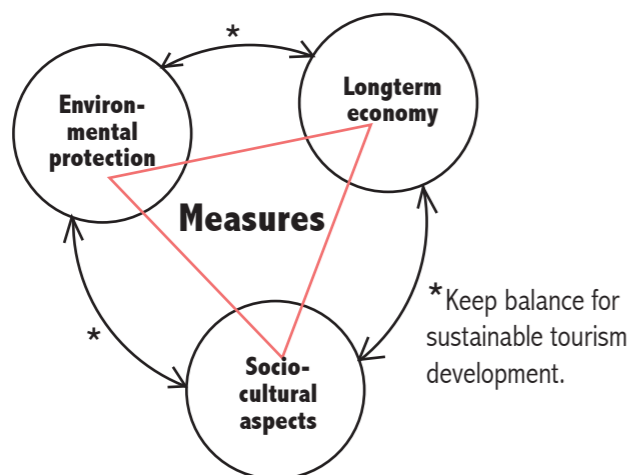
Environmental, socio-cultural and economic issues in balance

As mentioned above to establish overall sustainability the three pillars of environment, socio-culture and economy must be in an equal balance. Therefore all relevant stakeholders and strong political leadership have to participate in the process. Constant monitoring has to be established to measure impacts and to quickly adapt and introduces preventive/corrective action, when necessary.¹⁸

For environmental sustainability there is the need to make optimal use of natural resources. Besides, the maintenance of ecological processes and the preservation of biodiversity and natural heritage inside the region is necessary.

In the field of social-cultural sustainability, the host communities of the region must be preserved in their authenticity to preserve cultural heritage, traditions, and values.

To achieve economic sustainability, viable activities must be ensured that bring socio-economic benefits to all distributed interest groups. One of the main areas is to tackle poverty through long-term employment opportunities and general income opportunities.¹⁹



¹⁵ Report of the World Commission on Environment and Development: Our Common Future. 1987.

¹⁶ Wuppertal Institute for Climate, Environment & Energy. 2005. WIS-ONS of Sustainability, Issue II.

¹⁷ UNWTO. www.unwto.org/sustainable-development (retrieved on 26.01.2020)

¹⁸ What is sustainable tourism. https://www.gelecekturizmde.com/what-is-sustainable-tourism/ (retrieved on 26.01.2020)

¹⁹ Green Tourism. www.greentourism.eu/en/Post/Name/Sustainable-Tourism (retrieved on 26.01.2020)

Fig. 8 | The 3 pillars for sustainable tourism development.

²⁰ Umweltbundesamt. https://www.umweltbundesamt.de/sites/default/files/medien/1410/publikationen/texte_53-2019_paper-sustainable-tourism-en_190429.pdf (retrieved on 27.01.2020)

Fig. 9 | From a purpose oriented-approach to sustainability. Ekardt, 2014, p. 43. Adapted from Ekardt, F. (2014). Theorie der Nachhaltigkeit. In M. M. Müller, and I. T. Hemmer (ed.), Nachhaltigkeit neu denken. Rio+X: Impulse für Bildung und Wissenschaft. Munich: oekom.

²¹ UNWTO. 2016. unwto.org/archive/global/press-release/2017-01-03/2017-international-year-sustainable-tourism-development (retrieved on 26.01.2020)

²² UN. SDG - Sustainable Development Goals. https://sustainabledevelopment.un.org/sdgs (retrieved on 27.01.2020)

²³ UNWTO. 2005. Making Tourism More Sustainable - A Guide for Policy Makers.

The triangle of sustainability is surrounded by a circle to show the limitations of the piles of the earth's carrying capacity.²⁰

Promotion of sustainability

„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.“¹⁹

The concept of „sustainable tourism“ does not define practically a type of tourism, but sets out the guidance to be adopted when carrying out activities to develop different types of tourism in a region.¹⁸ Sustainable tourism can be seen as having regard to ecological and social-cultural carrying capacities and includes involving the community of the destination in tourism development planning.¹⁸

There exists an increasingly common point of view in terms of sustainability, capital, and resources regarding the integrative perspective of sustainability (e.g. Pufé, 2012; Ekardt, 2014; Michelsen and Admoßent, 2014). The mentioned example and the goals of Agenda 2030 see sustainable development as a concept to mainly reduce the side effects of our activities as well as to guard resource availability for the long-term. Therefore all capital assets have to be maintained such as natural, social, human, and knowledge capital. (cf. Michelsen and Admoßent, 2014, p.32)²⁰

Global players and sustainable development goals (SDGs)

Initiatives and organizations like the Poverty-Environment Initiative (‘PEI’) implemented by the



United Nations Development Programme (‘UNDP’) and the United Nations Environment Programme (‘UN Environment’), as well as the World Tourism Organization (‘UNWTO’), are important players relating to sustainability and integrative projects.

According to the ‘International Year of Sustainable Tourism Development’ by the United Nations in 2017, five policy development pillars were key next to the sustainable development goals (SDGs) for promoting the role of tourism globally.

The pillars focused on inclusive and sustainable economic growth, social inclusiveness, employment, and poverty reduction, resource efficiency, environmental protection, and climate change, cultural values, diversity and heritage, and mutual understanding, peace, and security.²¹

Agenda 2030 includes 17 goals for development in economic, ecological, and social terms.²² Next to the SDGs the United Nations Environment Program (UNEP) and the United Nations World Tourism Organization (UNWTO) created principles for sustainable tourism.²³

2.5. Integrated tourism development - Work with the local facilities

Integrated development & tourism

The characteristic of integrated tourism development is the explicit linkage to the localities on the spot. There exist clear connections with the local resources, products, activities, production, and the service industries and a participatory local community.²⁴

Strengthening sustainable economic potential in rural areas requires partnerships between rural populations and sustainable and productive use of rural resources. Integrated planning in the field of tourism requires a kind of „cultural economy“ approach. This means to combine the importance of the local identity with the resources of the place and potential activities for the place.²⁵

Integrated planning offers a multisectoral and multidisciplinary character. It is sharply distinguished from the traditional sectoral planning.²⁶ Integrated development should be done with small implementations into the given structures.

Polarised settlement systems especially in developing countries reflect, and tend to reinforce, strong differences in the level of development between urban centers and the rural hinterland. Focusing on the urban-rural linkage, integrated regional development plans create a more diffuse and articulated system of settlements to diversify the services and facilities available to rural residents. Integrated planning can offer tourism-related employment opportunities and provides guidelines for sectoral investment and location decisions.²⁷

Without conscious integrated and strategic planning regions can experience unforeseen consequences. These impacts can be physical, human, marketing-related, or organizational.

As a result integrated tourism has turned out to be crucial in the sustainable development of the region and especially in rural areas, which is called 'integrated rural tourism'.²⁵

The integration of existing touristic systems, to spread tourism around the region are a key concept. This opens the potentials to empower new touristic areas inside the region and can open up new paths for related fields inside the grown structures.

Integrated tourism aims to improve the total quality of tourism instead of just the growth of tourists. It also pursues to improve the quality of the local people through the tourism industry. Integrated tourism can be achieved by integrating resources from industrial, development to model and promote tourism.²⁸

Integrated regional development planning also short IRDP is a planning technique that describes a multi-scalar process of planning that can transform areas to seek holistic and integrated approaches. It aims to address the empowerment of the community and capacity development. It integrates three pillars: Economic growth, social development & environmental protection.²⁹

²⁴ An AI Application to Integrated Tourism Planning. Francesca Alessandra Lisi Email. Floriana Esposito. 2015. Springer International Publishing, Switzerland.

²⁵ Sustaining Rural Landscapes: The role of integrated tourism. Tove Oliver & Tim Jenkins. 2010. Oliver, T., Jenkins, T.: Sustaining rural landscapes: The role of integrated tourism. Landscape Research.

²⁶ OAS. www.oas.org/dsd/publications/Unit/oea03e/ch04.htm (retrieved on 27.03.2020)
The Department of Regional Development (DRD) of the Economic and Social Secretariat of the Organization of American States (OAS) provides assistance to Latin American governments in integrated development planning and project formulation.

²⁷ Integrated regional development planning: Linking urban centers and rural areas in Bolivia. Dennis A. Rondinelli. Hugh Evans. Syracuse University, USA. 2012

²⁸ Hanqin Qiu. Nankai University. <https://www.futurelearn.com/courses/global-tourism-development-trends/0/steps/63689> (retrieved on 27.03.2020)

²⁹ UNCRD Expert group meeting on integrated regional development planning. Japan. 2013.

³⁰ Research for integrated and sustainable spatial planning. Strategic Agenda for the National Research Programme for Sustainable Spatial Planning. 2018.

One of the most important parts of integrated tourism is intersectoral collaboration and multi-level governance. It should enable and establish forms of dialogue with citizens as well as businesses (Agenda 2030).³⁰

Sustainable and integrated planning are closely linked. Fig. 11 is a compilation to visualize this concept for the further work in the planning processes section.

Combination of integrated & sustainable planning

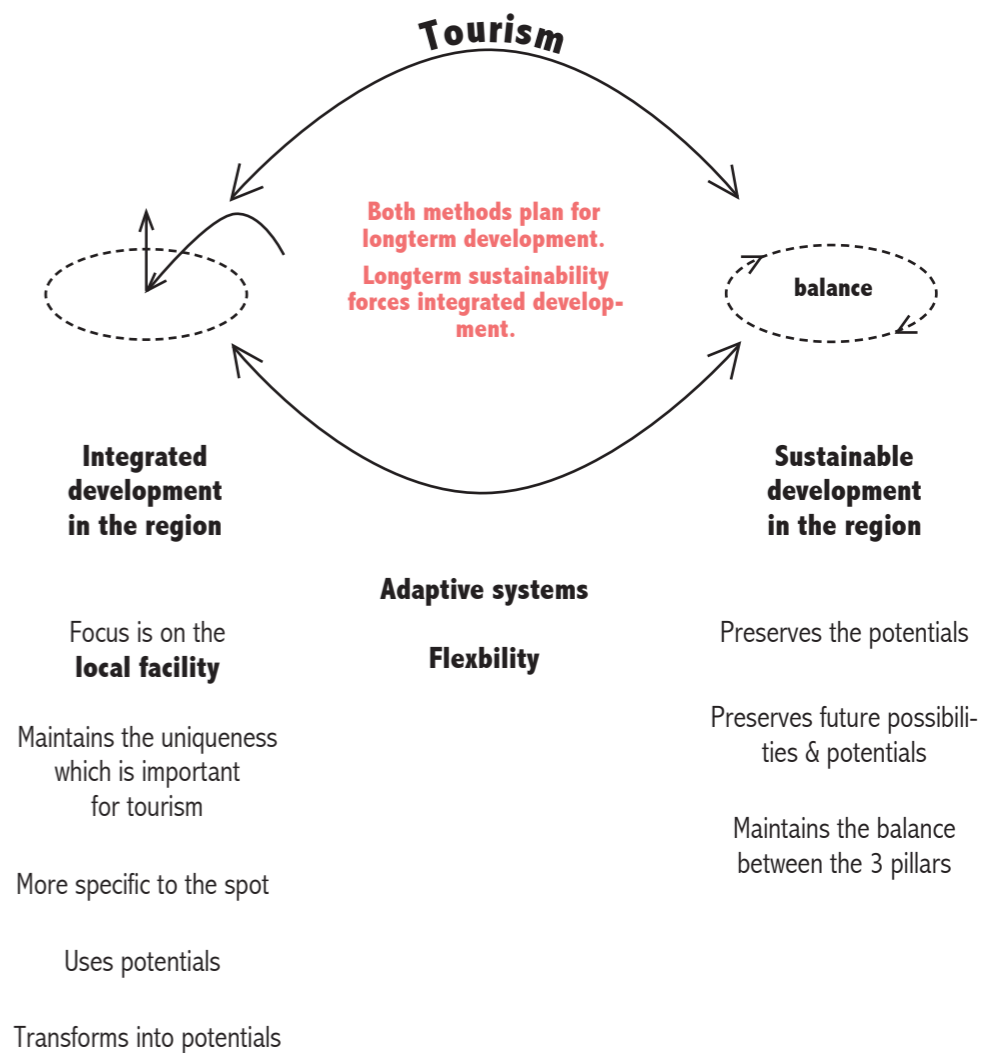


Fig. 11 | Combination of integrated & sustainable regional tourism development. (own)

2.6. Classification of attractions in the region - Spots & in-between

The touristic attraction

In the Encyclopedia of Tourism, Benckendorff describes touristic attractions as „a core component of tourism“ and defines them as „places, people, events, and things that make up the objects of the tourist gaze and attract tourists to destinations“. Subsequently, an attraction's history „is inextricably linked with the development of the tourism industry. Besides listing various examples, which include „natural and cultural sites, historical places, monuments, zoos, and game reserves, aquaria, museums, and art galleries, gardens, architectural structures, theme parks, sports facilities, festivals and events, wildlife, and people“, Benckendorff further explains that „[s]ectors such as transport, accommodation, and travel retail exist as part of this system because they support the desire for tourists to see attractions.“³¹ The main distinction for tourist attractions in a region are ‚permanent‘ and the ‚temporary‘ attractions which are further subcategorized in the following. Fig. 14 shows the main types.

Permanent attractions

Permanent attractions can be further differentiated into natural (heritage), cultural (heritage,) and purpose-built or contrived attractions. Natural attractions include sights such as mountains, forests, waterfalls, rivers, natural beaches, and similar locations. Cultural attractions, on the other hand, are only partly products of nature. Instead, they „are ancient, historic and often cultural “ and include sights such as „ruins and monuments, shrines, forts, castles, battlefields, and railways.“ Both natural and cultural attractions may be given the title of heritage sights by national governments of international bodies such as UNESCO. In contrast to these first two types, purpose-built or contrived attractions, such as museums, galleries, and theme parks, are not only man-made but also „deliberately built to attract visitors.“³²

Temporary attractions

While permanent attractions can draw visitors all year round, temporary attractions such as festivals and other events, which „vary in nature and can be anything from food [...], cultural, sports, musical, seminars or educational“ affairs, may attract tourists for their duration only. In today's tourism industry, events and festivals „help fill the void in areas that lack natural or other bigger attractions.“ Weather, seasons, or special activities can also be part of a temporary attraction.³²

³¹ Encyclopedia of Tourism. 2014. Benckendorff P. Attraction, tourism. In: Jafari J., Xiao H. (eds) Springer, Cham.

³² Great Zim Traveller. 2016. www.greatzimtraveller.com/2016/02/types-of-attractions/ (retrieved on 20.04.2020)

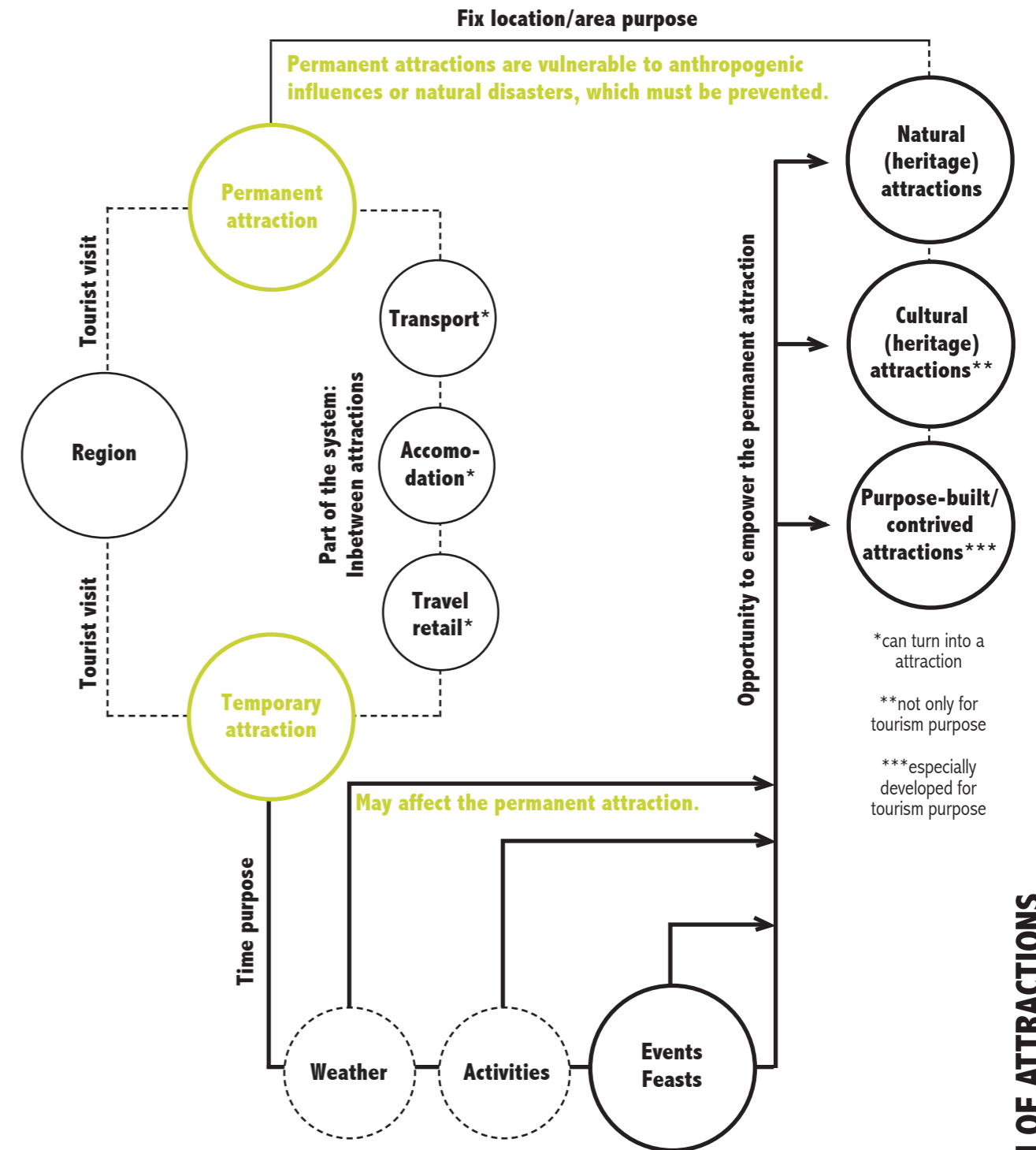


Fig. 12 | Permanent attraction. Khe Lim Waterfall. Quang Nam. (own)

Fig. 13 | Temporary attraction. Co Tu Ethnic Festival. Quang Nam (www.bhohoongbungalows.com)

Fig. 14 | Classification of attractions as a system. Adapted from M. Ivanovic. 2008.

2.7. The tourism-ID - Classifying of tourists

Classifying of the target group

One of the key elements in defining and classifying tourist is motivation because it's the thriving force for decision-making behavior. People's travel behavior follows different motives.³³

There are many theories about traveler's motivation. Motivation is to a large extent a strongly individual phenomenon, but some of the theories show possible potentials to better categorize tourists in order to obtain suitable possibilities for the development of planning processes.

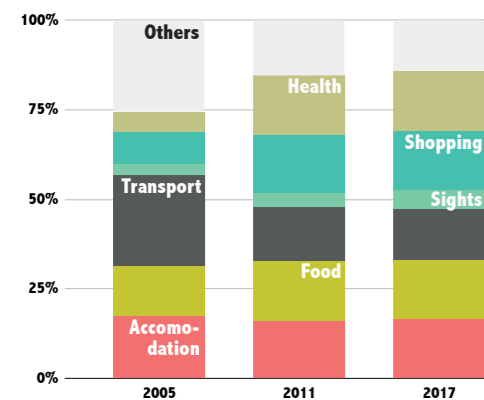
Maslow (1943) identified tension-reducing motives and arousal-seeking motives. It includes the basic needs for food, water, and air at the bottom and safety, security, and protection above, representing a hierarchy, progressing from the lower to the higher needs. Another point of view is done by Cohen (1972) that all tourists are seeking some new element and strangeness while at the same time there is a need to retain something familiar.

Building on Cohen's interpretation, Smith's (1977) more detailed approach created terms as "interactional typologies" like explorer, elite, off-beat, unusual, incipient mass, and charter. Two years later Gray (1979) created two types of motivation. 'Wanderlust' is the motivation to move from a known to an unknown place and 'Sunlust' generates a trip to a place that can provide the traveler specific facilities, which not exist at the place of residence. Crompton's (1979) 'Push' motif is the desire for travel (socio-psychological) and the 'Pull' motif explains the actual destination choice (cultural). An interesting approach by Iso-Ahola (1982) is that tourists switch roles during holidays and that over time different needs will arise. Last but not least P. Pearce's (1988) definition of needs can be concluded into self-centered or directed at others.³³

The fact that travel behavior changes, it is important to categorize tourists not only by motives, but also by hard facts like for example their origin. As a summary and further development of the tourist as target group Fig. 15 is an overview that needs to be integrated into the regional planning process to meet as many groups as possible. The classifications for the master thesis are as followed:

By motive & needs (can change)

The first classification is closely linked to the needs of tourists. The basic needs are crucial for every development. Without a basic infrastructure on places, there is no sustainable touristic development possible. Basic needs are sanitation, access to food and water (board/nutrition), accommodation and transportation to the place, security, and last but not least basic medical care. A combination of basics and specials are higher demands on medium quality accommodations or experiences or additional values. Special needs are activities, special products or accommodation, and services in a higher quality or innovation. Needs and motives can change during traveling.



The main expenditures in the region are integrated into Fig. 14. The basic needs for accommodation and food expenditures are high and are constant over the last few years, with a little increase in food in 2017. Transportation declined in the past 9 years, while expenditures on shopping and health activities have risen. A quiet 'new' field is the health category, which has risen sharply since 2005.

³³ UK Essays. 2019. www.ukessays.com (retrieved on 05.03.2020)

Fig. 15 | Domestic expenditure of tourists in categories. GSO. 2019

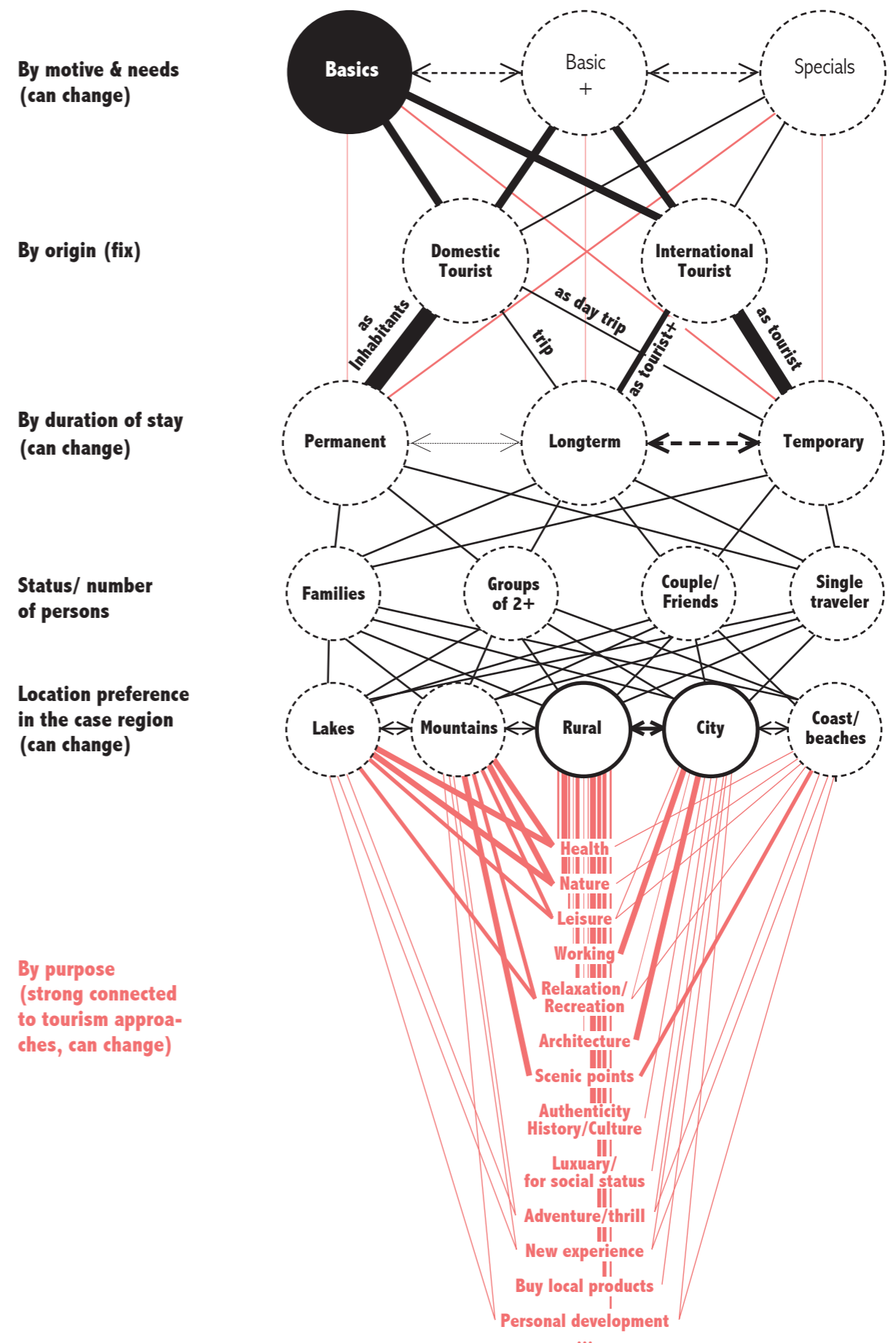


Fig. 16 | Identification categories of tourists. (own, adapted by Geography Fieldwork. 2020 (<https://geographyfieldwork.com/TourismClassification.htm>))

2.8. Excursus: the visitor and the host - A relation between regional and urban planners

By origin (fix)

In general, **international tourists** and **domestic** can be distinguished. Since cultures and origins are very different, it does not make sense to further distinguish international but to get an idea who represent the international target groups arriving in Vietnam Fig. 16 shows an overview of countries. However, local people may certainly have different needs in their home country than international visitors need on their visitor.

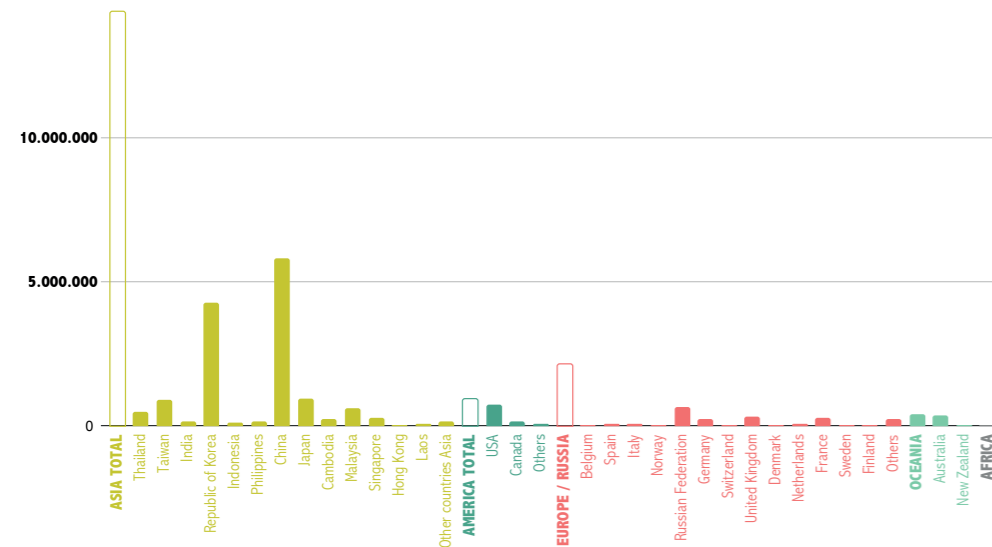


Fig. 17 | Total of arrivals by international markets in Vietnam in 2019. GSO. 2019.

By duration of stay (can change)

Temporary stays are most common to international tourists as well as to domestic tourists travelling on a day or holiday trip. Longterm stays at a specific location are transition stays between living at a location but still with the vacation purpose to move further. Permanent stays are mainly domestic inhabitants. The duration of stay gives advices about the facilities needed on the location. Mainly short temporary stays only requier basic needs, while permanent stays need after a certain time of stay special needs to.

Status/ number of persons

Groups are often more open to adventures in rural areas in comparison to couples or families. Of course, it is not possible to make a generalization, but in relation to the status of the tourist or tourists there are connections for decisions on the type of tourism.

Location preference in the case region (can change).³⁴

Location preference in the case region (can change)

With focus on the case region there are 5 main locations to choose from. The categories lakes, mountains and coast/beaches are natural locations, while the urban and rural locations include community and city structures.

By purpose (strongly connected to tourism approaches, can change)

According to scientists, for example, Filep Sebastian, argues that a fulfilling travel experience is not only about satisfactions. The purpose of travel is connected with building social relationships, opportunities to learn and grow, and commitment. It is a chance of activity, to develop new skills and to discover new cultures³⁵ and to increase personal resilience. The different needs of tourists are clearly linked to touristic approaches.

There is an important relationship between visitors and the inhabitants (host) when it comes to integrated & sustainable planning. Especially in the field of local tourism, successful concepts need to fulfill both needs. The ideal case for sustainable and integrated planning takes place, when the interest of both groups in urban and regional planning practices are considered. This opens a high repertoire in cooperating structures which both can be used by tourists and the inhabitants.

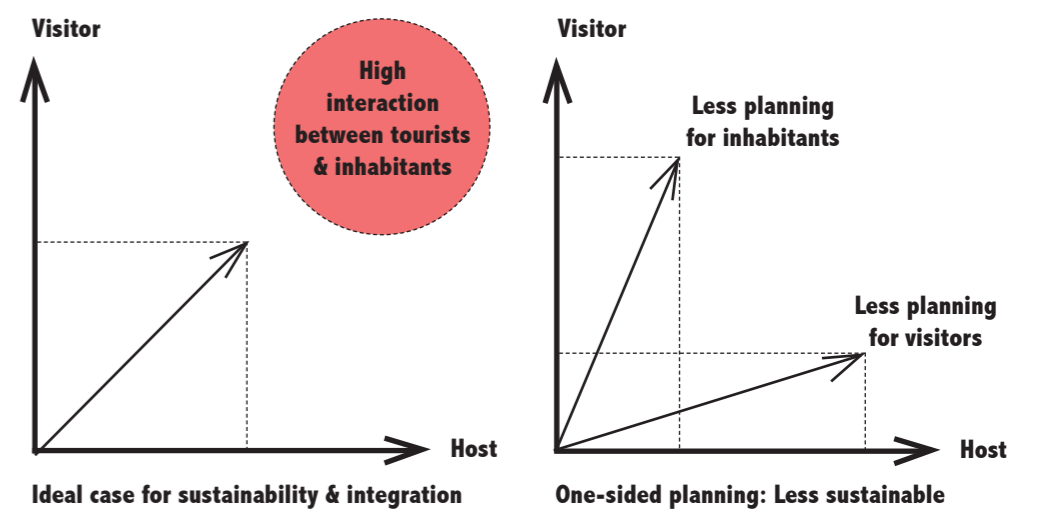


Fig. 18 | Planning direction comparison for sustainable & integrated planning. (own)

What can regional and urban planners do?

Professionals in regional and urban planning play a conciliatory role in interconnecting the region and creating common spaces and grounds. Working in that field it is important to establish a symbiosis of activities and built-up structures on all working levels to attract both sides: the local host and the visitor. Tourism itself, as a strong link between different stakeholders, can use numerous planning tools within regional structures, while also strengthening interpersonal relationships. Fig. 19. shows some partial action fields on how to bring tourists and inhabitants together by using the common repertoire of planning tools and tourism tools.

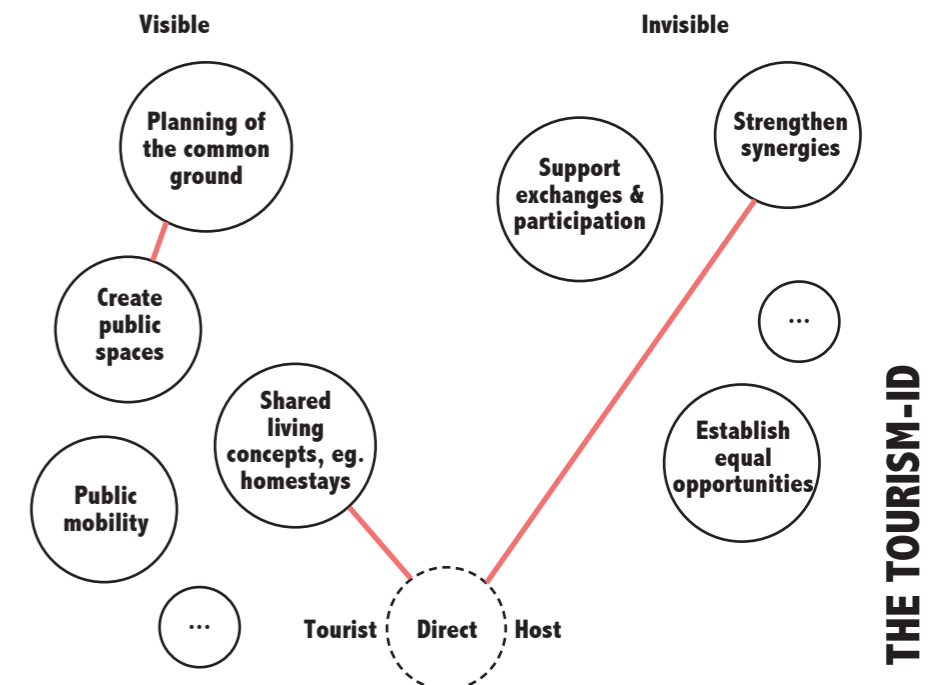


Fig. 19 | Action fields for regional and urban planners to bring tourists and inhabitants together. (own)

³⁴ S Adventure Tourism: The new frontier. John Swarbrook. 2003.

³⁵ Moving Beyond Subjective Well-Being: A Tourism Critique. Sebastian Filep. 2012.

2.9. Phenomens, tourism approaches & trends

The range of tourism approaches is wide. In fact that the master thesis topic is on an integrative and sustainable planning process, the focus is especially on approaches, trends, and ideas on alternatives & local tourism. To get a clear understanding of recent trends some international best practices in sustainable tourism underline selected concepts of touristic approaches. The examples provide initial starting points for possible implementations for the region of Quang Nam and Da Nang. The examples are mainly from developing countries (one exception is Portugal) for the following reason, that the economy and infrastructure are largely comparable as well as the living conditions of the local population. The main distinction in tourism approaches in practice is on the one hand between over-tourism/mass-tourism and alternative tourism and on the other hand between rural and urban tourism.

Contrary approaches

When sustainability actually ends: Over-tourism versus alternatives

The phenomenon of over-tourism or also described as mass tourism causes tensions in both urban and rural tourist destinations.³⁶ When an area is not able to offer the capacities for a certain amount of visitors, this can cause various negative impacts. Over-tourism causes mainly tension to the area's facilities and the key properties of sustainable & integrated planning decrease. With an urgent combination of sustainable alternatives, the concept still can offer sustainable selective improvements. The Co-President of OBGET Christian Orofino invented several components on how to pair mass tourism with sustainable tourism through investing, in a way to preserve differences, in local touristic activities. This means reinforcing the commercial offer of emitting companies and contributing, certainly in a modest, but efficient way, in maintaining populations in their place of origin.³⁷ Still the causes of over-tourism prompt environmental harm and overcrowding cause tensions, which lead to a decrease in touristic attractiveness. Alternatives are capable to empower the local facilities through an integrative touristic approach for the spot and sustainable guidelines and are key for further work.

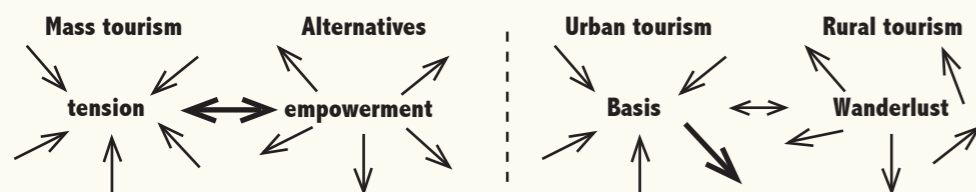
Rural tourism & urban tourism

The urban areas for example are usually used as tourism destinations which are highly promoted and function as a gateway to other places. Especially the definition of rural tourism is highly vague since the nature of rural tourism is multi-faceted, rarely either static, self-contained, or free from urban influences. It differs in many aspects from traditional tourism.³⁸

Aspects of rural tourism can be seen as activities taking place in provincial areas. In the literature wilderness tourism is often included in the definition of rural tourism. On the other hand rural tourism is also restricted to specific categories for example agro-tourism or farm tourism.³⁹

Tourism approaches & selected international best practices

The next paragraphs are a description of the main characteristics of each tourism approach and its characteristic features.



³⁶ Harald Pechlaner. Overtourism.

³⁷ Christian Orofino. Co-President of OBGET. How to pair tourism. 2015. https://www.tourmag.com/Sustainable-tourism-how-to-integrate-mass-tourism_a75807.html (retrieved on 12.03.2020)

³⁸ Urban Tourism. 2012. Jenny Cave. Lee Jolliffe. Rural Tourism as promoter of rural development - Prospects and limitations: Case Study findings from a pilot project promoting village tourism. https://www.researchgate.net/publication/260125351_Urban_Tourism (retrieved on 12.03.2020)

³⁹ Village Tourism. 2014. Stefan Neumeier. Kim Pollermann. Rural Tourism as promoter of rural development - Prospects and limitations: Case Study findings from a pilot project promoting village tourism.

Fig. 20 | Over-tourism vs. Alternatives - Urban vs. rural tourism. (own)

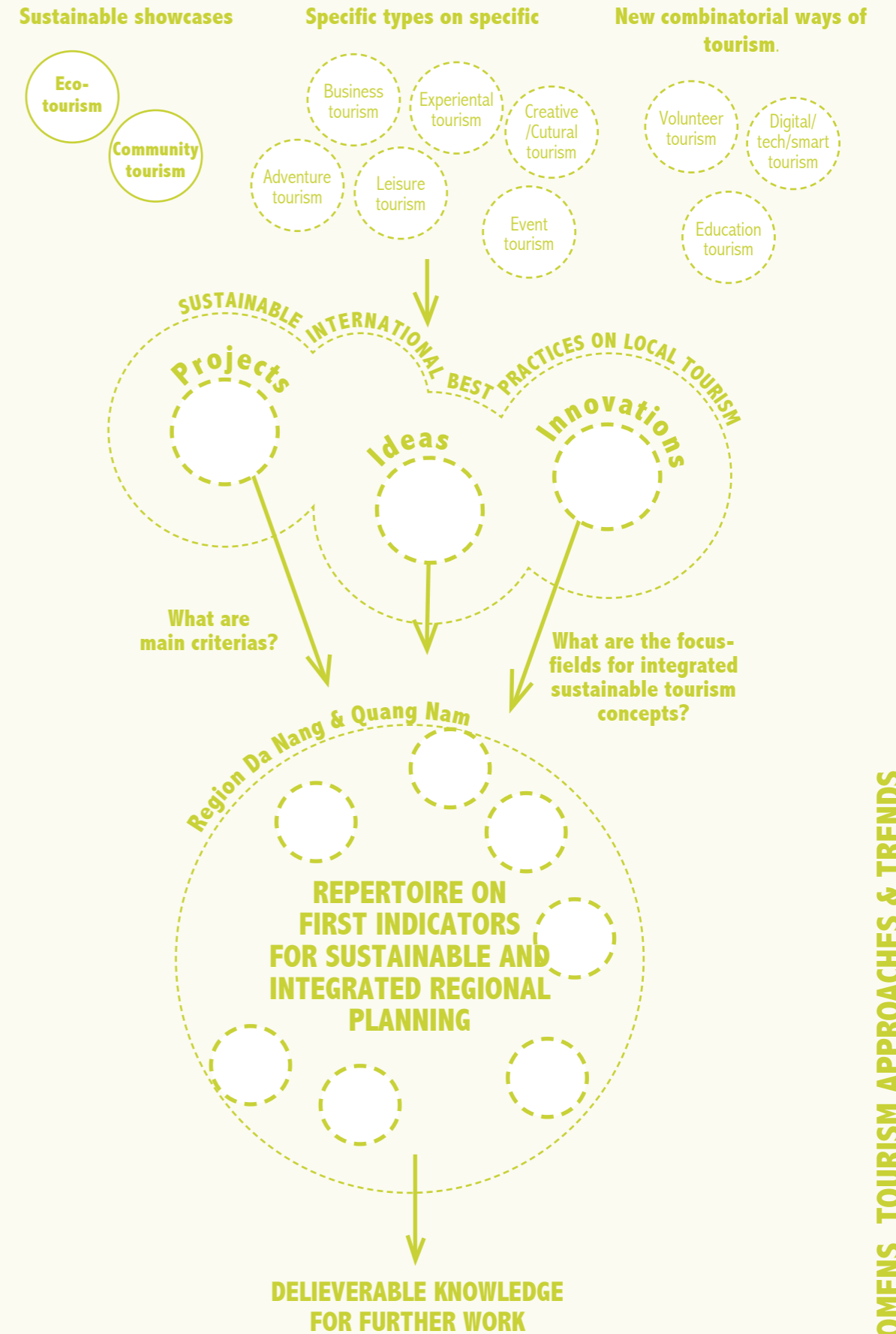


Fig. 21 | Creating first indicators out of touristic approaches & international best practices. (own)

The sustainable showcases

Sustainable tourism conserves primary tourist resources and supports the livelihoods and culture of local people.⁴⁰ It takes „full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.“⁴¹

The main showcases for sustainable tourism in practical terms are eco-tourism and community-(based)tourism. Both concepts follow the criteria about ecological capacities (eco-tourism), and socio-cultural carrying capacities by involving the community of the destination in tourism development planning (community-(based)tourism).

Both approaches try to mitigate the negative economic and social impacts of mass tourism and integrate tourism to match current economic and growth policies.⁴²

The general term sustainable tourism offers a wide range of possibilities of a modern, to the current living adapted, working, and environmental situation and to the needs of the following generational tourism. Resulting eco-tourism describes more or less the target group of those interested in nature, the environment, and sociocultural, but it offers concepts especially for natural areas.

Eco-tourism

Eco-tourism, which is also known as ecological tourism is defined as responsible travel to usually protected areas or fragile and pure areas that seek to minimize the impact on the region. It also means to sustain the well-being of the locals and the empowerment of communities and involves education, mostly on environmental education.⁴³ Eco-tourism mainly takes place on a small-scale and is often promoted through its little footsteps leaving on the location.

According to mobility issues, the tourist destinations focusing on eco-tourism shifting to low carbon emissions and follow the trend to gather responsible visitors with sustainable behavior.⁴⁴

The focus fields of eco-tourism are summarized as followed:

- Natural areas,
- well-being of the host communities,
- and education.

Organic hotels, eco-camping, and events up to „green conferences“ and diverse compensation offers in the age of climate change are examples of general best practices. Eco-tourism is a potential professional regional brand development not only in national parks, but also for valuable ecological parts of a region.⁴⁴

A sub-type of eco-tourism is green tourism. Instead of hiring that private jet, or gas-guzzling 4WD, green tourism simply means the use of environmentally-friendly modes of transport. Traditionally, green tourism hasn't been concerned with social or economic factors, but is now used in this wider context.

⁴⁰ IBO. 2019.

⁴¹ UNWTO. 2005.

⁴² Development of tourism and travel industry. Robin Watts. Zishan Parks. 2018.

⁴³ The international ecotourism society. 2020. <https://ecotourism.org/what-is-ecotourism/> (retrieved on 12.03.2020)

⁴⁴ Global Nature. Zimmer. 2020. www.globalnature.org/bausteine.net/file/showfile.aspx?download-aid=6995&sp=D&do-mid=1011&fd=2 (retrieved on 12.03.2020)

⁴⁵ A conceptual framework of tourism social entrepreneurship for sustainable community development. https://www.researchgate.net/publication/327766204_A_conceptual_framework_of_tourism_social_entrepreneurship_for_sustainable_community_development (retrieved on 13.04.2020)

⁴⁶ Boonratana, R. (2010). Community-based tourism in Thailand: The need and justification for an operational definition. *The Kasetsart Journal: Social Science*, 31 (2), 280-289

⁴⁷ UNWTO. Tourism and Community Development: Asian Practices. 2012.

Community-(based) tourism

Districts and their community members especially located in a less developed area have various social problems. Tourism has the potential to drive an economic change and can improve the conditions of underserved communities and places.⁴⁵

Community-based tourism aims to involve local communities which might be influenced by tourism directly or indirectly. As tourism becomes more developed, communities get more involved as important stakeholders in tourism. Tourism can affect the communities in two directions, passively or they use tourism as a partial tool for their development.⁴⁶

As Boonratana (p. 286) elaborated a universal operational definition, saying, that community-based tourism is “economically, environmentally, socially, and culturally responsible visitation to local/indigenous communities to enjoy and appreciate their cultural and natural heritage, whose tourism resources, products, and services are developed and managed with their active participation, and whose benefits from tourism, tangible or otherwise, are collectively enjoyed by the communities.”⁴⁶

Community tourism is based and connected to the importance of tourism and the importance between host and the tourism product.

Some of the spectra may not overlap. Some activities heavily rely on communities such as village tourism. On the other hand, some can survive without community support. As an example an enclave resort can attract foreign investments and foreign tourists which may have no contact with the local communities.⁴⁷

Sustainable community development has become a promising alternative to some conventional approaches to development which includes an inclusive process that can lead to positive changes to all communities. It can leverage and create employment, stabilize the environment, increase community control, and reduce overall poverty.⁴⁷

The following page shows 3 examples of eco-tourism/ responsible tourism and community tourism.



Fig. 22 | Eco-tourism and community(-based) tourism. (own)

2.9.1. Inthar Heritage Program Inle Lake Taunggyi District / Myanmar

Myanmar offers a great landscape and cultural heritage. As developing Asian country tourism in Myanmar is an upcoming business. Projects which attracted mass tourism in the region already caused problems. A total number of 50 new hotels around the lake impact land grabbing, deforestations, and loosing of tradition.⁴⁸ The Inle (or Inlay) Lake is part of the UNESCO World Heritage. It is a large freshwater mountain lake with ethnic groups living on the shores and around. Traditions of the villagers living around are mainly agriculture, fishing, and special practices like floating agriculture.⁴⁹

Green Activities

The area around Inle Lake is a highly productive farming area. In the beginning the local farmers used local best practices in farming which have led to chemical pollution problems in the lake. Therefore a „Green Practices“ center was established which showed new advanced traditional gardening practices. The new practices don't use any chemical fertilizers or pesticides. After some time the „Green Practices“ center formed into a research center that nowadays provides the farmers at the Shan House in the Inle region with guidance on how to grow their crops in a more responsible and sustainable way. Besides that the „Green Practices“ center is actively researching transport and market distribution to achieve even better farming results. The produces from the gardens are also served at the local restaurants.⁵⁰

The project

The project was established through the cooperation of investors and communities to develop sustainable tourism. The business is for the organization and the community and highly connected to a lot of families.⁴⁹

Preservation of culture and heritage and involvement of traditions

There are several ethnic groups in the area with unique & different cultural practices that slowly disappear. There are ethnic groups with dark clothing and turbans and annual Buddhist fiests on the lake. The symbiosis and ecology of lake, its shores, and its villagers constitute a genuine instance of the cultural landscape.

The aim of the project of the Inthar heritage house and its surroundings is to preserve handicrafts which include weaving and traditional woodworking. The preservation of the identity of the heritage by working on papermaking, woodworking, weaving, ceramics is crucial for the touristic development.

Building on ecology and energy

The hotel is mainly attracted by the surroundings and partially built on the water. Approximately 90 % of the hotel are produced locally by artisans on the premises. For introducing sustainable energy solar panels are installed.

Cooperations with the community and social responsibility

Many people benefit from the hotels and buildings. The approach to the project is funded in practical cooperated social responsibility. The area is mainly managed by the local community. The benefits are put together into a pot of the community where they can use it for further development of their area and own houses.

There is no development without education, so the youth coming from poor families have the possibility to attend a hospitality school to learn.⁴⁸



⁴⁹ UNESCO. <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves/asia-and-the-pacific/myanmar/inlay-lake> (retrieved on 20.02.2020)

⁵⁰ Inle Heritage Foundation. <https://inleheritagefoundation.wordpress.com/green-projects/> (retrieved on 20.02.2020)



Fig. 25 | Inle Heritage Foundation - Eco-Hotel.



Fig. 23 | Inle Heritage Foundation - Green practices. (<https://inleheritagefoundation.files>)



Fig. 24 | Education workshops. 2019. (<https://inleheritagefoundation.files.wordpress.com/2019/03/10/>)

⁴⁸ UNDP-UN Environment Poverty Initiative (PEI). Inle Heritage. Myanmar.

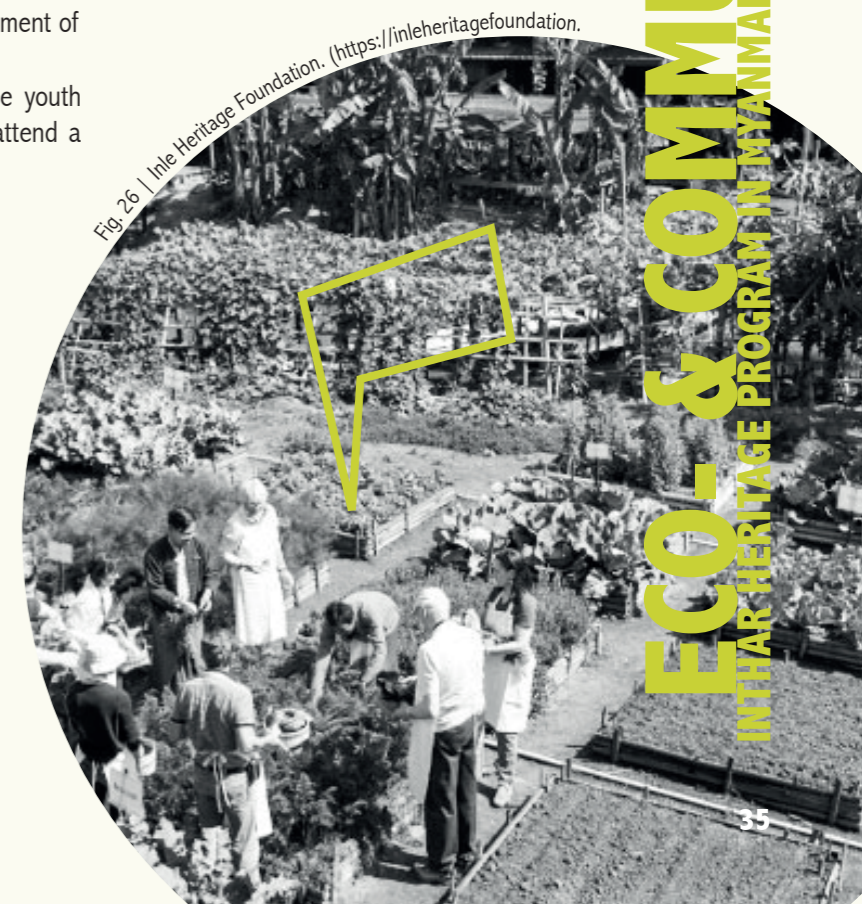


Fig. 26 | Inle Heritage Foundation. (<https://inleheritagefoundation>)

ECO- & COMMUNITY TOURISM
INTHAR HERITAGE PROGRAM IN MYANMAR

2.9.2. A responsible tourism pilot initiative, Kumarakom / India

The responsible tourism pilot initiative takes place in Kumarakom, which is situated on the banks of the Vembanad Kayal, the second-largest lagoon in India. The main attraction is the Kerala Backwaters which are a chain of brackish lagoons and lakes in the Indian state of Kerala.

The lagoon and lush green paddy fields, birds farming, and fishermen's boats attract tourists with boat tours on the canals and lagoons and offer further rich culinary traditions. Tourism is thriving as visitors are drawn to the area's immense lake and lush green paddy fields, with a variety of migratory birds, farmers tending tiny plots of land interlocked with small canals, fishermen's boats plying travelers across canals and lagoons, and rich culinary traditions.

Although Kerala was doing well in terms of tourist arrivals, tourism projects were marked by a top-down approach that did not sufficiently take into account the voices of tourism stakeholders, local communities, and local self-government. Tourism development often led to conflicts over resource use, employment, and benefit sharing with the local community.⁵¹

The project

In 2007, the Department of Tourism of the Government of Kerala established the 'Kumarakom Responsible Tourism' project to foster sustainable tourism development in the state.

Kumarakom was selected as a pilot destination for the initiative, as one of Kerala's most globally renowned destinations. The project envisages that each stakeholder in the destination has a responsibility to make tourism sustainable, prioritizing economic, socio-cultural, and environmental sustainability through responsible activities by all stakeholders. An institutional mechanism was created to lead the project. This destination-level Responsible Tourism Committee encompasses representatives from the local self-government, the tourism industry, NGOs, and the community.⁵²

Unique traditional activities in the village ensure experiences for travellers.



Crafted programs for interactions

The project is based on a high involvement of stakeholders against the usual top-down approach. Kumarakom, Village Life Experience (VLE) is a specially crafted program that aims at an organic interaction between the visitors and the local community and thus ensures a win-win situation. The tour is an incredible experience of a lifetime to an ardent traveler, who likes nature and culture immersion simultaneously. Through the village tour, visitors explore and experience the most vibrant and colorful life of an interior village, whereas the hosts, the affable community members derive pride and satisfaction in ensuring the visitors a meaningful and fun-filled time. The Village Life Experience tour program is devised and packaged through the Responsible Tourism initiative promoted by the Kerala Tourism department.

⁵¹ UNWTO. <https://www.unwto.org/responsible-tourism-initiative-kerala> (retrieved on 03.04.2020)

⁵² <http://tourismindia-online.com/detail/index.php?cnws=200&crnpg=destination> (retrieved on 03.04.2020)

2.9.3. Eco promotion, Bom Bom Island / São Tomé & Príncipe

„The island of Principe is on the list of the Unesco Biosphere Reserves. The economic activities in the biosphere reserve are essentially fishing and agriculture (especially cocoa, coffee, and copra) besides a small tourist development, mainly composed of some tourism in the capital of Santo Antonio and an island resort in the area of Bom Bom. Agriculture and fisheries are mainly subsistence activities, particularly for consumption and trade surpluses in the local market. Agricultural and fish products are mainly consumed in their primary form, but there are some processed products such as dried fish, fried bananas, the “cacharamba” (local sugar cane rum) & palm wine.“⁵³

Water & recycle project: The „Biosphere Bottle“

The project „Biosphere Bottle“ which launched in December 2013 by the Principe Island World Biosphere Reserve is a program that tries to reduce the use of plastic as well as educate about pollution by raising awareness about recycling methods and making drinking water available for everyone.

The core idea is simple. The Island uses stainless steel bottles, called „Biosphere Bottles“ which are reusable instead of plastic bottles for drinking water. Around the island they have placed 13 drinking fountains so that everyone can fill up their bottle. They already managed to clean up over 220,00 plastic bottles.⁵³

Guidelines to the travelers on how to act responsible

1. Contributions to institutions or to community elders who distribute fairly.
2. Purchase local products instead of imported goods.
3. No trash on the island.
4. Take no objects from the island, only take photos and memories.
5. Everything is part of an ecosystem and should stay where it belongs
6. Avoid candies as presents for children. Preference for clothes and school supplies but no distribution on the street.

⁵³ UNESCO. <http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves/africa/sao-tome-and-principe/the-island-of-principe> (retrieved on 03.04.2020)

⁵⁴ Bom Bom Principe. www.bombomprincipe.com (retrieved on 03.04.2020)

The project

The Principe Trust is a non-profit making organization that works towards the sustainable development of the Island of Principe and the conservation of its incredible biodiversity through the promotion of nature tourism and by raising awareness of the Island's natural riches.⁵⁴

Promote Trails with digitalization

Digitalized small trails, available on a platform, open the island to explore its beauty and offers information about environmental issues on Bom Bom by using the smartphone on selected spots.

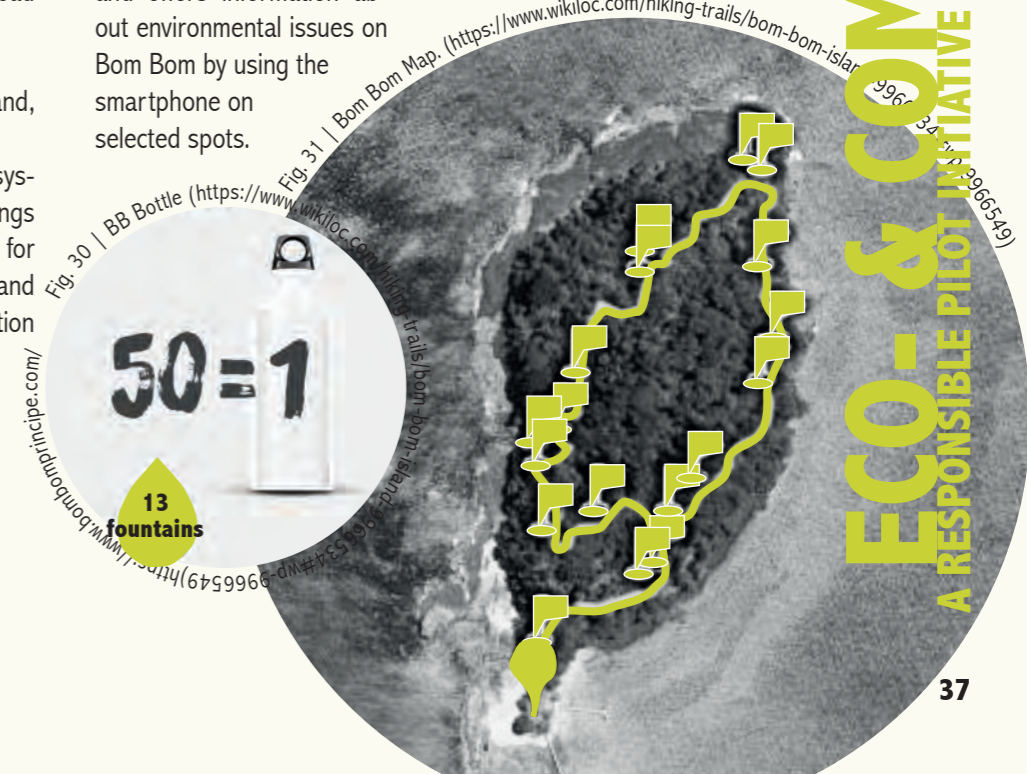
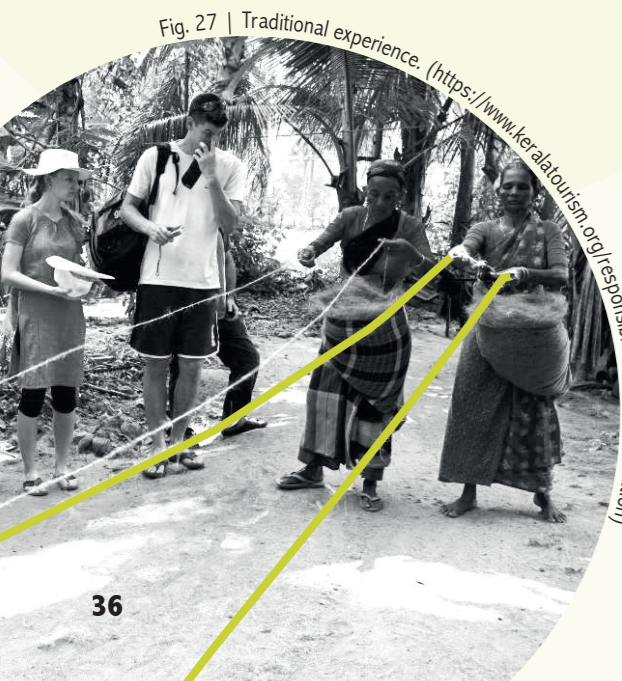


Fig. 27 | Traditional experience. (<https://www.keralatourism.org/responsible-tourism/destination/>)



Specific purposes and subcategories

Next to the best-known sustainable approaches of tourism, there are more specialized types which can be applied in practice in the context of sustainable tourism.

Event Tourism

As already described in chapter 2.6. , touristic attractions can be mainly temporary ones. Event tourism focuses on the participation of tourists in an organized event or just in contribution in ceremonies.

Event tourism can create sustainability. A sustainable event is a combination where participants learn and develop from that experience. Events are a great chance to inform and encourage sustainable practices. Events are especially for domestic tourists a chance to learn new facets of their home country. International and domestic tourists get especially involved in the traditions or practices, collaboratively. Event tourism can establish the perspective of a place as a tourism place in the future.⁵⁵

Event tourism is an adaptable tourism approach that can take place in almost all main tourism approaches, especially in the following cultural/creative tourism approach.

Cultural tourism

Cultural tourism is activities in the cultural fields where visitors' main motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions as well as products in a tourism destination. According to UNWTO, these attractions or products „relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs, and traditions”.⁵⁶

Creative tourism

A special form of cultural tourism is ‚creative tourism‘ which exists since the early beginnings of tourism. „The Association for Tourism and Leisure Education (ATLAS), directed several projects for the European Commission, including cultural and crafts tourism, known as sustainable tourism.“ Creative tourism is related to the more active participation of travelers in the culture of the host community, through interactive workshops and informal learning experiences. UNESCO uses the concept of creative tourism through a creative city network as an engaged authentic experience that promotes an active understanding of the specific cultural features of a place.⁵⁷

„Creative tourism is a more (inter)active successor of cultural tourism (Fernandes, 2011). It is about active consumption of living, intangible culture, the interaction between hosts and guests, and self-expression of tourists (Richards, 2011). Theory shows several synergies between creative tourism and community-based tourism, suggesting that creative tourism in villages may lead to tourism which is profitable in the long run and has a socially and culturally responsible outlook.”⁵⁸

„According to Rudan (2012), creative tourism as a special form of tourism creates a new dimension that meets the modern traveler's need for creativity and participation in various workshops, educational programs and a variety of creative activities (arts, heritage, nature, the destination's peculiarities).”⁵⁹

⁵⁵ <https://www.sciencedirect.com/science/article/abs/pii/S0261517707001719> (retrieved on 25.01.2020)

⁵⁶ UNWTO. www.unwto.org/why-tourism (retrieved on 28.01.2020)

⁵⁷ Development of tourism and travel industry. Robin Watts. Zishan Parks. 2018.

⁵⁸ Creative Tourism in Bali's Rural Communities. Manuela Blapp. 2016.

⁵⁹ Rudan, 2012, in Stipanovic & Rudan, 2014, p.508
Stipanovic, C. & Rudan, E. (2014). Development concept and strategy for creative tourism of the Kvarner destination. Tourism and Hospitality Industry 2014, Congress Proceedings, Trends in Tourism and Hospitality Industry.

⁶⁰ Richards, G. & Raymond, C. (2000). Creative Tourism. ATLAS News, 23, 16– 20.

⁶¹ ESRI. 2020. Ayah Hfuda. Katy Beach.Chelsea Thomson. David Stephens. <https://www.arcgis.com/apps/Cascade/index.html?appid=68afe467d4ef4d6b880bff946e65792e> (retrieved on 28.01.2020)

⁶² The Adventure Tourism Boom. 2017. Figueroa, A. <https://www.tripsavvy.com/the-adventure-tourism-boom-3252455> (retrieved on 28.01.2020)

⁶³ 7 different types of adventure tourism. Jobs, S. (n.d.). <https://www.soegjobs.com/2018/05/21/7-different-types-adventure-tourism/> (retrieved on 28.01.2020)

⁶⁴ ACS Distance Education. (n.d.). Adventure Tourism. <https://www.acs.edu.co.uk/Info/Hospitality-and-Tourism/Ecotourism/Adventure-Tourism.aspx>. <https://www.tripsavvy.com/the-adventure-tourism-boom-3252455> (retrieved on 28.01.2020)

There is an ongoing interest in creative tourism to discover culture regards particularly the operators and branding managers, attentive to the possibility of attracting quality tourism, highlighting the intangible heritage (craft workshops, cooking classes, etc.) and optimizing the use of existing infrastructure.⁵⁷ Cultural tourism is highly sustainable from the social-cultural view by the deep participation by travelers in the culture of the host communities.

To summarise, the key elements of creative tourism are active participation, activities connected to the destination, opportunity to develop creativity, develop new skills, and learning as well as meaningful contact of hosts and guests.^{56, 58, 59, 60} Creative tourism is deeply connected with community(-based) tourism as it is a further active step of promoting activities inside a community. An example of creative tourism can be found on the following page.

Adventure tourism

The term adventure tourism describes the experience of the tourist destination by physically participating in activities. It appeals to people who seek thrill and adrenaline. Some examples are sky diving, bungee jumping, snorkeling, and other sportive activities.⁶¹ It guides the tourists into more unfamiliar terrain and tries to exclude the tourists from everyday routine. According to the Adventure Tourism Trade Association, adventure tourism consists of at least 2 of the following characteristics: connection with nature, interaction with culture and/or physical activity.⁶² Two types of adventure tourism have evolved: soft and hard adventure tourism.⁶³ Soft adventure tourism describes activities which include guided walks, camping, and snorkeling. Many soft activities also focus on providing educational content and tailoring towards a wide range of different ages and types of tourists e.g families. Hard adventure tourism instead usually involves activities with high danger and risk. Some examples are white water rafting, bungee jumping, slacklining, and skydiving where tourists also have to be mentally and physically fit. The major proportion of the activities occur outdoors in natural landmarks and a lot of activities have intersections with other types of tourism that involve activities such as eco, nature, and sports tourism.^{63, 64}

2.9.4. Creative Villages in Thailand - Diveres villages attract through activities

The idea of this international approach of Thailand has its roots in promoting cultural tourism in different villages, make aware of their activities and interact between inhabitants and tourists.⁶⁷

The fact behind is, that tourists are more seeking access to local cultures, as well as structured opportunities to participate in the distinct activities and unique livelihoods of the selected villages. These activities entail hands-on involvement and derive from inherited cultural traditions, drawing on arts, crafts, agriculture, religion, and local customs.⁵⁸

‘TAT’s “Creative Tourism” campaign generated 24 million online visitors.’

Example village: Ban Rim Klong community, next to Sukothai - When coconuts start to attract

Not far from Sukhothai is the Ban Rim Klong Community Enterprise, Samut Songkhram. It is located on the banks of a canal and thus perfect for growing coconut trees in abundance. This is probably the most delicious creative tourism destination of them all, given that the primary activity of this community is making coconut palm sugar, a critical ingredient in several superb Thai desserts. There is a homestay for directly at the location.

Visitors can watch, learn, and participate in the entire process of coconut palm sugar production, all done very naturally by the locals. The get involved the difficult multi-step process, with gathering the sap, boiling it down, and then dropping the rich sugar onto plates. The best part of the participation process is at the end when tourists and inhabitants together, enjoy the delicious desserts as product created from the coconut around the corner.⁶⁶

‘Homepage of the homestay with all activities and information.’

Diverse activities organised by the homestay community:

- **Activites all around coconuts with coconut sugar making or leave basketary**
- **Production of homemade fertilizer**
- **Mangrove forest tours**
- **Courses to learn traditional Thai ‘five colored painting’**
- **Organic farming and harvesting**
- **Cooking classes with traditional meals**
- **Boat trips in the location, also at night and Buddhist traditional rituals**

Village example 2: Ban Nong Kratoom Community in Rai Khun Mon

The second fascinating creative tourism destination of the collection lies a short couple hours west of Bangkok in Kanchanaburi. The Ban Nong Kratoom Community in Rai Khun Mon is a destination of particular interest to travelers studying traditional medicine, natural herbs, and Thai massage.

Here, creative tourists participate in the process of making herbal compressed balls, Luk Pra Kob in Thai.

The balls are made by using a collection of selected herbs and sesame oil, and wrapping them up nicely inside cloth compresses. This visit gives tourists great insights into traditional Thai medicine and ancient wisdom passed down through the generations.⁶⁷

Village example 3: Lamphun and its ‘Creative Festival’

Lamphun city is about one hour easy drive from Chiang Mai city and the place is in general not much interesting to tourists. But a small little vibrant province, offers much for a traveler to explore from beautiful temples to unusual crafts and food.

The aim was to launch Lamphun as a creative city and province where tourism would be developed around the creative arts and food culture using especially the main fruit products the “Longan” which is grown in abundance in Lamphun. The festival provided the media and travelers a glimpse into provincial typical cooking. Demonstrations of some of the various craftsmanship including educational aspects on how silk is made through a weaving process. Visitors get involved in to test their skills at weaving or just admire and purchase some of the nicely woven products.



Fig. 34 | The creative community of Ban Rim.



Fig. 33 | Creative Lamphun Festival.

Product:
Creative
Festival

Product:
Study tradi-
tional medicine

Product:
Production of
homemade
fertilizer

Product:
Learn all
around the
coconut

⁶⁷ <https://coordinationsupplyleaki.tumblr.com/post/143684366483/creative-tourism-in-thailand-an-introduction>

The project

The project started with a digital survey to search for the top creative villages in Thailand.

The Tourism Authority of Thailand (TAT) used Facebook as a platform where twenty outstanding candidates were chosen by inhabitants, locals, and participants with regional knowledge of different areas.

These 20 villages are excellent examples of creative tourism, and function as a pot of resource for the sourrounding villages.

⁶⁵

Fig. 32 | Working on homemade fertilizer.



Combinatorial ways of sustainable tourism

Upcoming forms of tourism of recent years brought more possibilities and changes in tourism and created new ways of the industry. Some examples are the following recent trends of approaches:

Experiential tourism

Experiential travel or tourism has been mentioned in publications since 1985, but has been discovered as a meaningful market trend much later. It describes traveling with a focus on experiencing a country, city, or place by connection to its culture, people, history, and food.⁶⁸

Business tourism

Through globalization and the potentials of traveling business, tourism is common. Next to leisure tourism it is different caused by time purposes and a different focus. Business tourism has much more effect on daily life activities after work and take mainly place in the city or in the close proximity.

Digital, tech tourism and smart tourism

Our moving society leads to new ways of tourism which travel due to their job or in general for their career. In recent years the term digital nomad has become more and more established through digitalization. These kinds of tourists need the basic supply on their spots with an extra good WIFI connection and working space. These spaces can be different and depending on the work, public spaces are enough. Gathering these digital nomads for settlement, a co-working space on the spots is a good marketing strategy and social hotspot. Focusing on sustainability, the positive effects of digital nomads is firstly their minimum impact, because in general they need a good and stable internet connection. So actually there is the possibility to work from everywhere with this connection.⁶⁹

Volunteer tourism

Volunteer tourism started already around 1960, where US Peace Corps was founded, which was one of the first large scale voluntary sending organization. It arose of the general believe to modernize less modern developed countries. Largely in Western countries the phenomenon of volunteers to aid those less fortunate than themselves is growing.

Volunteer tourism is generally defined as tourists who are involved in aiding or alleviating the material poverty of some groups. It gets usually promoted as a form of a more sustainable approach to travel and an elegant way to assimilate into local cultures.

Nowadays it also gets some more criticism because it undermines local labor and forces the local communities to unwillingly adopt Western cultures.⁷⁰

Educational Tourism

The focus of educational tourism lies in the teaching and learning of knowledge and enhancing the competence outside of the more classical classroom environment. It describes a way that tourists can apply skills outside there comforts zone and learn more about local culture⁷¹ or the environment.

This tourism approach can be used as a tool to complement learning. It is nowadays used also in schools where it tries to promote cultural enrichment. Also, the number of students who enroll in

⁶⁸ What is experiential tourism. <https://www.betweenlakeandhighplace.ca/what-is-experiential-tourism/> (retrieved on 28.01.2020)

⁶⁹ <https://theculturetrip.com/north-america/usa/articles/five-destinations-on-the-cultural-horizon-for-tech-and-entrepreneurship-for-2019/> (retrieved on 29.01.2020)

⁷⁰ <https://theconversation.com/volunteer-tourism-whats-wrong-with-it-and-how-it-can-be-changed-86701> (retrieved on 29.01.2020)

⁷¹ <https://curacaochronicle.com/tourism/educational-tourism-a-new-opportunity-for-the-industry/> (retrieved on 29.01.2020)

⁷² www.zukunftsinstitut.de/artikel/tourismus/leisure-travel-tourismus-der-zukunft/ (retrieved on 27.02.2020)

⁷³ THE ECOLOGICAL AND SOCIAL POWER OF SLOW TOURISM FOR SENSITIVE YET PROFITABLE ENVIRONMENTAL SUSTAINABILITY: INTERNATIONAL INSIGHTS FOR AIRLINE AND BUSINESS TRAVEL FROM INTERCULTURAL STUDENT AND SPIRITUAL STAKEHOLDERS. Dr. Konrad Gunesch. 2017.

⁷⁴ 5th European Conference on Sustainable Urban Mobility Plans 2018 | NICOSIA, CYPRUS. Addressing islands and tourism-related mobility Sustainable mobility for sustainable tourism: best practices from InnovaSUMP project. Nicola Scanferla Mobility Manager for Ravenna Municipality

institutions of higher education for example university outside their countries of origin is rising steadily since 1999.⁷¹

Trends in mobility

Tourism Flows - Mobility for leisure

The mobility of tourism is important since it is perceived differently by tourists than usual business or everyday life mobility. Often the distances are much higher and even sometimes involve intercontinental travel. Therefore it has to be planned and managed differently. Nowadays some trends have evolved in those areas on of those trends is slow travel.⁷²

Slow Travel or slow region

In the past, the tourism industry has developed its structures of mobility for speed and efficiency. Slow Travel is now establishing itself as a successful new form of adventure travel. The term slow travel describes a way reassessment of experiences. Traveling according to the ‚slow travel‘ meaning are slowly and attentively under the aspect „less is more“ and organizes the leisure time different and does not strive for action and adrenalin. It describes a way of moving and visiting new cultures and connecting, exploring them without stress.⁷³

It usually describes a way of moving around without a car or plane and mostly overland distances can be done using sustainable ways like bicycles, trains, canoe, and kayak. Thereby it also can enable a more engaged style of travel with a more intense exploration of local sights. It supports the conscious relationship with the environment, local landscapes, and the cities. The slow travel movement is also associated with efforts to reduce the carbon footprint of travel in general. Some activities of slow movement can be stopping on local markets or practicing the local languages. Slow travelers give as much back to local communities as possible and usually traveling is seen as a valuable part of their vacation.⁷⁴

The following chapter describes two examples of modern mobility concepts in Portugal. An eco-trail around Dao with a focus on sustainable mobility and a new technically modern mobility concept in Porto city.

2.9.5. Portugal: new ways of moving tourists

The projects
Eco-trails as well as new alternative ways of moving tourists are in Portugal a thriving business. Through the promotion of a 49km long scenic cyclist trail, the area became a model example for a slow region promotion.

Inside the city of Porto, two startups located in Porto called Veniam and Ceia try to improve shared mobility and autonomous vehicles, to better connect tourists and to reduce ways for similar routes.

Ecotrail Dao Portugal

The 49 km long trail which connects Santa Comba Dao to Viseu city is a unique bike lane and trail that is built from the old railway line. It crosses the Dao river and its tributary river Paiva. The trail is the longest in Portugal besides that it is actively contributing to sustainable tourism and conserving its natural environment.

Around the area, there is the possibility to rent a bike to venture into the trail, but it also can be visited by foot. The eco-trail passes cork oaks, chestnut trees, and vineyards as well as train stations. The Ecotrail is articulated with other tourism products to develop and promote sustainable tourism along the way. The requalifying of the territory and the involvement of the whole area shows an interesting example of how to obtain sustainable tourism by allowing tourists to explore the whole territory and also providing the local people to be involved by providing tours, sleeping offers, and catering around the trail.^{75, 76}

Intelligent mobility in Porto city

Another interesting but much more technically modern way of mobility can be found in Porto. By connecting thousands of vehicles through exchanging data, the overall transportation of people can be improved.

The new infrastructure is not only as an improved way of transportation, but also as a way of gathering data about the city to also analyze how to lower pollution, noise, and a way to transfer the places around Porto into smarter locations. The users of the modern systems and platforms can measure their own pollution and make smarter choices about their own mobility.

Linking mobility needs to the economy can establish an alternative way on private transportation. One of the explorations the startups made is to offer the users in public transit good free WiFi to attract more people to use public transport. Such connected systems can not only improve transportation in a project they also managed to improve the garbage collection of the city. Using modern connected technologies, the public garbage trucks could signal garbage cans when a container was full by using a sensor. Which reduced the overall gas consumption of the Portos waste system.⁷⁷



Fig. 35 | Eco-trail Dao in Portugal.



Fig. 36 | Old train station on the eco-trail in Dao.



Fig. 37 | Intelligent mobility in Porto.

⁷⁵ <http://greenstays.pt/descendo-a-ecopista-do-dao/?lang=en> (retrieved on 01.15.2020)

⁷⁶ <https://www.interregeurope.eu/policylearning/good-practices/item/1111/ecotrails-in-portugal-the-case-of-ecotrail-of-dao-ecopista-do-dao/> (retrieved on 01.15.2020)

⁷⁷ <https://veniam.com/its-not-just-an-autonomous-vehicle-revolution-its-a-connected-vehicle-revolution/> (retrieved on 01.15.2020)

Interim summary - First indicators for sustainable tourism

Conclusions on Theory

Especially mass tourism projects can bring economic benefit to a country. Sustainable and integrated planning approaches need high involvement of the region's facilities while preserving the region's heritage. Sustainable & integrated tourism is a holistic concept which considers many facets of planning.

The tourist sector in Vietnam is growing steadily every year. It's one of the most important economic factors which, when used and managed correctly, can increase the overall wealth and the standard of living. A sustainable and integrated approach cannot just rely on profits and has to involve the whole local communities, as well participation of tourists into the processes. People have to get educated so that they know what tourists are looking for. There are many different styles of tourism that have different special needs. In modern tourism planning, all these must be addressed and served.

A repertoire of possible indicators & resulting focus fields

With the help of the theoretical fundament and international examples of sustainable tourism, the following chart presents a compilation of initial indicators for tourism.

As a result, 4 focus areas were identified which are relevant for the analysis and the later work in connection with sustainable planning. Especially in the field of mobility and transportation as well as general connections, regions can build a fundament for sustainable tourism flows.

Natural conditions are an important building block especially for rural areas, as they can attract tourists and at the same time protect the environment in a sustainable manner. Especially eco-tourism is a great chance for places to bring tourists into the region without harming.

With the focus field of local identity as well as cultural preservation, the social aspect of sustainability is involved. Community tourism and creative ideas, in involving tourists in daily life, help to develop the inhabitants of a village and open them to new perspectives in life.

Last but not least, the focus field of specific land uses and economic issues is a great opportunity to integrate economic systems with innovative tourism ideas and help to mitigate the impacts of these areas.

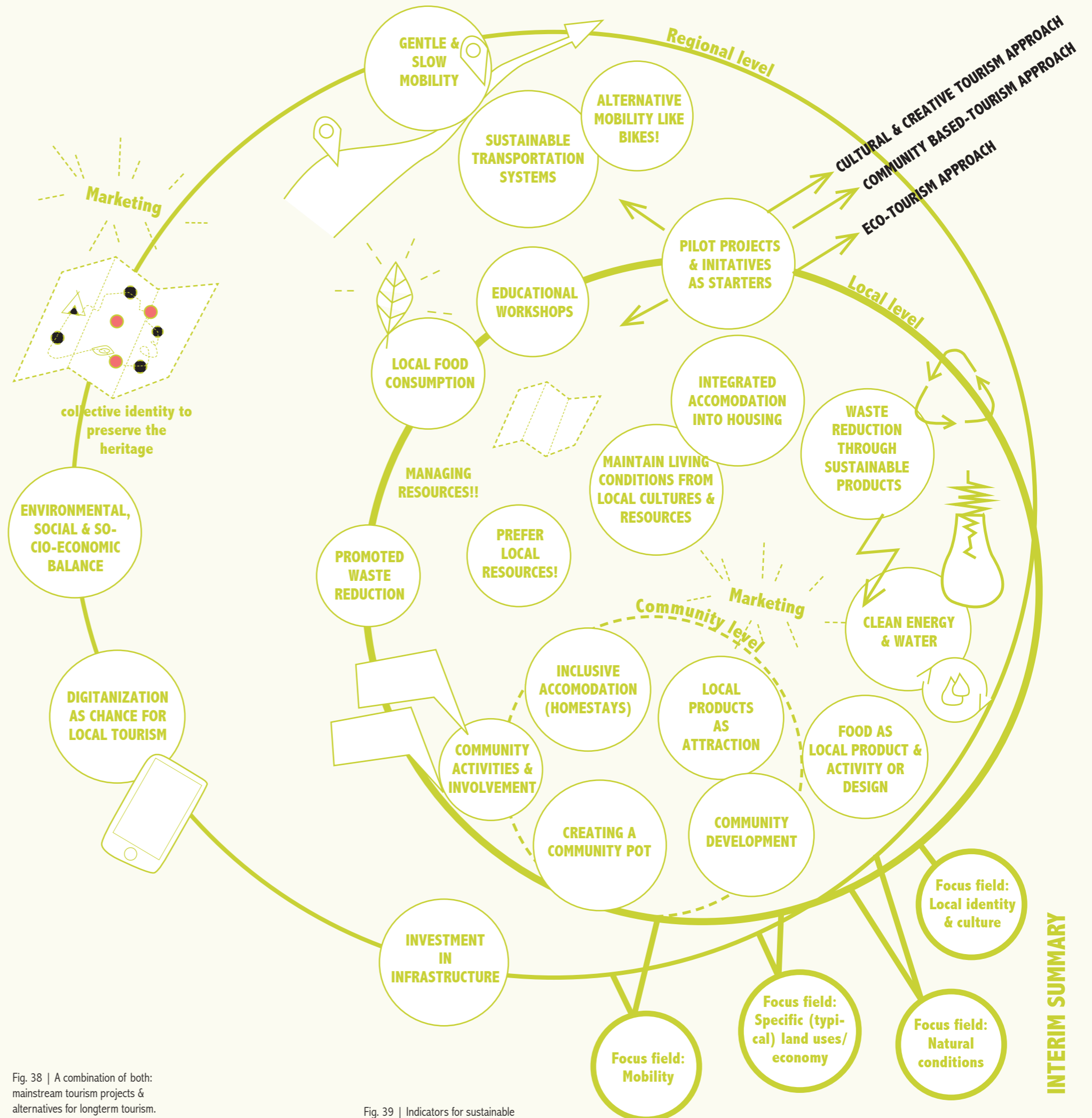
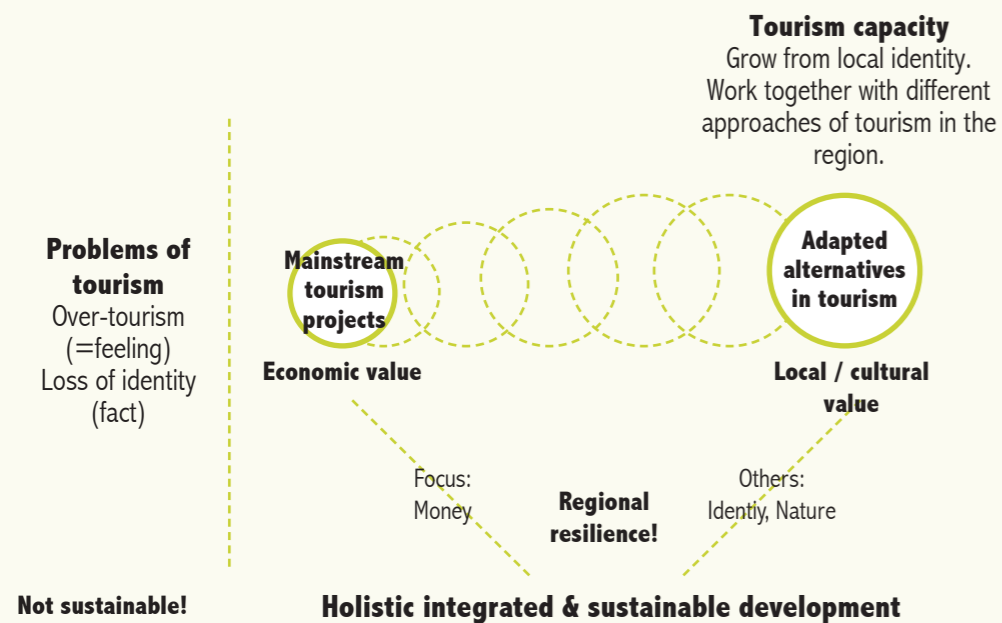


Fig. 38 | A combination of both: mainstream tourism projects & alternatives for longterm tourism. (own)

Fig. 39 | Indicators for sustainable & integrated tourism planning. (own)

The location in Vietnam

The case provinces Da Nang and Quang Nam are located in Central Vietnam. The Central Coast borders on the northbound of the provinces, the Central Highlands in the south. The South China Sea faces the two provinces from the east. The Laotian border lies directly to Quang Nam in west direction.

Spatial analysis

The spatial analysis is an important tool for a successful implementation of concepts. In the field of sustainable & integrated planning, it takes the social, ecological, and socio-economic issues into account as well as the localities of Quang Nam and Da Nang provinces.

While tourism is a multi-layered topic and connected to many different structures from natural facilities, mobility, or housing, the analysis is divided. After a short introduction to the case region, the first parts will show the regional fabric in maps and descriptions.

This step is a crucial pre-work to open the focus to as many aspects as possible to draw attention to future cross-connections.

In a further step, the analysis of the touristic region follows. The main part is the analysis of the main tourist hotspots in Quang Nam and Da Nang and its different forms and locations of the existing tourism. The work is presented through maps of the facilities as well as texts.

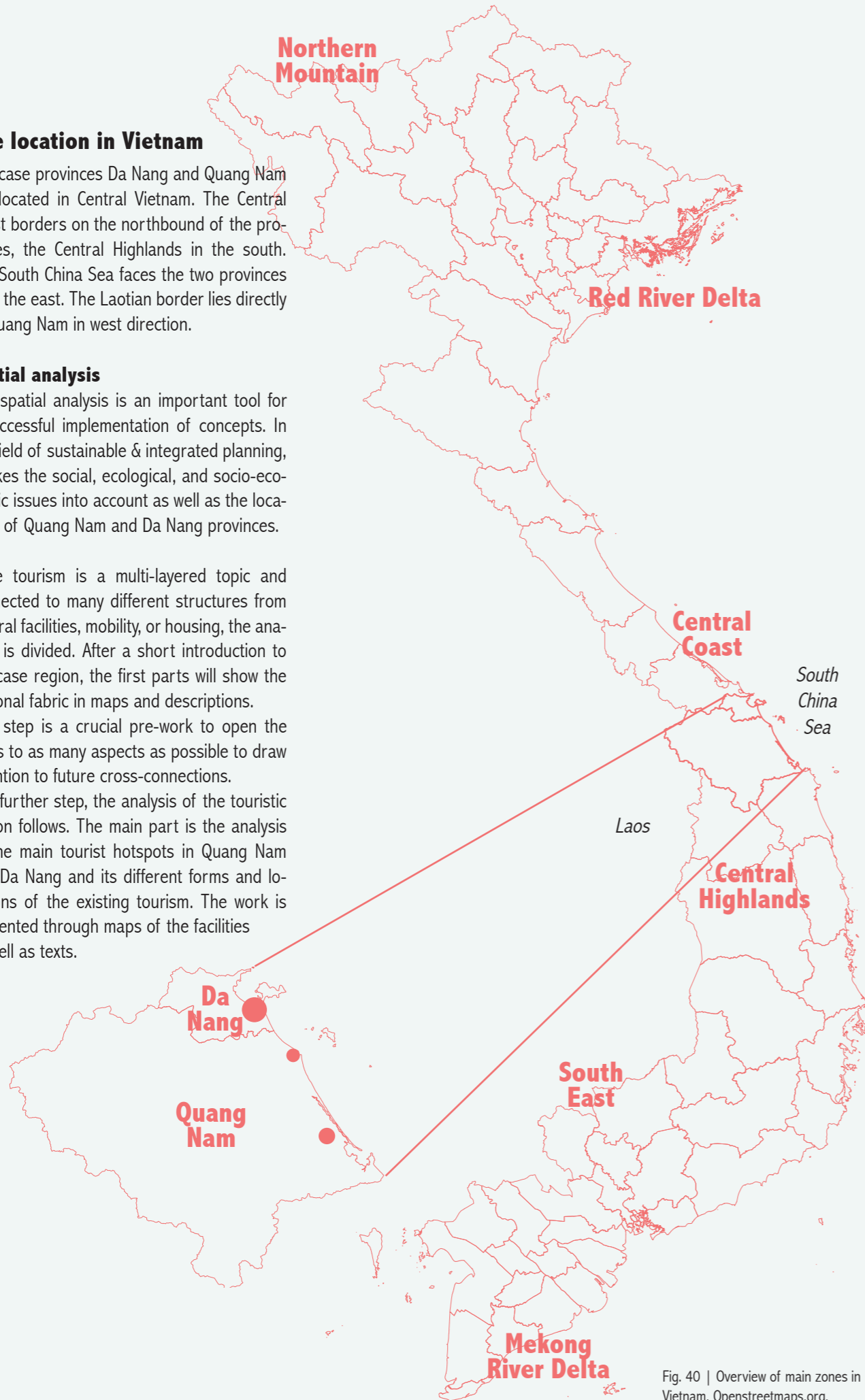


Fig. 40 | Overview of main zones in Vietnam. Openstreetmaps.org.

3.1 Analysis of regional fabric

The following chapters contain the analysis of the general regional fabric of the case area Quang Nam and Da Nang. It includes the crucial analysis of the built-up structure, demographic issues, natural spaces, general networks, and the most important land uses of the region.

3.1.1. Da Nang & Quang Nam provinces

Before tourism started - A brief history of the case provinces

Hoi An was a busy center of the south in the 16th century, while Da Nang was a small port for goods in transit and ship repair. In the early 18th century the roles changed. Da Nang became a large commercial port for shipbuilding to the fact, that Da Nang Bay offered the ideal depth of the ocean for deep draught vessels. Due restrictions for other ports in the 19th century, when ships were not allowed entering similar ports, Da Nang's port became the largest commercial port in the region. This brought economic prosperity for small-scale industries in the fields of agricultural, forestry and fishery products, and trade. After that, French colonists separated the two provinces of Quang Nam and Da Nang and renamed the city into Tourane in 1889, when the city was under the Indochina control.⁷⁸

The city of Da Nang (Tourane at that time) was planned in a European urban planning approach in the early 20th century, focusing on social infrastructure and manufacturing technology. Also, agriculture production and other small industries and export products like tea, food, beverages, ice, alcohol, fish sauce, and dried fish flourished in the trading center as well as shipbuilding services.

In 1965 the Americans landed and built up a military complex and the city became a political, military, and cultural center of the 1st and 2nd tactical zones. This led to infrastructural investments such as airports, ports,

warehouses, roads, public works, communication stations and banks. Industrial zones produced oxygen, acetylene and detergent production, grind, and textiles industry next to handicraft work.

As a consequence of the war, productions came to stillstand, and especially the rural population was forced to leave their homes into refugee camps.

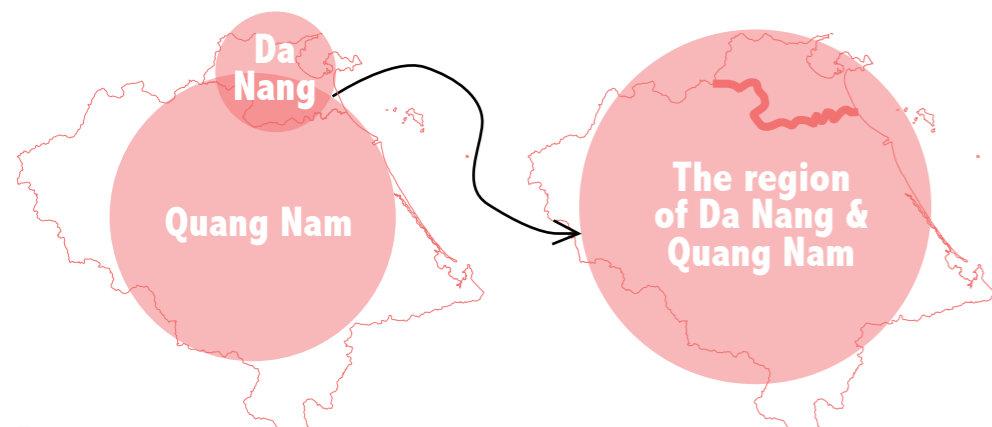
Separation of Quang Nam & Da Nang

After gaining independence in 1975, Da Nang was temporarily under the association of Quang-Nam-Da Nang province. The area slowly overcame the consequences of the war, which took until the renovation in 1986. Then in 1996, the parts were again completely separated into Quang Nam province and Da Nang city which is since then a municipality with the force of central control and responsibility to the central government.⁷⁸

Disregard the administrative border for touristic development

To create a sustainable region with the tool of tourism, the border remains as an administrative one, but it does not influence the conceptual work. The idea is to develop a cross-border approach to achieve the best results in linking the region as a whole, with the emphasis on the integration of the main structures among themselves.

The following maps include the border for a better orientation inside the region and to facilitate descriptions.



⁷⁸ Da Nang Government. 2020. danang.gov.vn/web/en/detail?id=26031&_c=16407111 (retrieved on 20.03.2020)

Fig. 41 | The provinces Da Nang and Quang Nam as region. (own)



Fig. 42 | Da Nang city today. (www.hotelscombined.com.au/Place/Da_Nang.htm)



Fig. 43 | Da Nang in 1966. (www.history.navy.mil/our-collections/photography/numerical-list-of-images/. Naval History and Heritage Command nhhc-series/nh-series/NH-74000/NH-74475.html)

Fig. 44 | Hoi An: the ancient important port city. (https://hidden-hoian.com/)



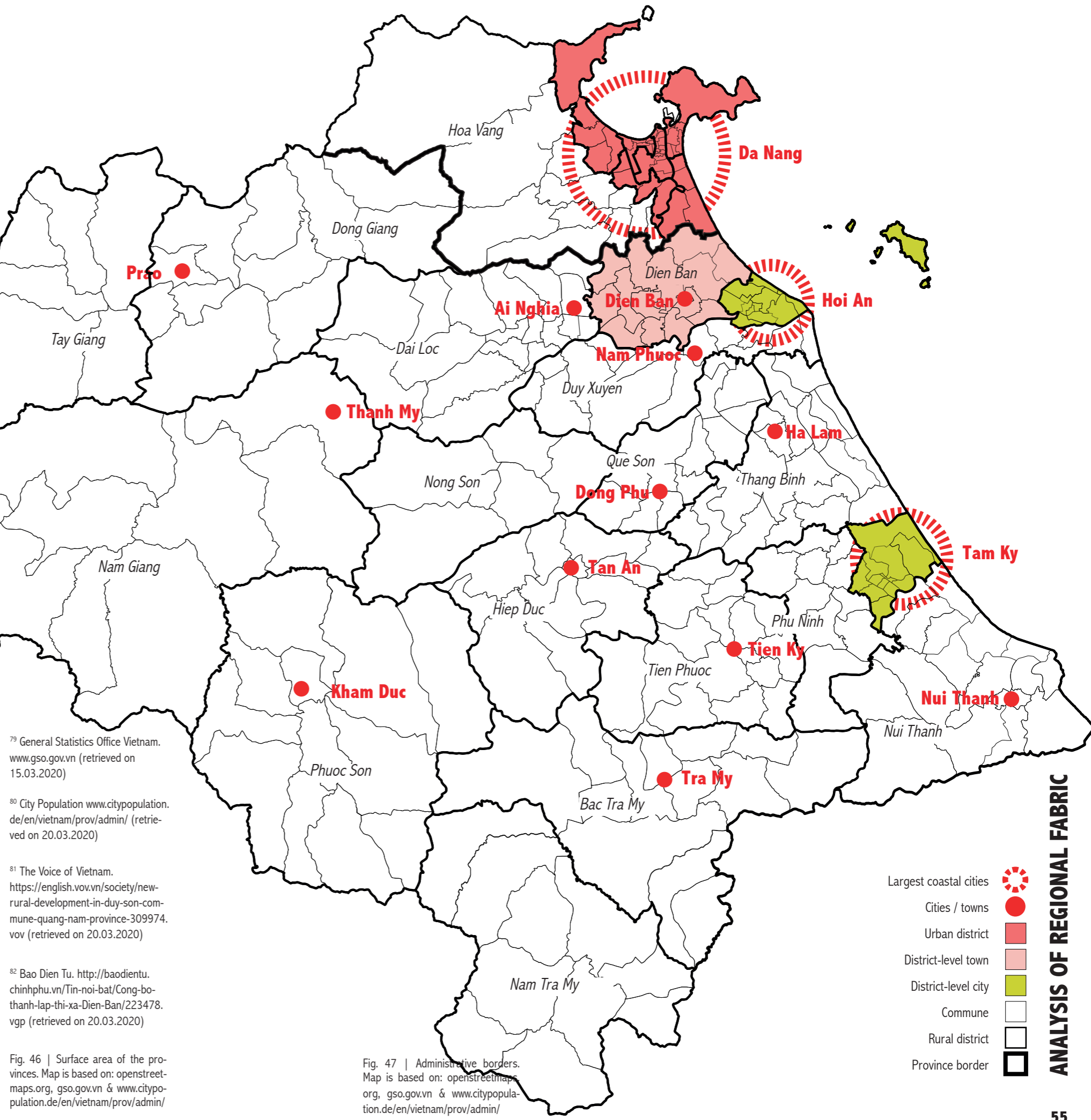
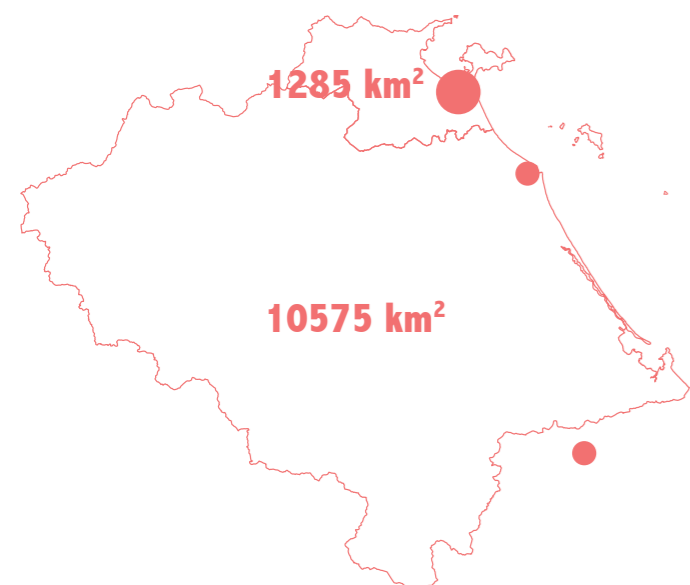
Fig. 45 | Hoi An ancient town today. (own)

3.1.2. Administrative borders - districts of the provinces

The major city of the whole region is the city of Da Nang.⁷⁹ With the status of a municipality, the province has a surface area of 1285 km².⁸⁰ The Da Nang province consists in total of 11 districts, where 6 are urban and 2 count as rural. The district Hoa Vang was recognized as a rural district in 2015, to achieve new rural development.⁸¹ The parcel islands are the 2nd rural district and located in the South China Sea. Due to their remote location, they are not included in the maps and are left out in the further analysis. There are 11 communes in Da Nang province, but none so-called 'town districts'. Therefore the urban districts count 45 wards, which are small division of the city districts. Inside the main city structure, the wards have in general a smaller surface area than in the suburban areas.

The province Quang Nam has a surface area of 10.575 km² and is compared to the Da Nang municipality eight times the size.⁸⁰ The province offers two main cities which are the touristic hotspot Hoi An and the capital city Tam Ky. The cities are divided into city-level districts and not in wards like it is in Da Nang. Dien Ban district, located north of Hoi An, was appointed as a city in 2015 and has since then a status as district-level town⁸² and consists of 12 so-called 'town-level districts'. The largest area of Quang Nam is covered by the 15 rural districts. These are again divided into a total number of 207 communes (2018).⁷⁹

The rural districts in Quang Nam are much larger in their surface area compared to the urban and city districts. The rural districts of Quang Nam are Tay Giang, Nam Giang, Phuoc Son, Nam Tra My, Bac Tra My, Tien Phuoc, Phu Ninh, Thang Binh, Que Son, Nong Son, Duy Xuyen, Dai Loc and Dong Giang. The provincial cities in the very rural districts are called Prao, Thanh My, Kham Duc, and Tra My.



⁷⁹ General Statistics Office Vietnam. www.gso.gov.vn (retrieved on 15.03.2020)

⁸⁰ City Population www.citypopulation.de/en/vietnam/prov/admin/ (retrieved on 20.03.2020)

⁸¹ The Voice of Vietnam. <https://english.vov.vn/society/new-rural-development-in-duy-son-commune-quang-nam-province-309974.vov> (retrieved on 20.03.2020)

⁸² Bao Dien Tu. <http://baodientu.chinhphu.vn/Tin-noi-bat/Cong-bo-thanh-lap-thi-xa-Dien-Ban/223478.vgp> (retrieved on 20.03.2020)

Fig. 46 | Surface area of the provinces. Map is based on: openstreetmaps.org, [gso.gov.vn](http://www.gso.gov.vn) & www.citypopulation.de/en/vietnam/prov/admin/

Fig. 47 | Administrative borders. Map is based on: openstreetmaps.org, [gso.gov.vn](http://www.gso.gov.vn) & www.citypopulation.de/en/vietnam/prov/admin/

3.1.3. Communities & urban sprawl

Township communities & communities

The township communities are really important centers for the surrounding communities in Quang Nam. As a comparison to community administrations, wards are generally much smaller.

The difference between a township community and a basic community is mainly related to their industrialization rate. Communities are dominated by the practice of agriculture (including farming, forestry, fishery, and so on), whereas township communities, or just townships, generally have a more diversified economic base. The population density in townships is also higher than in communities. Other criteria, such as population (as opposed to density), revenue received from taxes, and land area are generally not taken into account. Townships often have higher budgets than communities, but many counter-examples exist.

Communities of the region

In the central plains and near the coast, the surface area of the communities is much smaller than in the interior of the country.

The township communities of Thanh My (206 km²), Kham Duc (31.7 km²), Prao (31.1 km²), Tra My (22.3 km²), Tien Ky (22.2 km²), Ai Nghia (16.7 km²), Nam Phuoc (14.8 km²), Dong Phu (13.3 km²), Ha Lam (12.8 km²), Nui Thanh (10.3 km²) and Tan An (6.26 km²) have the status of a township.

Urban sprawl

The urban sprawl is visible along the axes of the QL A1 highway in the north-south direction. The central inland axis is the important Thu Bon River, which was in historical times, the central point of the Champa culture. It is noticeable that in the interior of the country the main development is reduced to the townships, which have little connection to the urban sprawl.

Da Nang city and Hoi An are still in a process of merging along the coastal zones, while there is much less sprawl along the coasts to Tam Ky in south direction.

The urbanization rate in Da Nang was in 2019 around 87,2% of the population living in urban areas, while only 12,8% live in rural areas. Quang Nam's urbanization rate is almost the other way round, while 74,6% of the population live in rural areas and 25,4 % in the urban areas along the coast.⁸³

⁸³ City population. 2019. <https://www.citypopulation.de/de/vietnam/prov/admin> (retrieved on 23.03.2020)

Fig. 48 | The main built up area along the river streams in relation to rural communities. Map is based on: [openstreetmaps.org](https://www.openstreetmaps.org)

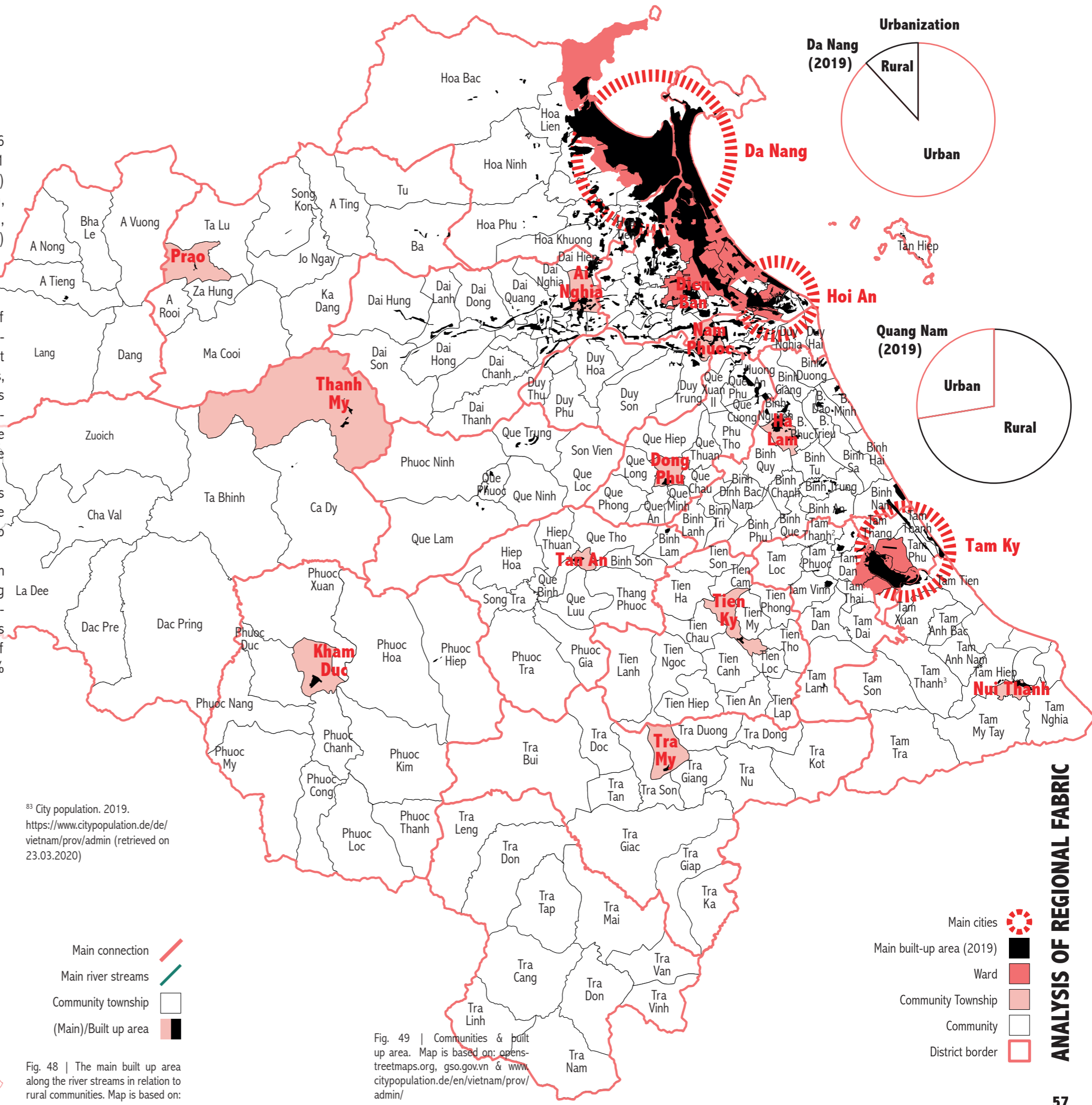


Fig. 49 | Communities & built up area. Map is based on: [openstreetmaps.org](https://www.openstreetmaps.org), [gso.gov.vn](https://www.gso.gov.vn) & www.citypopulation.de/en/vietnam/prov/admin/

3.1.4. City, town and village network

The largest cities are located along the coast. Da Nang is the largest among them with around 1.4 million people living in the metropolis. The city has a strong growth rate inside the two provinces.⁸⁴

Hoi An is the second coastal city and located in Quang Nam. The small city, has only a population of 90.000⁸⁵, but is very popular among tourists for its ancient town buildings. Tam Ky is the capital city, political and educational hub of Quang Nam province, with about 110.700 people living in the city. Tam Ky city is located about 12 km away from the coast, while Da Nang is located right at the coast.

Direct physical connections

Fig. 50 shows the network among the cities and provincial towns on the mainland. The largest cities Da Nang, Hoi An and Tam Ky are directly connected. The inland connection between Da Nang and Tam Ky leads through the cities of Dien Ban, Nam Phuoc and Ha Lam. The network between Kham Duc to one of the major cities Da Nang, Hoi An or Tam Ky leads at least through 2 provincial towns, so the city is compared to the other ones, the most remotest in the cities network.

The network is much tighter on the coast than in the hinterland. In the rural areas, there is a kind of pearl necklace of the provincial towns Prao, Thanh My and Kham Duc leading from north to south outside the region.

There are numerous very small villages in the region. Some only consist of a few houses. Therefore not all of the villages are included in the work.

Most of the small villages are directly connected to the main street network, especially between the coastal and central area. In the hinterland there are often small villages, only connected by rudimentary roads and byways, mostly along rivers and in valleys.

⁸⁴ World population review. <https://worldpopulationreview.com/world-cities/da-nang-population/> (retrieved on 23.03.2020)

⁸⁵ Quang Nam Provincial Department of Statistics. 2011

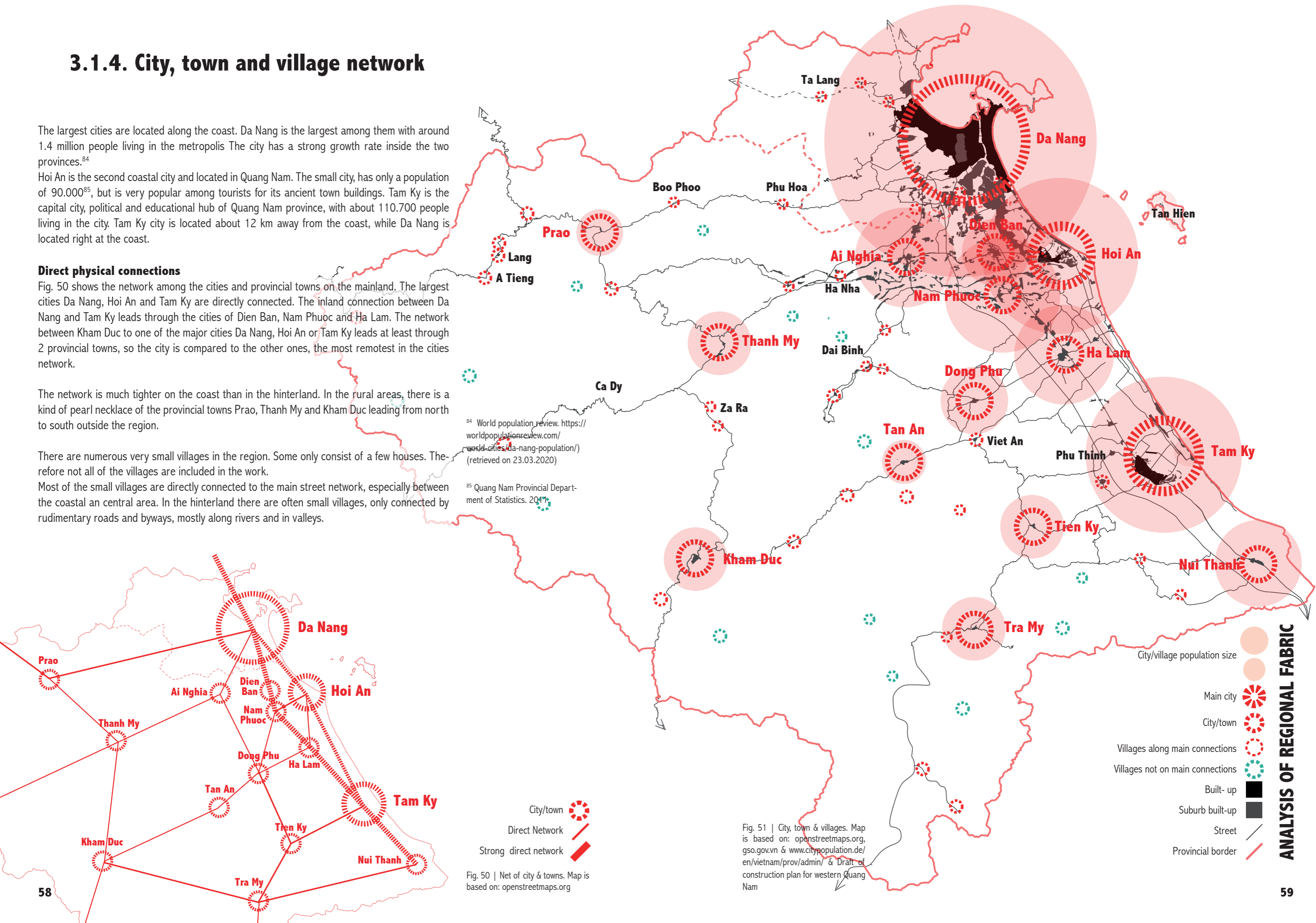


Fig. 50 | Net of city & towns. Map is based on: openstreetmaps.org

Fig. 51 | City, town & villages. Map is based on: openstreetmaps.org, gso.gov.vn & www.citypopulation.de/en/vietnam/prov/admin/ & Draft of construction plan for western Quang Nam

City/village population size

- Large red circle
- Medium red circle
- Small red circle

Main city

- Red circle with radial lines

City/town

- Red dashed circle

Villages along main connections

- Red dashed circle with green dots

Villages not on main connections

- Green dashed circle

Built-up

- Black square

Suburb built-up

- Dark grey square

Street

- Thin black line

Provincial border

- Red line

ANALYSIS OF REGIONAL FABRIC

3.1.5. Population density & growth

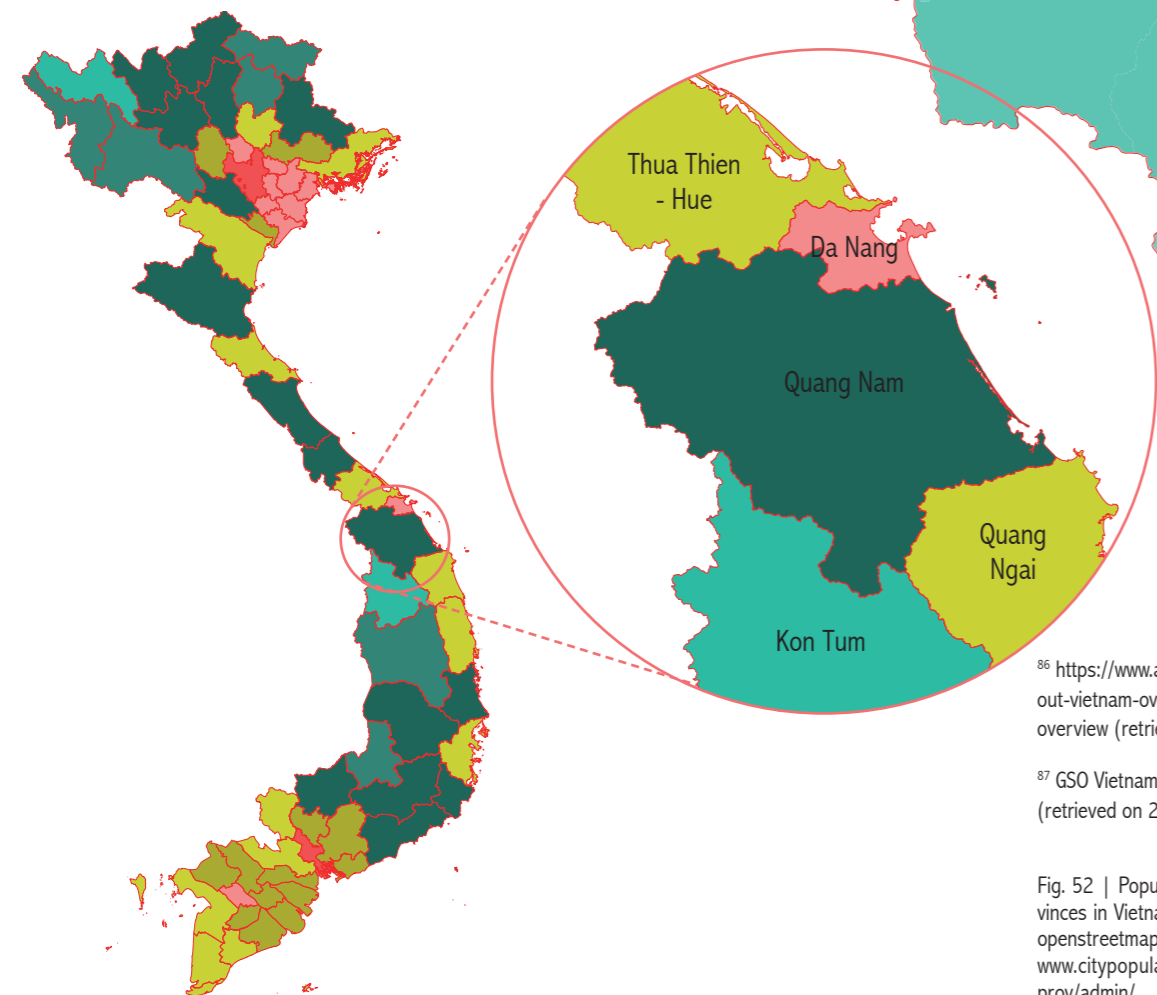
To correctly classify the region under consideration and to compare it with the two large cities Hanoi and Ho-Chi Minh, Fig.52 shows the population density of whole Vietnam. Da Nang and Quang Nam in central Vietnam have a much smaller population density in their surrounding provinces compared to Hanoi and Ho Chi Minh city. Quang Nam and Da Nang facing to the north and south the sparsely populated provinces Quang Ngai, Kon Tum and Thua Thien-Hue.

The Quang Nam province population density is 141.0 persons/km² and has, according to the population census, a population of more than 1.4 million people (2014).⁸⁶

In mountainous areas, the population density is sparse and can even fall below 4 people per square kilometre. The average population density of 6 mountainous districts including Dong Giang, Tay Giang, Nam Giang, Phuoc Son, Bac Tra My, and Nam Tra My is less than 20 people/km². The least populated district is Nam Giang with a density of 12 persons per square kilometer.⁸⁷

The population density of Tam Ky, Hoi An and Dien Ban is more than 1000 people/km².⁸⁷ Inside Da Nang the city center wards reach more than 10.000 inhabitants/squarekilometer.

In Da Nang, the population is a little bit younger. There live 3,7% less people over the age of 65 than in Quang Nam, while the children and young adults up to 14 count quiet similar. The fact, that the city of Da Nang generates more jobs, there are almost 5% more of 15-65 year old living in Da Nang municipality.



⁸⁶ <https://www.alotrip.com/about-vietnam-overview/quang-nam-overview> (retrieved on 23.03.2020)

⁸⁷ GSO Vietnam. 2017. gso.gov.vn (retrieved on 23.03.2020)

Fig. 52 | Population density of provinces in Vietnam. Map is based on: openstreetmaps.org, gso.gov.vn & www.citypopulation.de/en/vietnam/prov/admin/

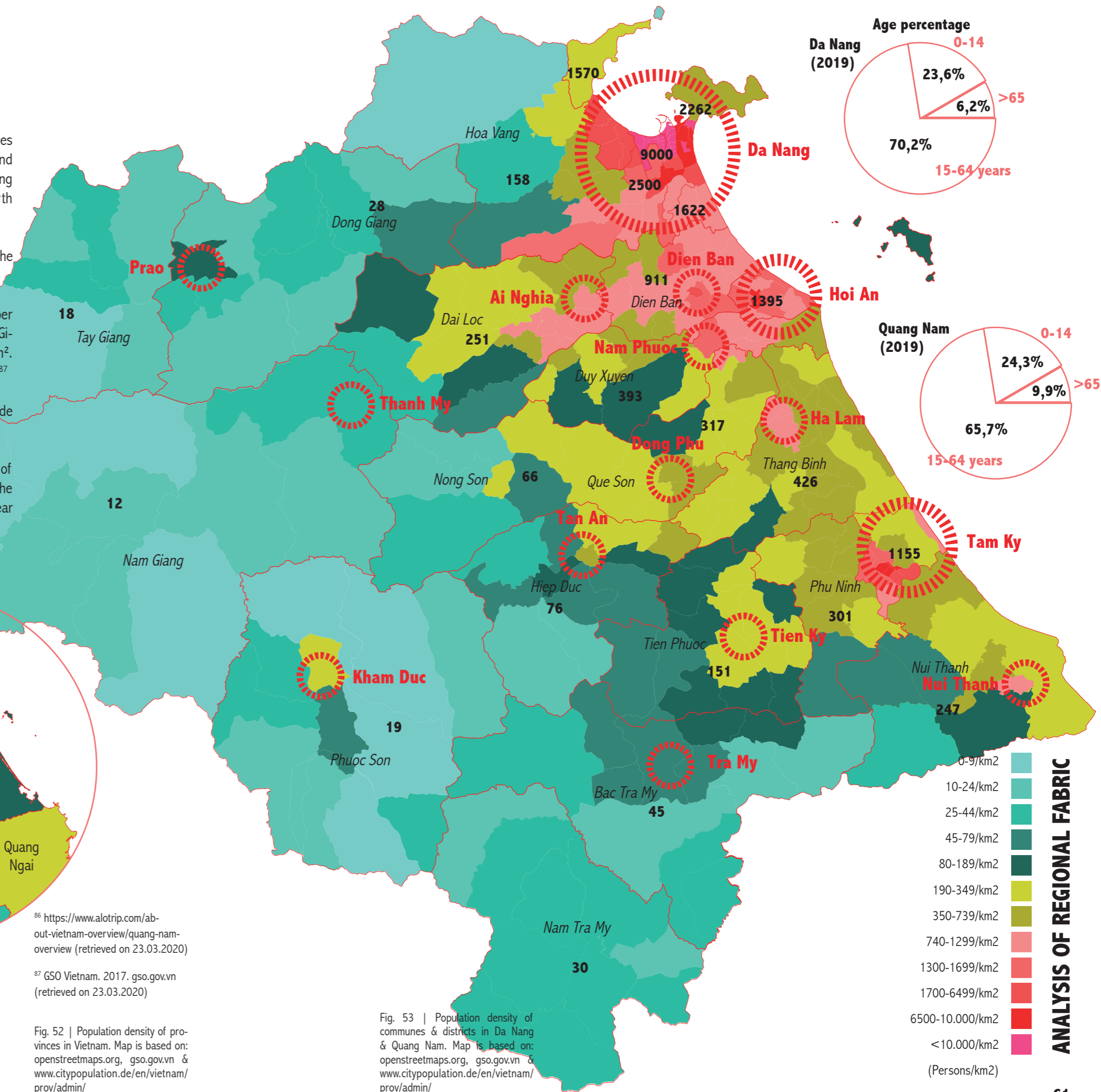


Fig. 53 | Population density of communes & districts in Da Nang & Quang Nam. Map is based on: openstreetmaps.org, gso.gov.vn & www.citypopulation.de/en/vietnam/prov/admin/

3.1.6. Poverty rates in %

Poverty from 1999 to 2009

The poverty rate in 1999 was especially in the rural districts reached more than 60% of the population who lived in poor conditions. Especially in the corner districts, Tay Giang and Nam Tra My, more than 90% of the population lived below the poverty line. In contrast the cities along the coast and central parts of the provinces had 'only' a maximum of 30% of poor people.⁸⁸ Ten years later the areas have slightly shifted into east direction. While the rural districts have improved, the central districts have deteriorated. This phenomenon is due to the exodus of the population from the surrounding areas into the city.

Poverty today

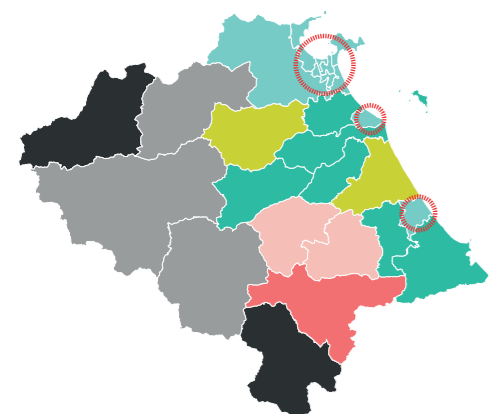
In the close surroundings of Da Nang and Hoi An, the poverty rate is around 20%. The lower poverty rates of the city slightly spread into the central parts of the region, and cause less decentralisation than in 2009. This phenomenon is related to the urban sprawl. In contrast, the commune Hoa Bac in the rural district of Hoa Vang is the poorest commune of the whole province of Quang Nam.

Since 2010, Quang Nam has seen a significant drop in its MPI (multidimensional poverty index) from 15.1 to 4.1.⁸⁹ However, there is still a big gap in poverty distribution, while the main rural districts still have around 60% of poor inhabitants. The city of Kham Duc is less affected by the poverty compared to its neighboring towns Than My, Prao and Tra My.⁸⁹

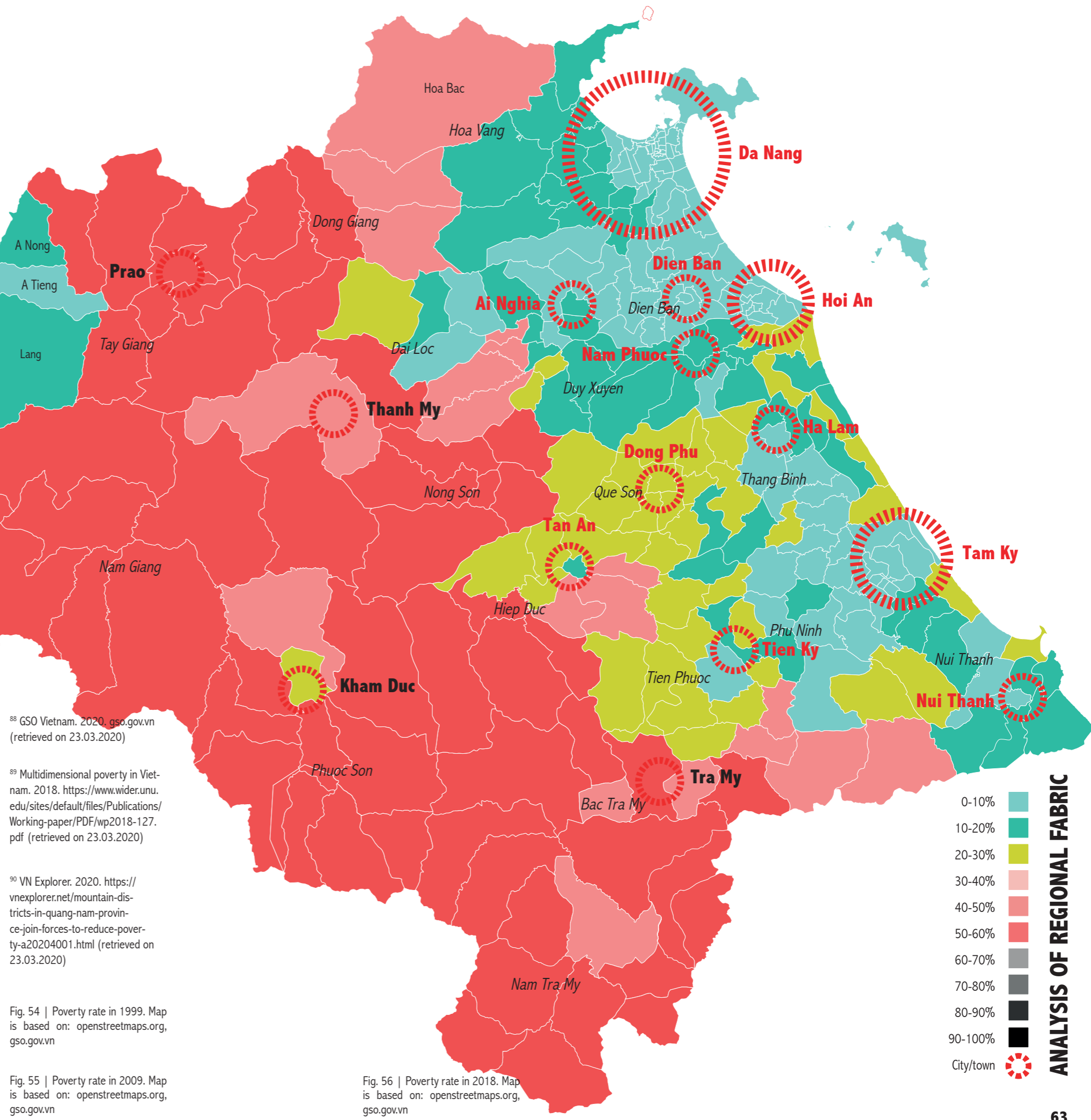
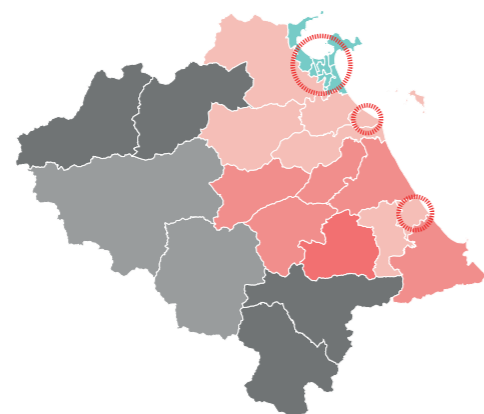
The mountainous districts in northwest Quang Nam province have a great potential for economic development, but still have a high poverty rate. The three districts of Tay Giang, Dong Giang, and Nam Giang already made a joint effort for economic development with a sustainable poverty reduction.⁹⁰

Leaders of Tay Giang, Dong Giang, and Nam Giang district have met once a year since 2017 to seek measures to escape poverty. They have recently created a project to connect their districts to develop tourism, big tree forests, and medicinal herbs.⁹⁰ Lang, A Tieng and A Nong, which are located along the Ho-Chi-Minh Road, started to introduce this kind of practice, and it is noticeable that especially these 3 communes stand out within the poor environment in Tay Giang district.

1999



2009



⁸⁸ GSO Vietnam. 2020. gso.gov.vn (retrieved on 23.03.2020)

⁸⁹ Multidimensional poverty in Vietnam. 2018. <https://www.wider.unu.edu/sites/default/files/Publications/Working-paper/PDF/wp2018-127.pdf> (retrieved on 23.03.2020)

⁹⁰ VN Explorer. 2020. <https://vnexplorer.net/mountain-districts-in-quang-nam-province-join-forces-to-reduce-poverty-a20204001.html> (retrieved on 23.03.2020)

Fig. 54 | Poverty rate in 1999. Map is based on: openstreetmaps.org, gso.gov.vn

Fig. 55 | Poverty rate in 2009. Map is based on: openstreetmaps.org, gso.gov.vn

Fig. 56 | Poverty rate in 2018. Map is based on: openstreetmaps.org, gso.gov.vn

- 0-10%
- 10-20%
- 20-30%
- 30-40%
- 40-50%
- 50-60%
- 60-70%
- 70-80%
- 80-90%
- 90-100%
- City/town

ANALYSIS OF REGIONAL FABRIC

3.1.7. Climate

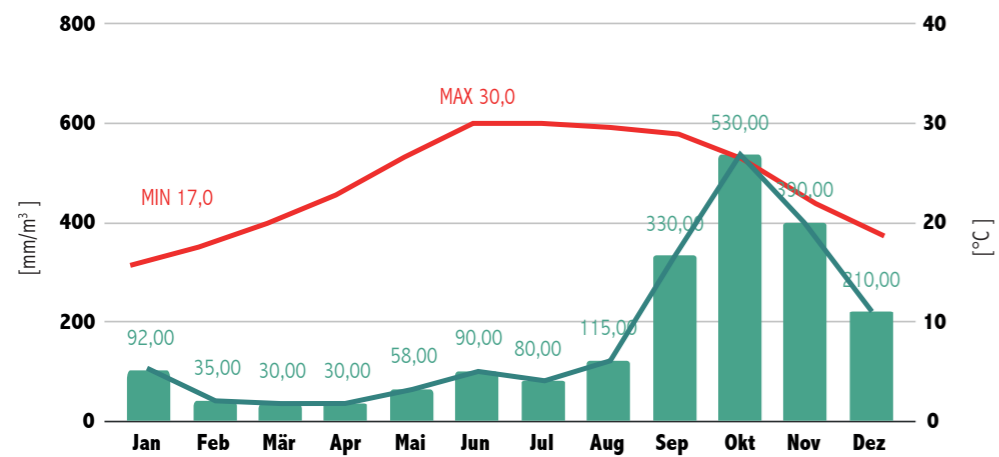
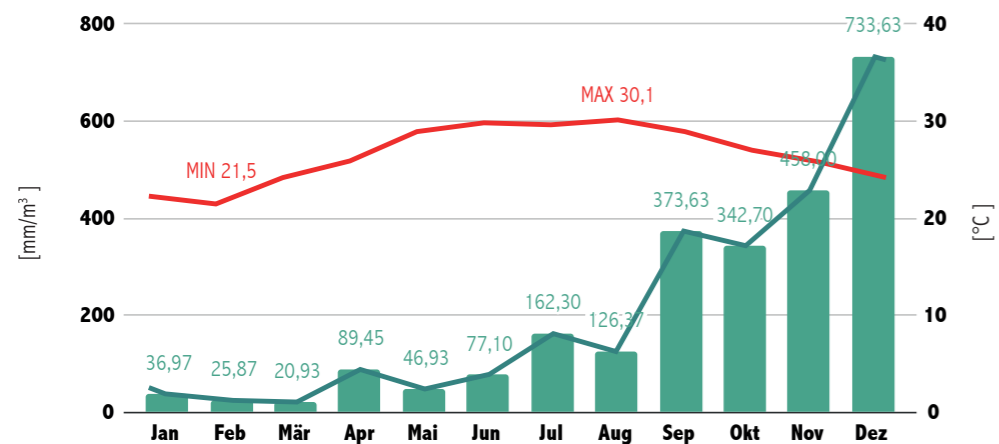
The climate of the main cities in Vietnam is quite diverse for each city in Vietnam. Ho-Chi Minh City has mainly tropical savannah climate and Hanoi is used to dry winter and hot summer. In the region of Quang Nam exists a minimum of northern climate influence in the region in the hinterland. This makes the area compared to Hanoi and Ho-Chi Minh quite diverse on a small stripe of Vietnam.⁹¹

Climate zones

The climate of Da Nang and Quang Nam is characteristic to its central location in Vietnam. According to the 'Köppen Geiger Climate Classification' the region belongs mainly in the tropical monsoon zone, due to the location on the coast.⁹¹

The cities along the coast are very humid with high temperatures and partly tropical influences. It is warm, up to hot, all around the year. The rainy season is from September to December, but the rain intensive months change a little between the end of October to December. After the rainy months starts the touristic season by international travellers due to lower temperatures up to February.

Along the border to Laos in Quang Nam, the temperatures are dry in the winter time and hot in summer. The best time in Prao for warm-weather activities is from early February to mid April. From April onwards, more clouds begin to form in the mountain regions. In October this phenomenon clears up again.⁹²



⁹¹ Climate classification. Köppen-Geiger. 1980-2016. (retrieved on 10.04.2020)

⁹² Weathers Park. <https://weatherspark.com/y/118173/Average-Weather-in-Prao-Vietnam-Year-Round>(retrieved on 10.04.2020)

Fig. 57 | Rainfall & Temperature at measuring station Da Nang. 2018 / Rainfall Average of years 2016-2018. Diagram is based on GSO Vietnam. 2019.

Fig. 58 | Hoi An. Diagram is based on: <https://de.climate-data.org/asienvietnam/quang-nam-province-850/> (retrieved on 02.01.2020)

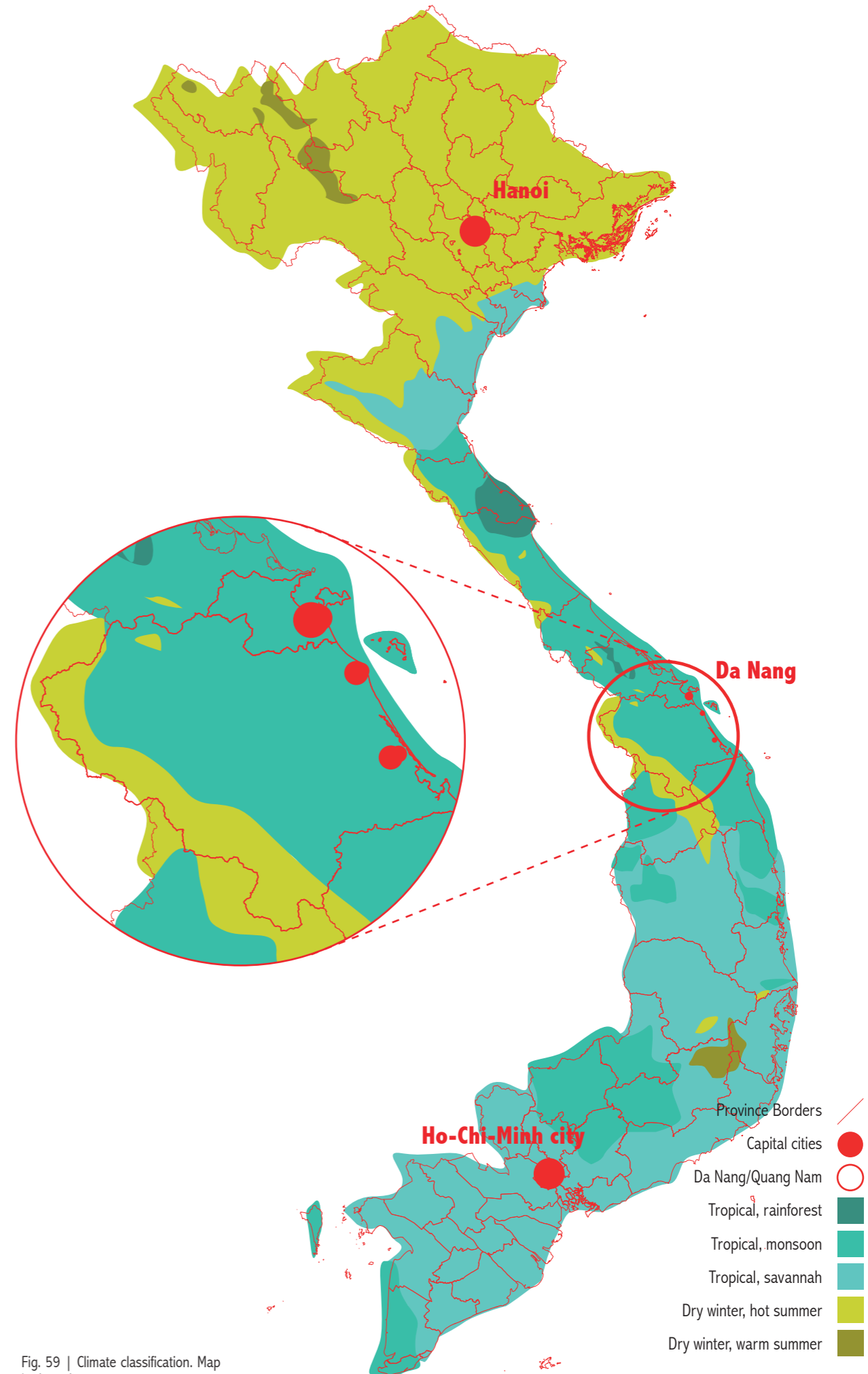


Fig. 59 | Climate classification. Map is based on: openstreetmaps.org, Köppen-Geiger 1980-2016.

3.1.8. Natural risks & problematics

Mainly natural risks

Floods & droughts

Droughts, mainly from April to September, highly affect agricultural fields, especially rice and vegetables.⁹³ Heavy rainfalls cause flashfloods, especially in the western mountain parts of Quang Nam.

Coastal and riverbank erosion

Quang Nam's 16km of coastline suffer from beach erosion, especially in Cua Dai commune, next to Hoi An. Da Nang is being stable (6km coastline).⁶⁰ Causes of coast erosion can have geological background, but also waves and currents aggravate the problem.

Tropical cyclones (storms)

Vietnam lies in the largest tropical cyclone formation zone in the world: the northwest pacific ocean. the storm period is in general from June to November. From July to October are the most frequent storms.

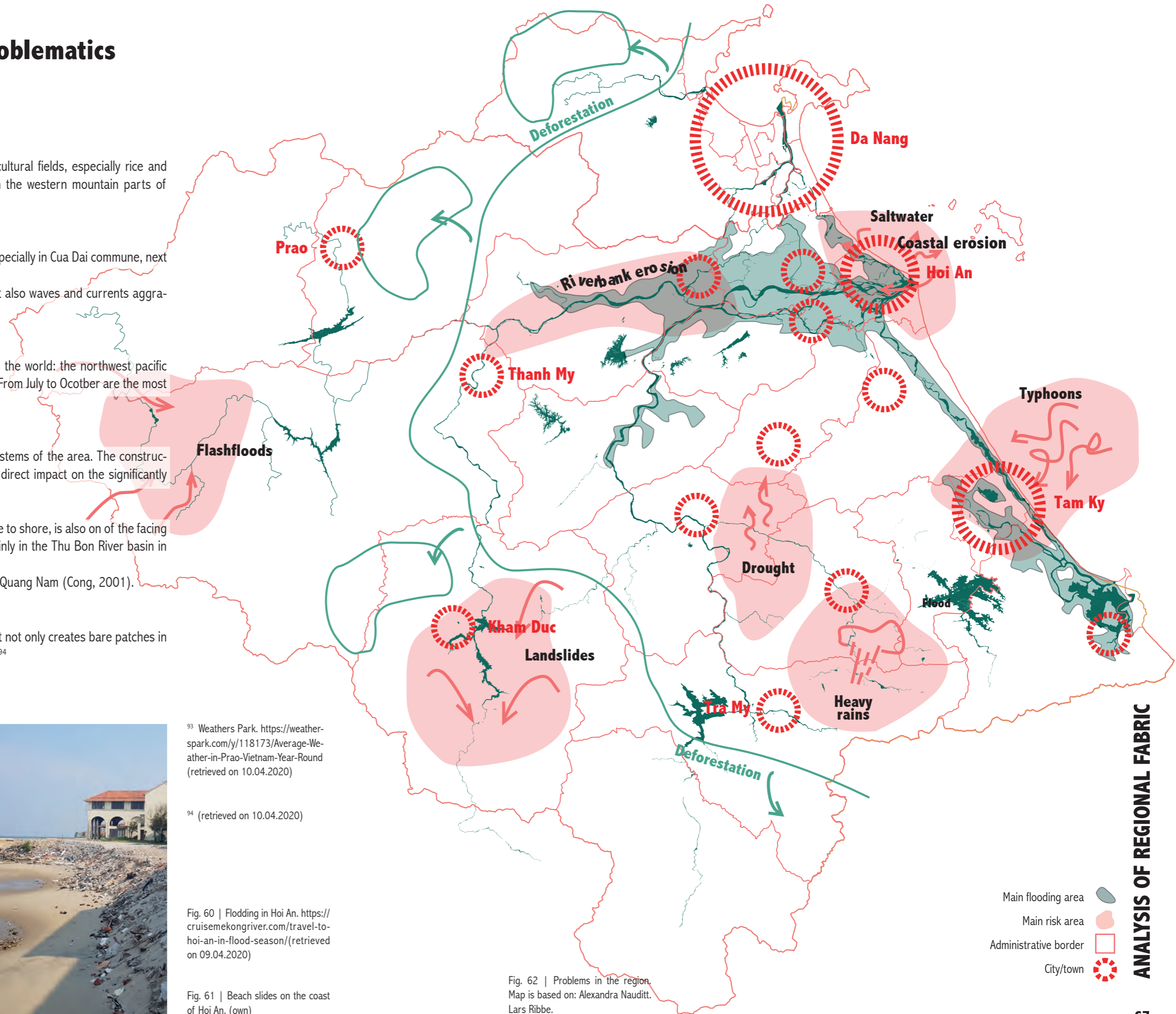
Anthropogen caused problems

The government built numerous embankments into the river systems of the area. The construction of mainly hydropower dams and water regulation has a direct impact on the significantly reducing sediment supply.

Mining, which causes exploitation of sand bars and banks close to shore, is also on of the facing problems. Companies dredge water canals and estauries, mainly in the Thu Bon River basin in the north of the Quang Nam province. Also mangroves have been destructed in Binh Phu, a part of Quang Nam (Cong, 2001).

Landslides & deforestations

In the mountainous forests, deforestation is a huge problem. It not only creates bare patches in the forest, but has massive effects on erosion and landslides.⁹⁴



⁹³ Weathers Park. <https://weather-spark.com/y/118173/Average-Weather-in-Prao-Vietnam-Year-Round> (retrieved on 10.04.2020)

⁹⁴ (retrieved on 10.04.2020)

Fig. 60 | Flooding in Hoi An. <https://cruisemekongriver.com/travel-to-hoi-an-in-flood-season/> (retrieved on 09.04.2020)

Fig. 61 | Beach slides on the coast of Hoi An. (own)

Fig. 62 | Problems in the region. Map is based on: Alexandra Nauditt. Lars Ribbe.



3.1.9. Road network & road density

The road network in the region is strongly north-south oriented. The road network in the area of the coastal cities is better connected than in the interior of the provinces.

Coastal Roads

Especially in Da Nang there is a coastal road network, mainly with 3 lanes in each direction, leading along the Bay of Da Nang and Da Nang Beach. There is a straight coastal connection to Hoi An crossing mainly hotel resorts along the beach side.

Highway & Expressway

The national highway QLA1 is also known as the trans-national highway or Trans-Vietnam. It starts on the border of China and ends in the south in Nam Can town in Vietnam. The road connects the 4 big cities Hanoi, Da Nang, Ho Chi Minh city and Can Thp.⁹⁵

At the same level as the Hai van pass, the highway QLA1 leads through a tunnel into the direction of Hué.

Parallel to the highway, between the cities of Da Nang and Quang Ngai, passes the expressway Thuy Loan–Dung (CT01) with a length of 130 kms. There are constructions on the extension of the expressway CT01 leading through the district of Hoa Vang (as of november 2019)⁹⁶ in the north of Da Nang.

Inland Roads

There are four national roads leading from the major cities of Da Nang, Hoi An and Tam Ky to the western bound. The QL14G connects the city of Prao and continues as QL14 north along the laotian border as Ho-Chi-Minh Road (QL14). The QL14 or AH17 (depending on the sources) is the main inland North-South connection of the region. The QL14B connects the township-community of Than My and changes there into 14D as straight connection to Laos.

⁹⁵ Vietnam Road Atlas Cartographic Publishing House. Vietnam. 2004.

⁹⁶ Da Nang City Government. 2014, Da Nang Transport Development Master Plan up to 2020 and Vision to 2030)

Fig. 63 | Road density. Chinh Luu. Jason Von Meding. A Flood Risk Assessment of Quang Nam, Vietnam Using Spatial Multicriteria Decision Analysis. 2018.

Fig. 64 | Main road network. Map is based on: openstreetmaps.org & <https://www.mdpi.com/2073-4441/10/4/461/htm> (retrieved on 20.04.2020)

Fig. 65 | ZOOM road network Da Nang city. (openstreetmaps.org)

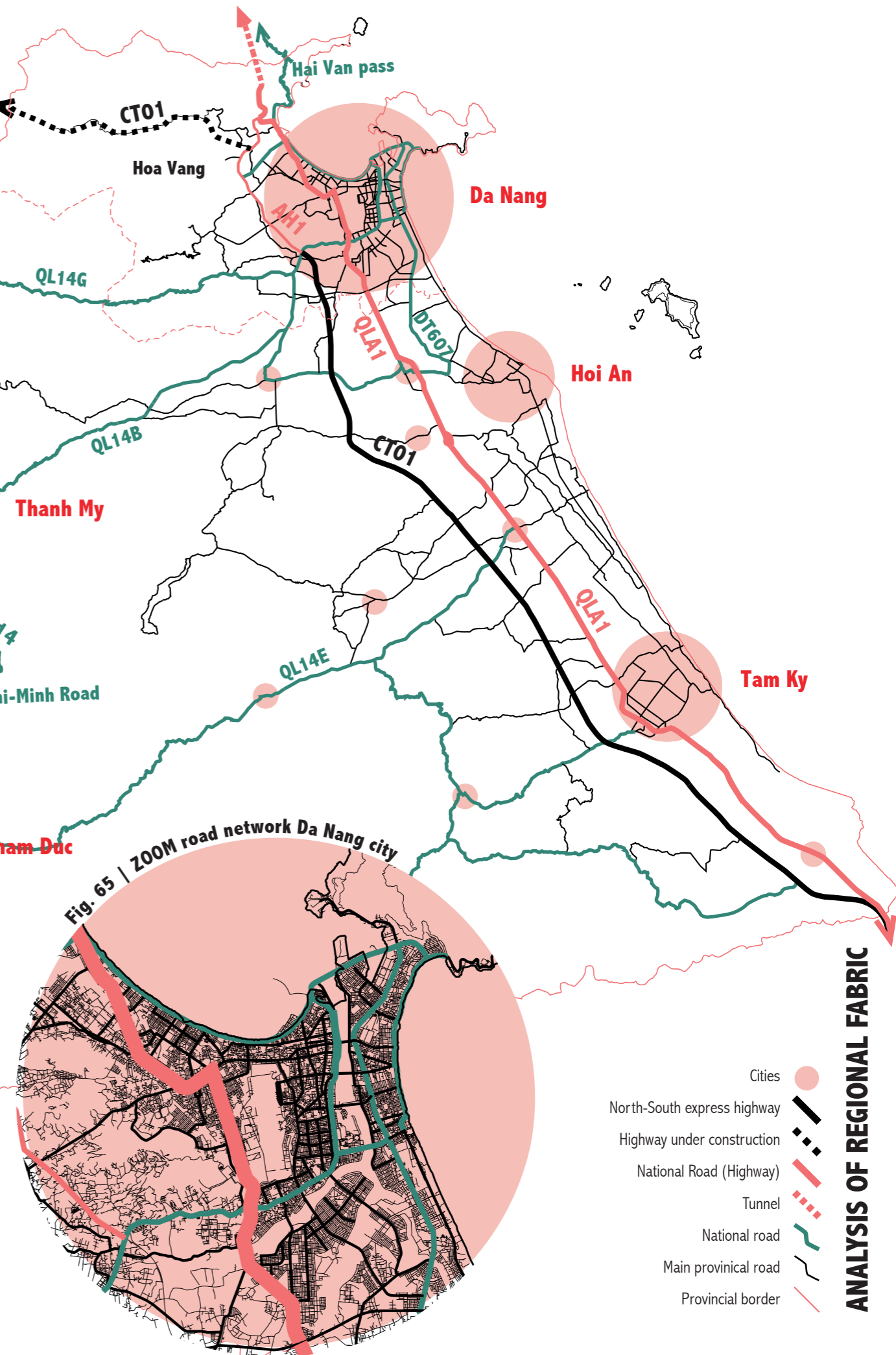
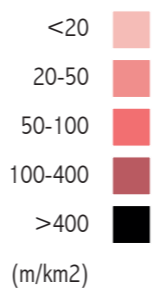




Fig. 65 | ZOOM road network Da Nang city

Fig. 66 | Street in the city center of Da Nang. (<https://e.vnexpress.net/news/news/da-nang-to-trial-public-bike-service-to-combat-traffic-jams-3943220.html>)



Fig. 67 | Hai Van pass tunnel on QLA1. (own)



Fig. 69 | ZOOM road network Hoi An

Fig. 68 | Cau Cua Dai bridge to Tam Ky. (www.google.com/maps/place)

Fig. 69 | Zoom road network Hoi An. Map is based on: openstreet-maps.org



Fig. 72 | ZOOM road network Tam Ky



Fig. 70 | Between Tam Ky & Tam Thanh beach village. (own)

Fig. 71 | Beach village Tam Thanh in Tam Ky. (own)

Fig. 72 | Zoom road network Tam Ky. Map is based on: openstreet-maps.org



3.1.10. Public transportation - Railway & busses

Railway

The provinces are part of the North-South Railway leading through Vietnam. A trip from Da Nang to Tam Ky takes about 1.15-1.45 hours. The railway station of Da Nang is in the north of the city. The station in Tam Ky is right in the west of the city. There are 5 stations in between. Hoi An is not included in the railway system. Public transport to Hoi An is only possible with a public bus.⁹⁷

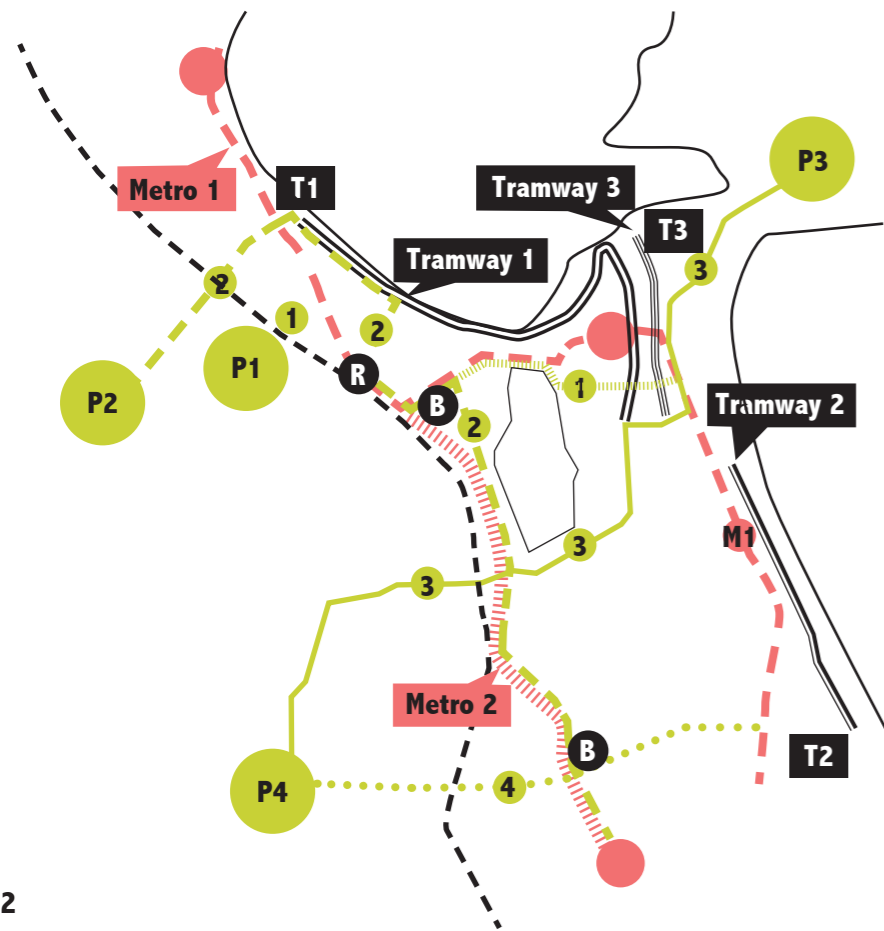
Bus system

Inside Da Nang there is a good city bus network. The main station for long bus tours is the Busterminal Ben Xe in Da Nang which is located in the west of Da Nang city. The bus terminal in Hoi An is directly connected to Da Nang with bus line 01. Line 03 connects Ai Nghia with Da Nang busterminal Ben Xe. Line 04 is the connection between Da Nang and Tam Ky. Line 06 is the connection to Duy Phu at the Thu Bon River.⁹⁸

There are many local busses, but the research is difficult, because there is little information. Also questioning locals living in Hoi An are not sure about local connections in the hinterland. In the hinterland, there are general more inter-regional suppliers for trans-national transportation. However, in general, the supply is inadequate in terms of connections to the coastal cities. Focusing on the region there are still more services on demand like omnibusses or taxis.

Public Transport Network Plan

Da Nang plans on urban rail metro lines and tramways by the year of 2030. The plannings include a BRT (Bus rapid transport) standard routes and urban bus routes. Parts of the constructions of the urban bus systems are ongoing. Now, there exist 11 bus routes in Da Nang.⁹⁹ Fig. 73 shows the plannings of the city.



- New railway station **R**
- Bus terminal (stays) **B**
- BRT lines **1**
- BRT terminals **P1**

Fig. 73 | Plannings of Metro and BRT System. Da Nang City Government, 2014, Da Nang Transport Development Master Plan up to 2020 and Vision to 2030.

⁹⁷ Vietnam Railway. <https://vietnam-railway.com.vn/vietnam-railway-map/> (retrieved on 29.01.2020)

⁹⁸ Da Nang Bus. <https://www.danangbus.vn/> (retrieved on 29.01.2020)

⁹⁹ Da Nang City Government, 2014, Da Nang Master Plan for Public Passenger Transport by Bus for 2013–2020 and Vision to 2030.

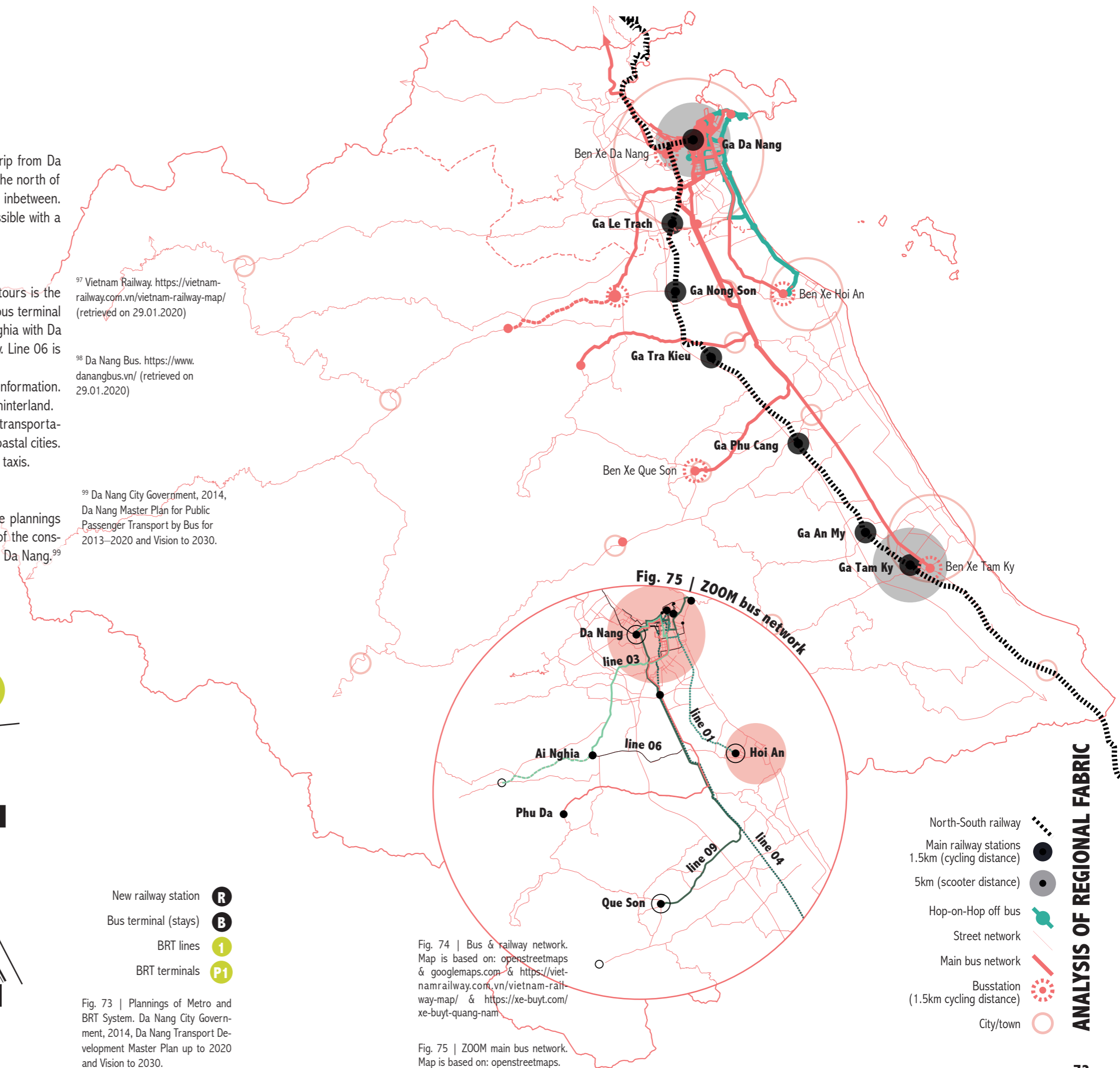


Fig. 74 | Bus & railway network. Map is based on: openstreetmaps & googlemaps.com & <https://vietnamrailway.com.vn/vietnam-railway-map/> & <https://xe-buyt.com/xe-buyt-quang-nam>

Fig. 75 | ZOOM main bus network. Map is based on: openstreetmaps.

- North-South railway
- Main railway stations 1.5km (cycling distance)
- 5km (scooter distance)
- Hop-on-Hop off bus
- Street network
- Main bus network
- Busstation (1.5km cycling distance)
- City/town

3.1.11. Public transportation - Air-/Seaports

Airports

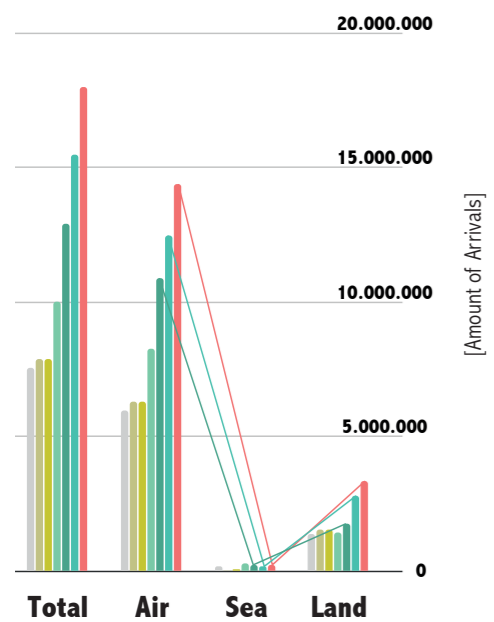
One of the main public transportation hubs is the Da Nang International Airport (DAD), located directly in the city center.¹⁰⁰

Currently there are 10 domestic flights to Da Nang (2019).¹⁰¹ The main connections are Hanoi or Ho-Chi-Minh city with more than 500 flights from each location every month. International direct flights are especially from its Asian neighbors Cambodia, Thailand, Malaysia, Singapore, Taiwan, China, South Korea, Japan, India and Qatar.

Within a 90-minute drive, the airport covers the entire coast and almost half of the area of the entire eastern and central region. Hoi An and the main agglomeration area of the region are reached within a 60 minutes drive. There are two alternative airports to Da Nang (DAD) within a range of 200 km, in Hue and Chu Lai (VCL). The Chu Lai airport is in Quang Nam but only offers flights inside Vietnam to Hanoi and Ho-Chi Minh city with only 4 airlines operating.¹⁰¹ For further work, the Chu Lai airport is paid less attention.

Seaports

The most cruise ships arriving to Da Nang dock at the Cang Tien Sa port in the west of Son Tra Peninsula.¹⁰²



The next port is in the district of Hue called Cang Chan May Port.

In the year of 2018, 200.058 passengers arrived at the Da Nang port. This is about 50.000 people more than in 2017.¹⁰³

Tien Sa terminal is a natural deep sea port located in Da Nang Bay. It accommodates large and medium-sized passenger ships big vessels container ships, super-length and super-weight cargo ships.¹⁰⁴

Activity in the Waterway Transport Plan of Da Nang are partly ongoing plans like the upgrade of Tien Sa and Lien Chieu ports (general cargo and container), the relocation of Han River Port and an upgrade of Son Tra Port (general cargo and oil). On the inland waterways new construction material berths as well as new tourist boat berths are planned with an general upgrading of waterway routes (cargo and tourist).¹⁰⁵

Fig. 77 shows a comparison of arrivals by modes of transportation from 2013 up to 2019. The importance of the arrival by air is clearly evident. Since 2015, (the 3rd bar in the chart) there has been a steady increase in arrivals by air.

¹⁰⁰ Da Nang Airport Terminal. www.danangairportterminal.vn (retrieved in 15.02.2020)

¹⁰¹ Flight Connections, <https://www.flightconnections.com/flights-from-da-nang-dad> (retrieved in 15.02.2020)

¹⁰² Cruise Timetables. <https://www.cruisetimetables.com/cruises-to-da-nang-vietnam.html> (retrieved in 15.02.2020)

¹⁰³ Da Nang Port. <https://danang-port.com/thong-ke/>. (retrieved in 16.02.2020)

¹⁰⁴ An analysis of the development of port operation in Da Nang Port - Vietnam. T. D. H. Nguyen. M. Cools 2018.

¹⁰⁵ Da Nang City Government, 2014, Da Nang Transport Development Master Plan up to 2020 and Vision to 2030.

Fig. 76 | Direct flights to DAAD. Da Nang Airport. Map is based on: www.danangairportterminal.vn

Fig. 77 | Arrivals between 2013-2019 by mode of transport. GSO Vietnam. 2020.

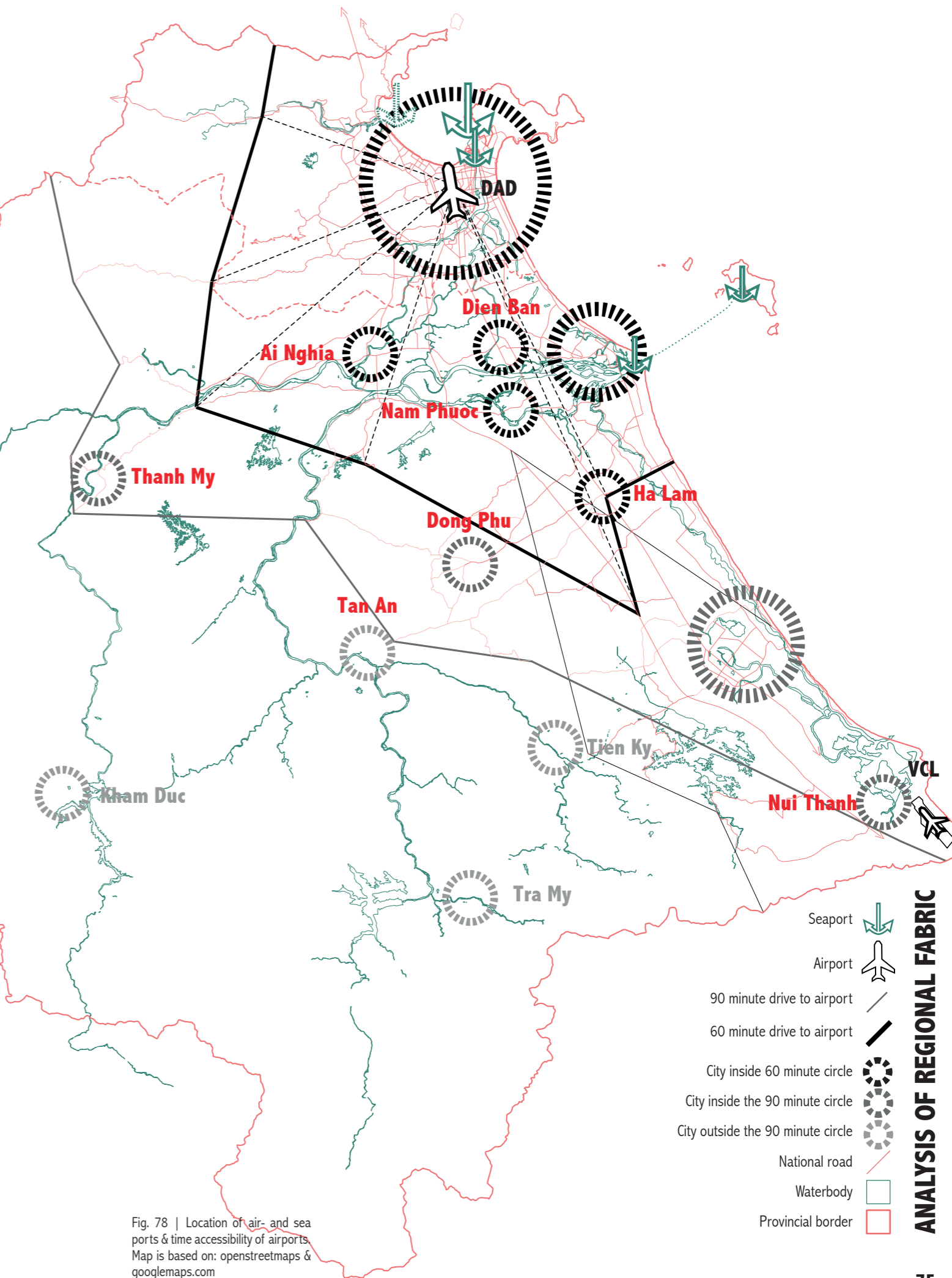


Fig. 78 | Location of air- and sea ports & time accessibility of airports. Map is based on: openstreetmaps & googlemaps.com

ANALYSIS OF REGIONAL FABRIC

- Seaport
- Airport
- 90 minute drive to airport
- 60 minute drive to airport
- City inside 60 minute circle
- City inside the 90 minute circle
- City outside the 90 minute circle
- National road
- Waterbody
- Provincial border

3.1.12. Waterbodies

The Region has a high amount of water including the ocean and the numerous rivers. There are four river systems in the region. The central basins are the Vu Gia & Thu Bon River basin in the central region. In the north its the Cu De basin and in the east-south the Tam Ky basin.

Vu Gia & Thu Bon basin

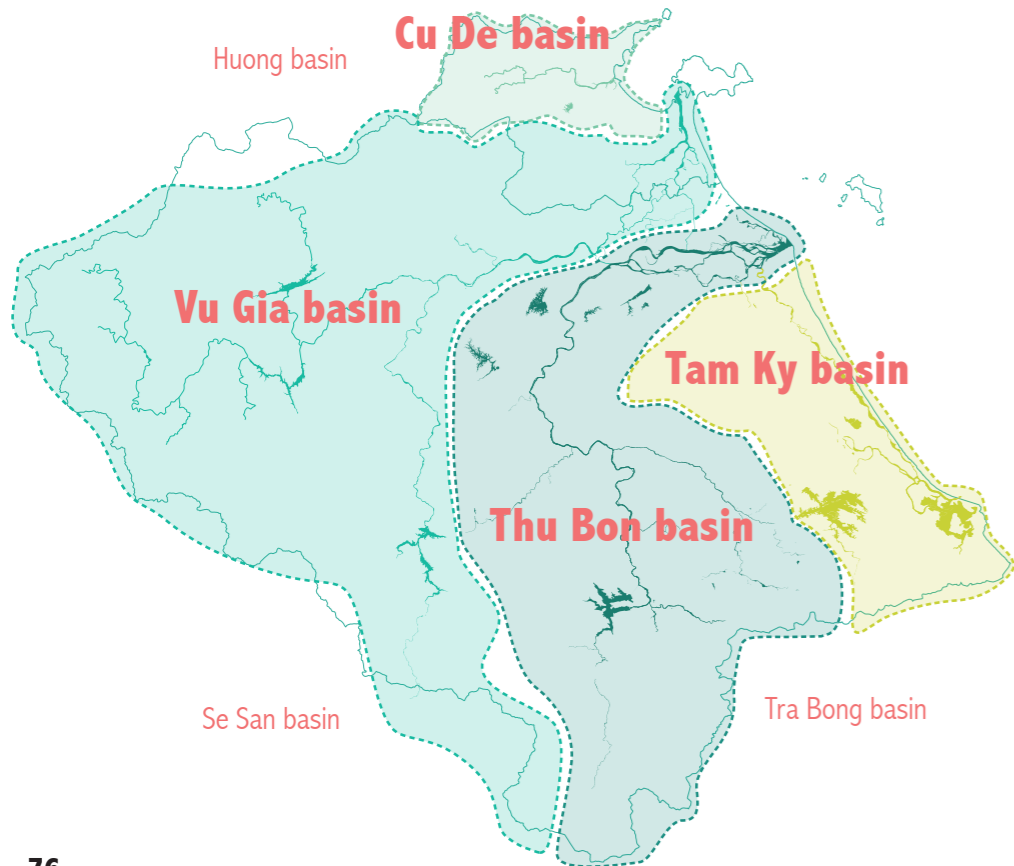
The source of the Vu Gia River and Thu Bon River basins are in the highlands of Quang Nam province. By reaching the flatlands, the rivers split into multiple uncontrolled branches. The 5290 square kilometers river basin flows through narrow plains and afterwards enters through Da Nang's deepwater harbour in Han River and Hoi An city into the South China Sea.¹⁰⁶ The Vu Gia & Thu Bon River basin is more affected by climate change than ever before. Rainfall and strong rainy seasons and severe storm events in the mountainous areas, which create large scale floods, lead to damage to the local communities of the Quang Nam province.¹⁰⁶

Cu De basin

From the northwest of Da Nang between Ba Na Hills and Bach Ma Nationalpark, the Cu De River system can be found. It has two main forks which are pretty short but represent a quality boating area to the Da Nang area. The Cu De River offers a lot of potential for good white water kayaking. However, due to the currently built motorway section, the southern part of the Cu De River is difficult to access.¹⁰⁷

Tam Ky basin

The basin consists mainly of the large Truong Giang River, Phu Ninh Lake and the small Tam Ky River. Truong Giang is very special caused by its parallel float direction to the South China Sea.



¹⁰⁶ Flood Risk Assessment of Quang Nam, Vietnam Using Spatial Multicriteria Decision Analysis. Chinh Luu, Jason Von Meding, 2018. <https://www.mdpi.com/2073-4441/10/4/461/htm#B36-water-10-00461> (retrieved on 23.02.2020)

¹⁰⁷ Beyond Da Nang. <http://beyond-danang.weebly.com/cu-de-river-system.html> (retrieved on 23.02.2020)

Fig. 79 | River basins. Map is based on: [openstreetmaps.org](https://www.mdpi.com/1424-8220/20/6/1667). Info: Development of a Spatial Decision Support System for Real-Time Flood Early Warning in the Vu Gia-Thu Bon River Basin, Quang Nam Province, Vietnam. Source: <https://www.mdpi.com/1424-8220/20/6/1667>

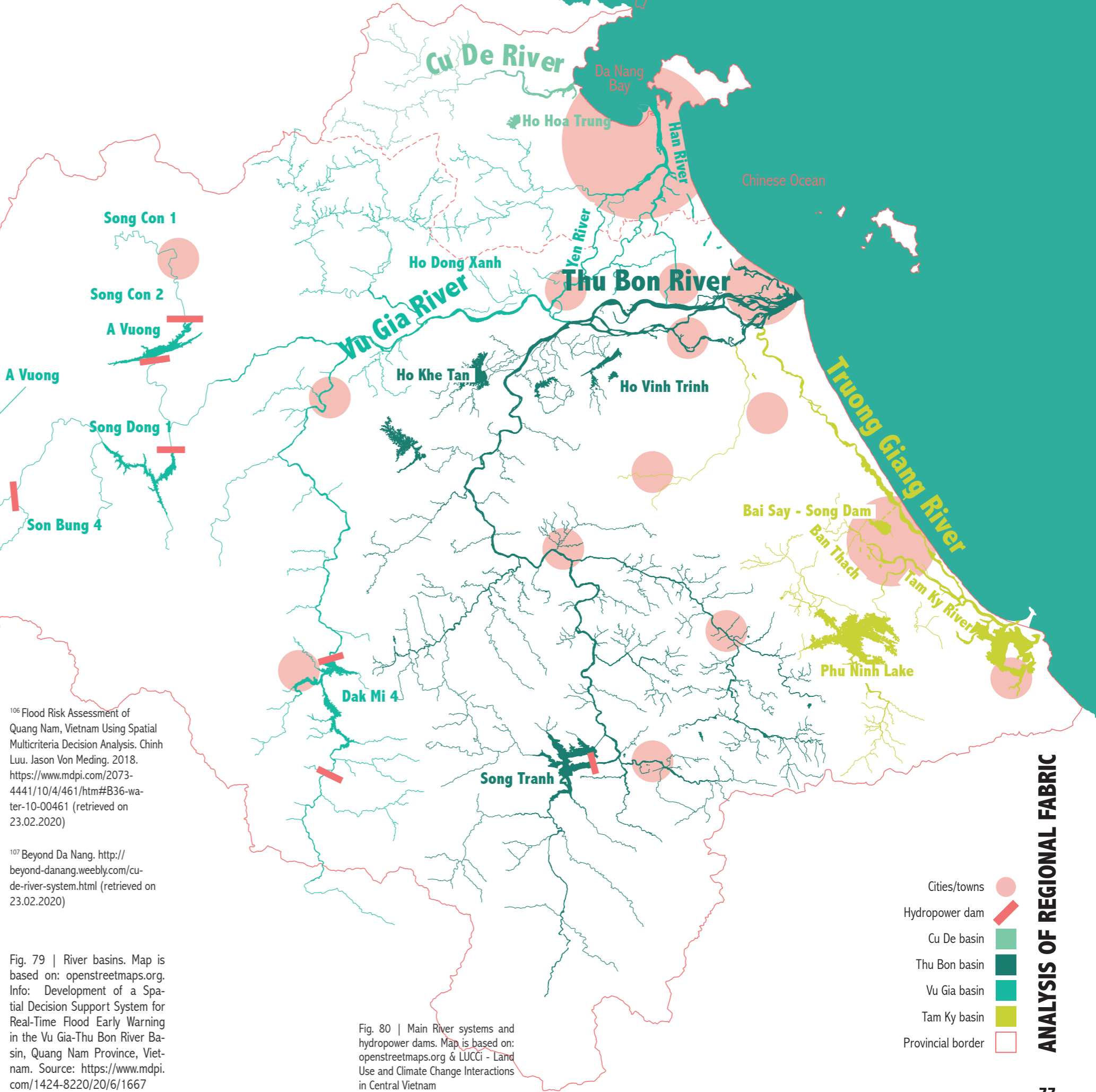


Fig. 80 | Main River systems and hydropower dams. Map is based on: [openstreetmaps.org](https://www.mdpi.com/1424-8220/20/6/1667) & LUCCi - Land Use and Climate Change Interactions in Central Vietnam

- Cities/towns ●
- Hydropower dam ▬
- Cu De basin ■
- Thu Bon basin ■
- Vu Gia basin ■
- Tam Ky basin ■
- Provincial border □

The south of river empties into the sea at the mouth of An Hoa, the north of river empties into the sea at Cua Dai bridge. The river has a total length of 70km¹⁰⁸ and has a direct connection to Tam Ky River.

A beautiful part of the basin is the Bai Say Song Dam. The river which opens into a large lake which has a size of around 180ha and spreads over the Tam Thang, An Phu, and Tam Phu community. A lot of different species like shrimps and birds live around the Bai Say song beach. The reed beach is an epic place with a lot of natural highlights like observing a lot of lotus flowers and waterlilies or just fishing with local fishermen.¹⁰⁹

Waterways for transportation

Both the Thu Bon and Han River are the main waterway roads for transport. They have a total size of over 941 km inland waterways were only 1/3 is used to transport 5 to 8% of total transport loads. The other parts of the inland waterway infrastructure have a low demand for the typical transport loads and big parts of their waterways are unsuitable because they have seasonally dry conditions.¹¹⁰

Energy through water

In the last decades huge vessel walls were built to produce energy for the region. There are 5 big ones in the mountains, holding back the water in Song Con 1, Song Con 2, A Vuong, Dak Mi 4 and Song Tranh 2 (2013). There are more of this kind planned. A result of this is, that some riverbeds become significantly dryer then before. In some cases the problem is that the water is not reaching the upper rice fields and the effect occurs that more seawater is intruding into the flatlands.¹¹¹

Many inhabitants live in riverine and coastal areas, and their livelihoods are dependent on the natural world; therefore, they are vulnerable to the impacts of climate-related hazards.¹¹¹

¹⁰⁸ Discover Hoi An. <http://discoverhoian.vn/public/index.php/en/details-tours/233/truong-giang-river.html> (retrieved on 20.02.2020)

¹⁰⁹ Tam Ky Tourism. <http://tamky-tourism.com/bai-say-song-dam/> (retrieved on 20.02.2020)

¹¹⁰ An analysis of the development of port operation in Da Nang Port - Vietnam. T. D. H. Nguyen. M. Cools 2018.

¹¹¹ ISET. <https://www.i-s-e-t.org/transboundary-river-basin-dn-qn> (retrieved on 20.02.2020)



Fig. 81 | Cu De River with the new highway construction. 2019. (own)



Fig. 82 | Truong Giang River close to Tam Ky. 2019. (own)

Fig. 83 | Han River at night. 2019. (own)



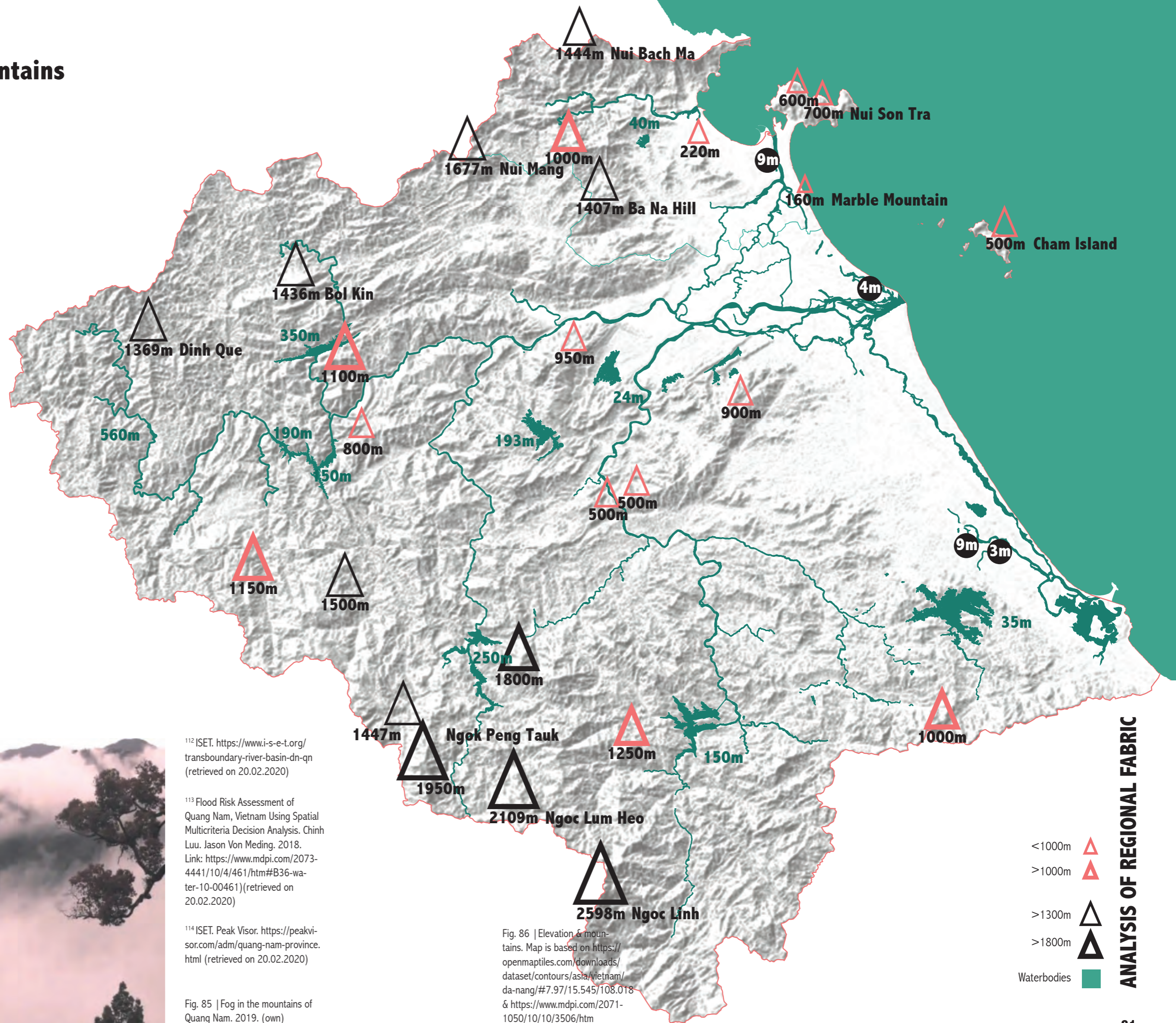
Fig. 84 | Fisher boats on Bai Say Song Dam in Tam Ky (vnexpress.net/ve-dep-vung-bai-say-song-dam-4000845.html)

3.1.13. Elevation & mountains

About 72% of Quang Nam are covered by mountains.¹¹² While the west of the region is mountainous and sparsely populated, the east covers flat plains that are favourable for agricultural population and urban development.¹¹³ There are 114 named mountains only in Quang Nam. The highest and the most prominent mountain is Ngoc Linh located in the south of the Quang Nam province with 2598m.¹¹⁴ In Da Nang its the Nui Bach Ma with 1444m in the north of Hoa Vang district.

The highest mountains next to Ngoc Linh are Ngok Lum Heo (2109m), Nui Mang (1677m), Ngok Peng Tauk (1447m), Nui Bach Ma (1444m), Bol Kin (1436m) and Ba Na Hill (1407m).

Especially along the coast, the Marble Mountains, Nui Son Tra and Cham Island are not high elevated compared to the hinterland, but are very concise, due to the flatlands with a maximum of 9m, which surround them.



¹¹² ISET. <https://www.i-s-e-t.org/transboundary-river-basin-dn-qn> (retrieved on 20.02.2020)

¹¹³ Flood Risk Assessment of Quang Nam, Vietnam Using Spatial Multicriteria Decision Analysis. Chinh Luu. Jason Von Meding. 2018. Link: <https://www.mdpi.com/2073-4441/10/4/461/htm#B36-water-10-00461> (retrieved on 20.02.2020)

¹¹⁴ ISET. Peak Visor. <https://peakvisor.com/adm/quang-nam-province.html> (retrieved on 20.02.2020)

Fig. 86 | Elevation & mountains. Map is based on <https://openmaptiles.com/downloads/dataset/contours/asia/vietnam/da-nang/#7.97/15.545/108.018> & <https://www.mdpi.com/2071-1050/10/10/3506/htm>

Fig. 85 | Fog in the mountains of Quang Nam. 2019. (own)



3.1.14. Protected zones & green infrastructure

According to WWF there are three different eco-zones inside the province. The main forest zone is montane rain forests in the hinterland, while in the central region grows lowland dry forest and partly lowland rain forests. The area counts several natural reserves and borders the Bach Ma Nationalpark.

Ba Na-Nui Chua Nature Reserve

The nature reserve covers an area of around 38,210 hectares and is centered on Mount Ba Na. The mountain is around 1,407 meters high and acts as a border between the Quang Nam province and Da Nang province. The Cu De River which flows into the northern side of Da Nang Bay receives the water from streams that originate in the northwest of the Ba Na-Nui Chua Nature Reserve.¹¹⁵

Song Thanh Nature Reserve

In the Song Thanh Nature Reserve, which is not officially recognized by Vietnam as a nature reserve yet, lives a diverse group of ethnic minorities. It is one of the largest reserves for tropical forests in Vietnam (Lê Nho Nam, 2001). Since the area is not recognized by the central government of Vietnam, the area faces the problem that funding and management activities are strongly stagnated.¹¹⁶

Bach Ma Nationalpark

The Bach Ma Nationalpark borders Da Nang in the north. Between Da Nang and Hue, it is an attractive place for all nature lovers who visit this area of Vietnam. It has a high richness of species, natural spectacles, offers varied trails, which are very popular among the most beautiful experiences for Vietnam travelers.¹¹⁷

Ngoc Linh Nature Reserve

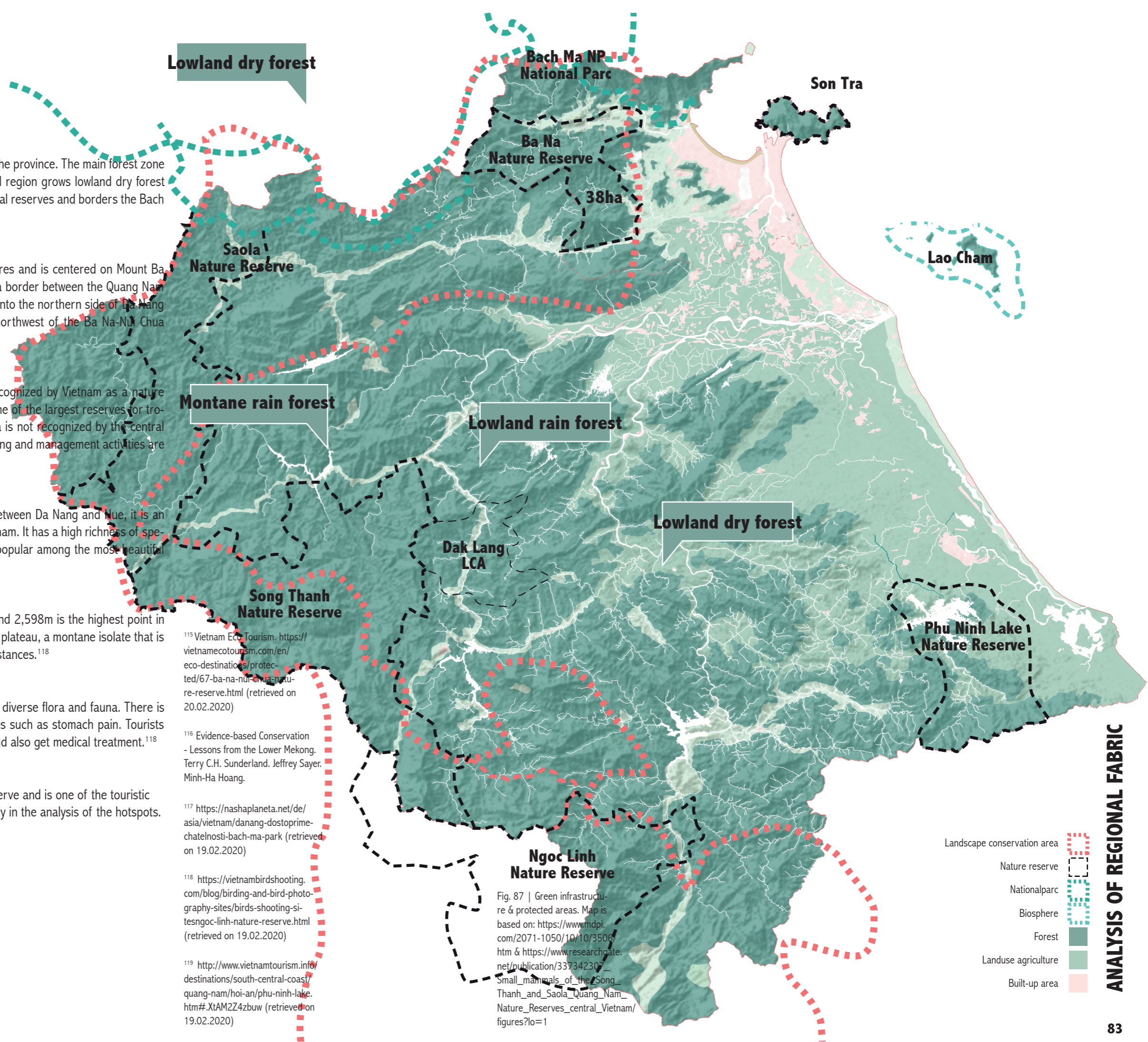
The Ngoc Linh nature reserve with the highest point of around 2,598m is the highest point in the central Annamite Mountains. It is situated on the Kon Tum plateau, a montane isolate that is separated from other high altitude areas by relatively long distances.¹¹⁸

Phu Ninh Lake Nature Reserve

The Phu Ninh Reservoir is an starting eco-tourism place with diverse flora and fauna. There is a lake with a mineral resource which is used to cure diseases such as stomach pain. Tourists can do different activities such as excursion picnic, fishing, and also get medical treatment.¹¹⁸

Lao Cham biosphere

The biosphere reserve is a particularly important marine reserve and is one of the touristic hotspots. Due to that fact, the island is described more closely in the analysis of the hotspots.



¹¹⁵ Vietnam Eco Tourism. <https://vietnamecotourism.com/en/eco-destinations/protected/67-ba-na-nui-chua-nature-reserve.html> (retrieved on 20.02.2020)

¹¹⁶ Evidence-based Conservation - Lessons from the Lower Mekong. Terry C.H. Sunderland. Jeffrey Sayer. Minh-Ha Hoang.

¹¹⁷ <https://nashaplaneta.net/de/asia/vietnam/danang-dostoprime-chatelosti-bach-ma-park> (retrieved on 19.02.2020)

¹¹⁸ <https://vietnambirdshooting.com/blog/birding-and-bird-photography-sites/birds-shooting-sitesngoc-linh-nature-reserve.html> (retrieved on 19.02.2020)

¹¹⁹ <http://www.vietnamtourism.info/destinations/south-central-coast/quang-nam/hoi-an/phu-ninh-lake.htm#.XtAM2Z4zbuw> (retrieved on 19.02.2020)

Fig. 87 | Green infrastructure & protected areas. Map is based on: <https://www.mdpi.com/2071-1050/10/10/3506.htm> & https://www.researchgate.net/publication/337342307_Small_mammals_of_the_Song_Thanh_and_Saola_Quang_Nam_Nature_Reserves_central_Vietnam/figures?lo=1

- Landscape conservation area
- Nature reserve
- Nationalpark
- Biosphere
- Forest
- Landuse agriculture
- Built-up area

3.1.15. Main landuses & economic functional zones

The major economic zones in the region are tourism and industrial usage and production as well as agriculture.

The economic activity can be divided into 3 zones. In the uplands the main landuses are forest, perennial crops and annual crop with the major economic activities in the field of hydropower generation and forest product exploitation. The landuses of the midlands are mainly forest, perennial crops, annual crop and paddy rice crops. The preliminary economic activity is agriculture, hydropower generation and forest product exploitation. In the lowlands are large paddy rice fields, annual crops next to settlement and industrial landuse. Processing and light industry services, tourism and intensive agriculture are the major economic activities of the coastal zone.

Industrial Landuse

In recent years the industrial region around Da Nang had lots of investments. A lot of the industry is centered in Da Nang. There are different kinds of industrial parks like the high tech park which is located on the outskirts of the city. The main products produced in the industrial area are rubber, food processing, garments, and software products. There are also some handicraft industries. The industry centered around Da Nang is still growing.¹²⁰ In the north of Hoi An a huge industrial park, next to Coco Bay, emerged. Also Tam Ky is still constructing a huge industrial park, close to the Bay Say Song Dam Lake.

Touristic landuse

The touristic economic centers are located mainly in the cities and along the coast, but also two centers on Ba Na Hills and at My Son sanctuary.



¹²⁰ Land Use and Climate Change Interactions in Central Vietnam. Alexandra Nauditt. Lars Ribbe. Institute for Technology and Resources Management in the Tropics and Subtropics. LUCCi. Springer Verlag. Cologne. Germany. 2017.

Fig. 88 | Main landuses today. 2019. Map is based on google-maps.com

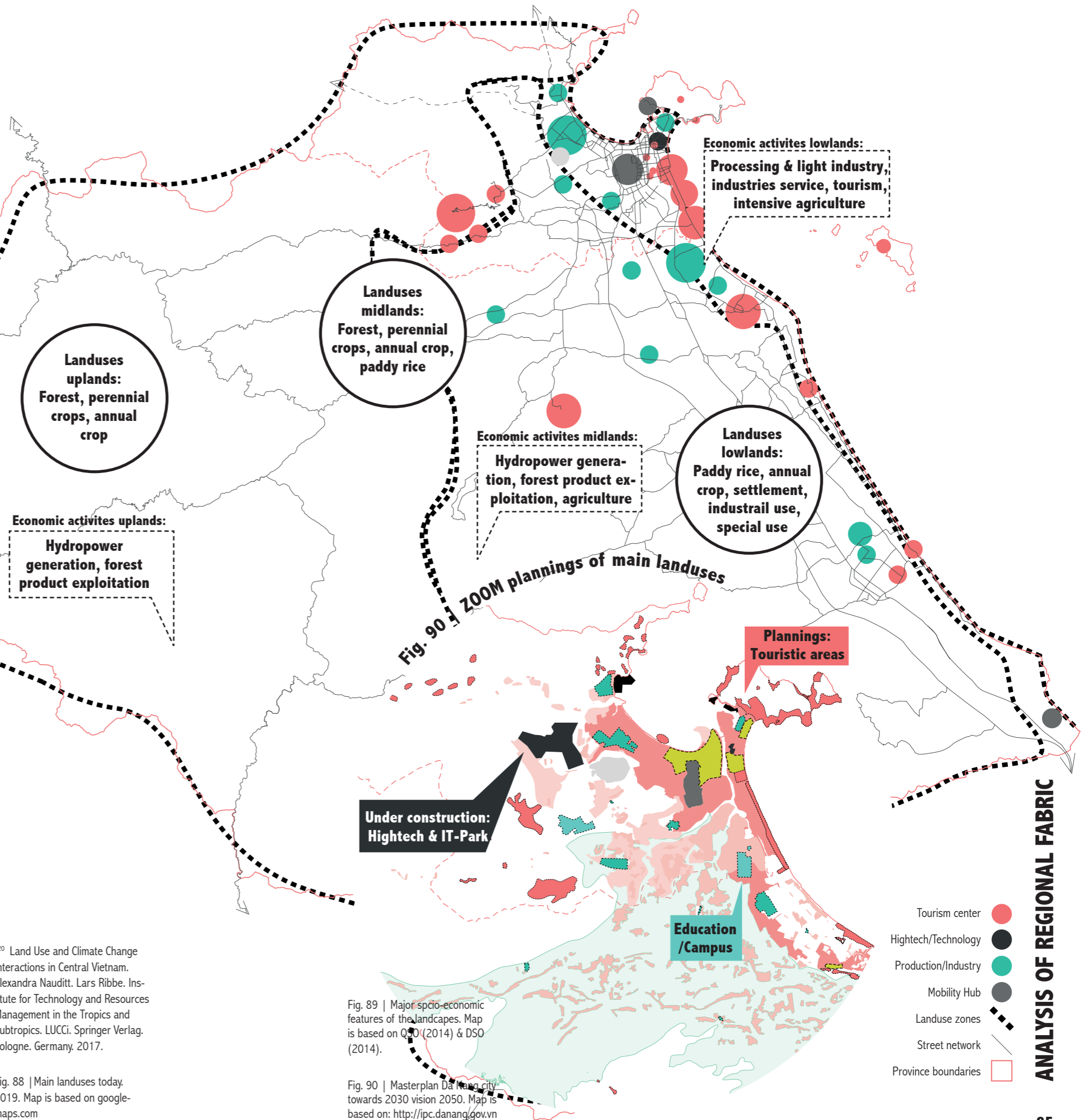


Fig. 89 | Major spcio-economic features of the landcapes. Map is based on QSD (2014) & DSO (2014).

Fig. 90 | Masterplan Da Nang city towards 2030 vision 2050. Map is based on: <http://ipc.danang.gov.vn>

Agricultural products

Agriculture is crucial to the regions economy. Fig. 91 shows the specific agricultural product of the central districts. The indicator used for the map is the highest number of the specific farm type. Farming in the central region ranges from aquaculture, livestock and fruit trees and generates a huge amount of jobs inside the region.

Some farm types are well suited to connect them with the field of eco-tourism. This could lead to further poverty reduction, especially in rural and mountainous areas.

Natural landuses

To get an better overview of the main zones, the natural landuses are shown in Fig. 92. The typical landuses of the various region are an important thriver for tourism. Mainly mountains and forest define the Hinterland, agriculture and beaches shape the coastal and central areas.

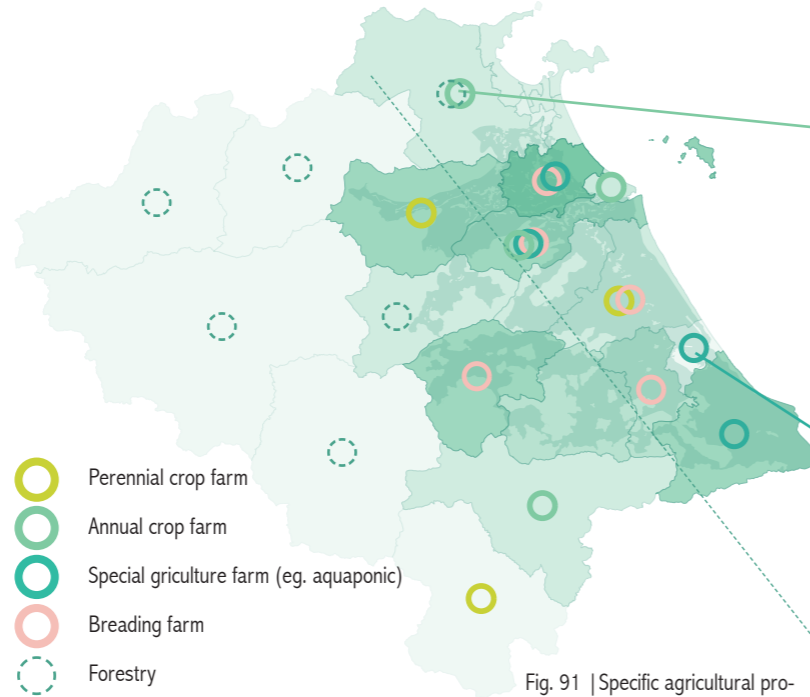
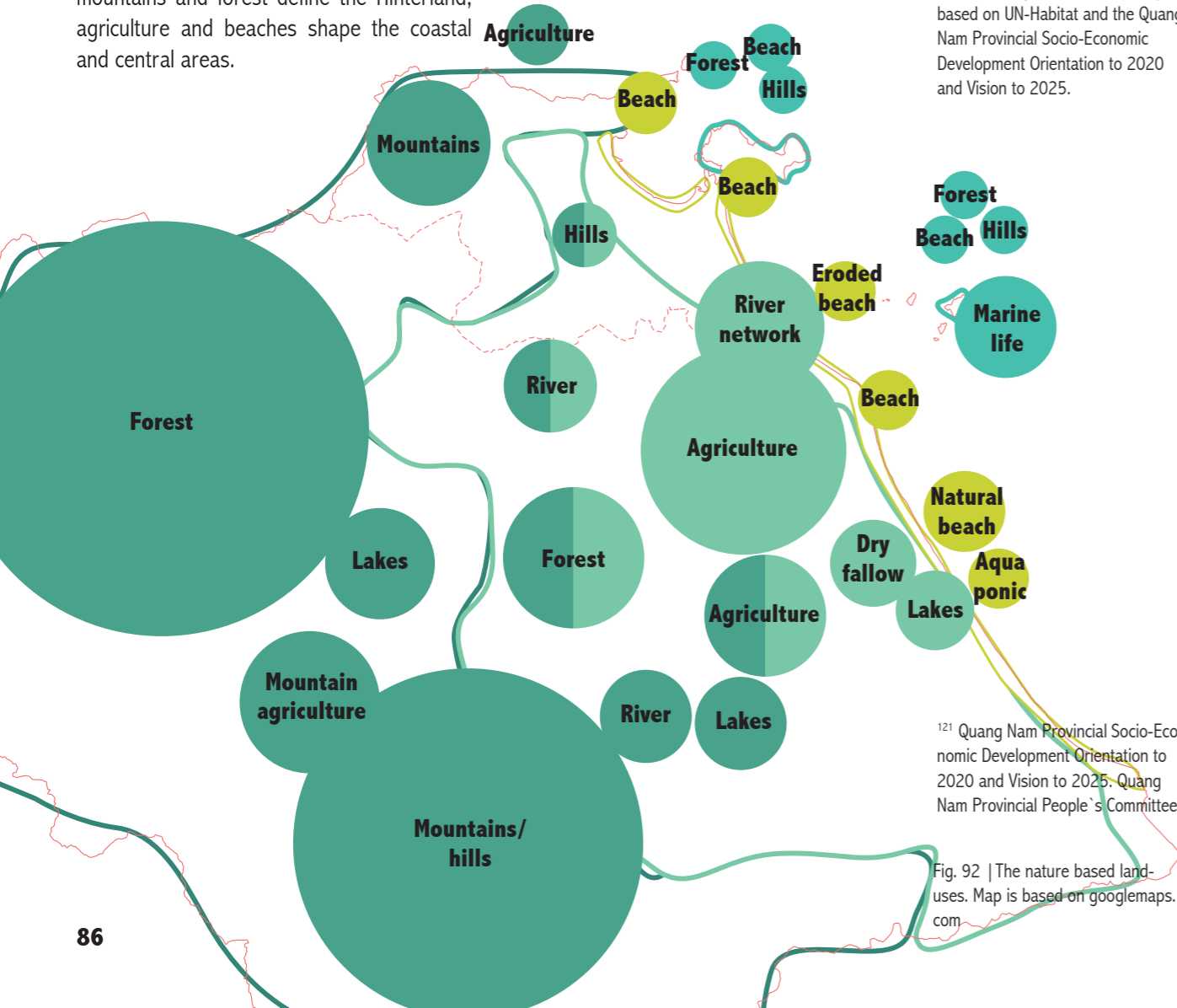


Fig. 91 | Specific agricultural product in the agricultural zone. Map based on UN-Habitat and the Quang Nam Provincial Socio-Economic Development Orientation to 2020 and Vision to 2025.



¹²¹ Quang Nam Provincial Socio-Economic Development Orientation to 2020 and Vision to 2025. Quang Nam Provincial People's Committee.

Fig. 92 | The nature based landuses. Map is based on googlemaps.com

Fig. 93 | Agriculture fields of sugarcane in the Cu De River Valley, Da Nang. (own)



Crop field

Fig. 94 | Aquaponic fields along Tam Thanh in Tam Ky. (own)



Aqua-ponic

Fig. 95 | Forest in the hinterland of Da Nang. (own)



Forestry

3.2 Analysis of the touristic region

The analysis of the touristic region describes and shows the situation of tourism today in the region. The main part consists of the overview on current existing hotspots inside the region to get an idea about current practices and the touristic infrastructure. It shows the existing forms and facilities inside the region.

Afterwards, the region is examined more closely to find small potential and existing spots for tourism to establish a link with current existing tourist flows. The focus of the closer analysis is to find local potentials next to the hot spots.

ANALYSIS OF TOURISTIC REGION

3.2.1. Main tourism hotspots - Mapping of hotspots

To introduce the touristic region the following analysis focusses on the main current touristic hotspots of Da Nang and Quang Nam. The overview shows the locations for which the region is known to date. The descriptive analysis, using some pictograms and maps, is a holistic overview of the touristic value and the elementary components of the hotspots. Declared as hotspots are the city of Da Nang itself with Son Tra Peninsula on its northbound. Heading south along to coast are Marble Mountains, which is a common destination for visitors from Da Nang. Coco Bay, further south on the border to Quang Nam, is a newly built location with quality accommodation. Ba Na Hills in the west of the Da Nang province is a theme park located in the middle of the natural forests in the nature reserve of the same name. The UNESCO World Heritage Sites of My Son Sanctuary, the ancient town of Hoi An, and Cham Island are the visiting cards for Quang Nam province. Some parts of surrounding Hoi An also attracted more hotspots, which are included in the list.

In Tam Ky, some touristic spots are surrounding the city, but it is much less confronted than the ones listed before. It still needs to be included as last part in that list and for prework on later concepts. The description is divided into the following sub-headings for ease of comparison:

Location & area

The description of the location and the area shall indicate the extent and exact location of the place to be described which is also shown in the overview map on the right, including the approximate size and location of the hotspot.

Main connections

Here, the general accessibility of the touristic location is described.

Touristic components & facilities of the spot

With the help of a schematic map for each hotspot and a brief description, general components which form and maintain the tourist location are shown. The pictograms on the right show some guidance for the further basic maps.

Touristic value, activities & touristic approaches

The term value is not only the measure of profit from the touristic spot, but also the social, cultural as well as the environmental phenomenon¹²², which contributes to the area. The section gives first practical insights into the touristic approaches.

Target groups & users of place

As a result of the tourism approaches and activities at the hotspot, conclusions can be drawn about general target groups.

Current status & local community (if there is one)

The status provides information on how far the tourist location is already established. Furthermore, a hotspot can be connected to a local community that benefits from the location, sustain it, or contributes to it. As the sense of community refers to people's perception of the environment, social relations, control, and empowerment as well as participation in neighborhood action,¹²³ it advises about the status of integration of the hotspot into a grown community structure. It is also possible, that the place has a special contribution to the people living in that region.

Notes or own observations and experiences (if necessary)

Through own observations, here is shortly discussed, if the description fits into the current situation. The experiences also include opinions from different travelers met in November 2019.

The key findings of the hotspot analysis are listed directly after the descriptions of the hotspots for further work. The hotspots are, after the completion of the whole touristic analysis, integrated into the SWOT analysis in correlation with the analysis findings of the previous chapter.

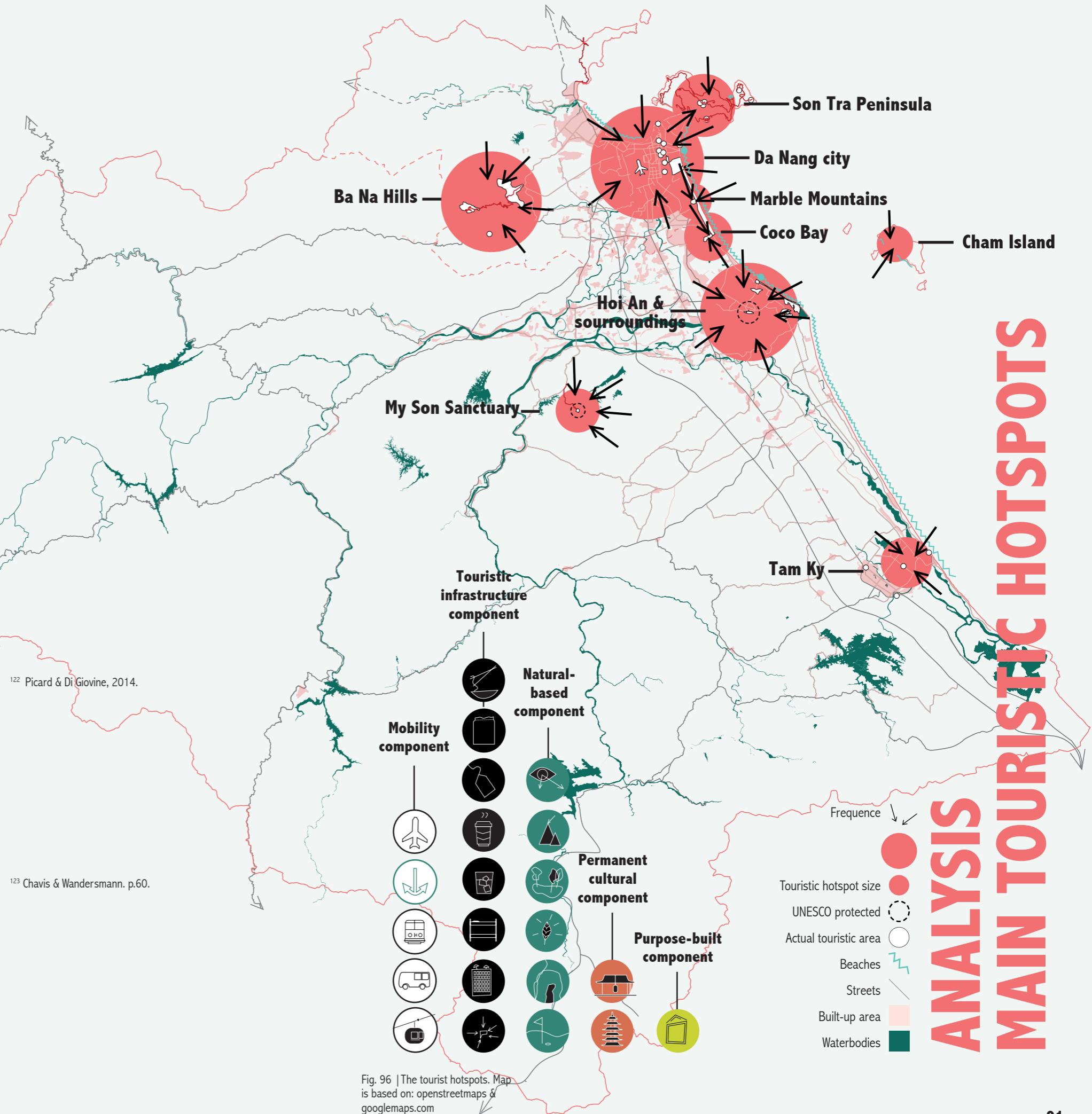


Fig. 96 | The tourist hotspots. Map is based on: openstreetmaps & googlemaps.com

3.2.2. Touristic Spot: Da Nang - City

Da Nang city is one of the booming towns of Vietnam with a large coastline, a high number of hotels, shopping malls, and museums.¹²⁴

Location & area

Da Nang is surrounded by the South China Sea in the north and east direction and located in the Da Nang Bay. The touristic locations inside the city are mainly along the Han River and in the center of the city. My An is a touristic hub along the coast with mainly tourist services, hotels, and restaurants. The city is an all-year destination, but the best time to visit is the refreshing months between May and September.

Main connections

The airport of Da Nang is located in the western center of the city. All spots inside the city can be reached by private transport systems, like taxis or 'grab service'. There are busses which lead to the main structures inside the city center and the coastal areas. For regional connections, there is the main bus station Ben Xe, located along the QL A1 highway, west of the DAD-Airport. The QL A1 highway connects the city from south and north inside Vietnam. The Da Nang railway station is part of the Vietnamese coastal train route, which is located north of the city, close to the center. The Tien Sa Port welcomes cruise ships in the north of the city. Smaller ships use the Da Nang port on the Han River.

The city is the main arrival point to spread tourists into the surroundings.

Touristic components & facilities the spot

The city offers all general facilities for daily life or health care. For tourists, there are plenty of restaurants and cafes spread around the city centers and in the coastal areas for tourist's daily life. The city has the highest accommodation density across the other hotspots in the region, mainly along with the coastal areas.

Especially the bridges are known as the top sights in the city, but also the Da Nang Cathedral, which is also called chicken church by locals. The Han Market is mainly for shopping and seafood. Along the Han River, there exists a huge amusement park, called Sunworld Da Nang Wonders. The beach is one of the cities top components. The main beach facing the South China Sea measures a length of 6,8km from My An district to Son Tra peninsula.

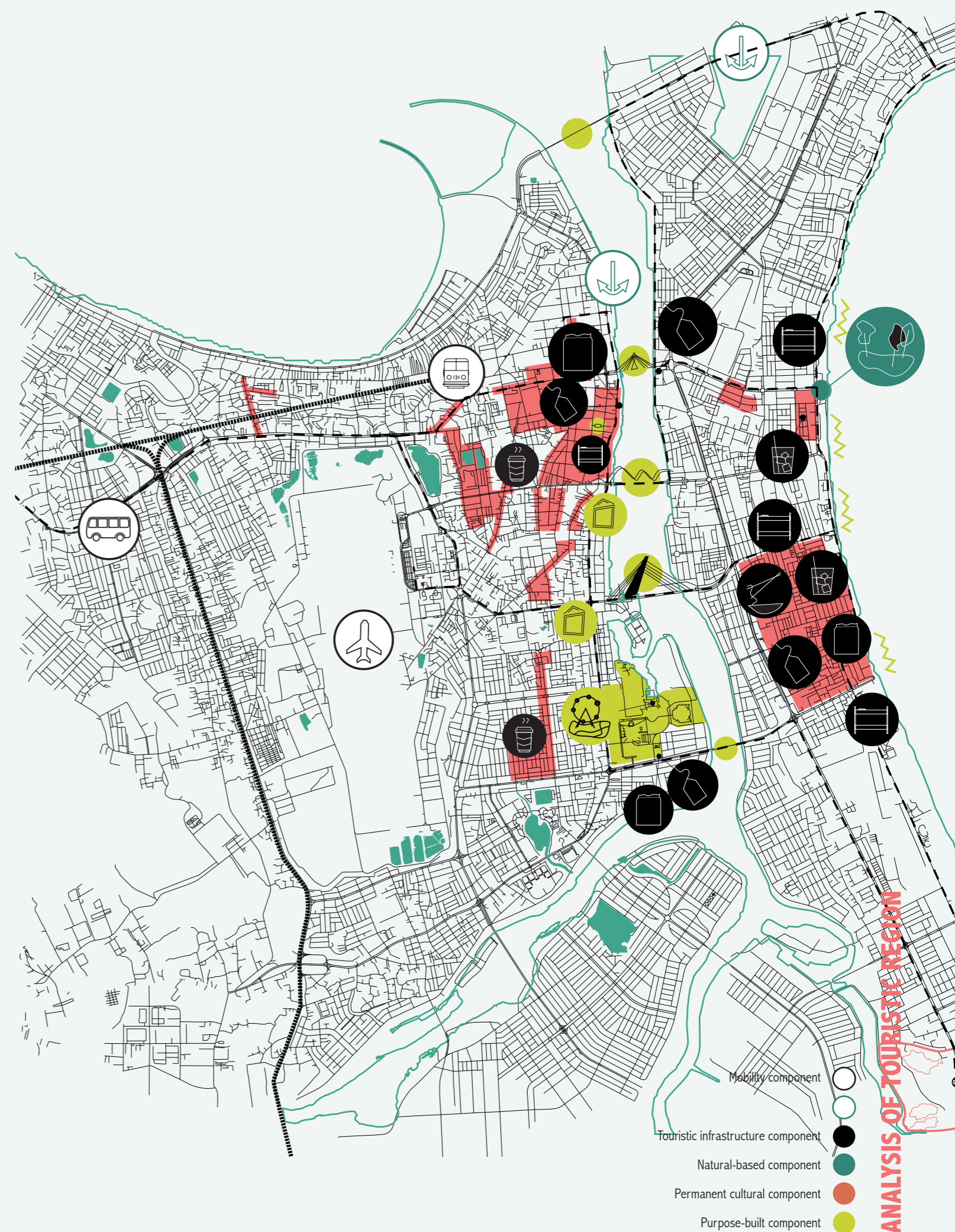
Bridges

The Han River divides the city into two parts. From north to south there is the Thuan Phuoc Bridge, Han Bridge, Dragon Bridge, Cau Nguyen Van Troi Bridge, and Cau Tien Son Bridge. The bridges of Da Nang are famous for their variety of unique architectural styles.

Especially the yellow Dragon bridge is one of the special landmarks. It symbolizes the prosperity of Asia. It has a unique architecture that simulates a strong dragon from the Ly Dynasty and has quickly become a major highlight of the city. In the evenings the Dragon Bridge is lightened up by thousands of LED lights¹²⁵ and on the weekend it spits fire and water.

My An touristic district

The area is specialized in accomodating tourists and has a close connection to the beach. One of the popular attractions is the so-called Lady Star of the sea which is a monument for the area. Besides restaurants and cafes in mainly western style, massage studios are developing mainly for tourists.¹²⁶



¹²⁴ The World Bank. Report DA NANG CITY - WORLD BANK PARTNERSHIP FOR URBAN TRANSFORMATION.

¹²⁵ <https://www.roadtraffic-technology.com/projects/dragonriverbridge/>

¹²⁶ www.taidanang.com/duc-sao-bien-bien-ca/ (retrieved on 12.01.2020)

Fig. 97 | Hotspot Da Nang city. Map is based on: openstreetmaps & googlemaps.com

East sea park

The east sea park is directly located along the beach north of My Khe beach. The park is the ideal destination for a relaxing walk. The area is for both tourists and inhabitants as a community place for relaxation, sport, or gathering. The park is a perfect place to watch the sunrise are observed pigeons. Special festivals take place in the park. At night the place is a spot to listen to music or art shows for free.¹²⁷

Museums of Da Nang

There are several museums in the city, mainly about the history of war or about Cham culture. The most common museum for tourists is the Da Nang Museum. The first building of the Da Nang Museum was built in 1915. The museum offers a collection of Cham sculptures from the late nineteenth century. The original Chams where probably from Indonesia. Since then the museum has already expanded twice and offers additional space for the staff to offer restoration workshops.¹²⁸

Han market

The Han market, along the Han River, is a place to get the most extraordinary and culinary food. It's a popular touristic place to buy specialties and souvenirs. It offers hundreds of stalls where tourists try different tastes of food.¹²⁹

Lotte Mart

Lotte Mart is one of the biggest shopping malls around the area. It is a Korean style market that sells everything on different levels, but mostly everything like foods, clothes, electronics, and cosmetics. The mall offers main meals from western fast-food restaurants.¹³⁰

Sun World - Da Nang Wonders

The area is a huge theme park offering architecture, simulation games, and constructions. The most characteristic landmark is the Sun Wheel which is in the top 10 of the largest wheels around the world. 8 Amusements like a free-fall-tower and thrilling games, make the parks known for its contribution to the city. The monorail inside the area is nominated as the most modern sky train in Vietnam.¹³¹

Touristic value, activities & touristic approaches

The city of Da Nang puts a lot on amusement and beach holidays. A very common activity among tourists is the 'Hop-on-Hop-off tours' with the Coco Bus (more information at the description of Coco Bay). The Han River as a formative element invites short boat trips within the stretch between the bridges. Going out and restaurant visits are part of the daily life for tourists. Shopping is also one of the main activities. There exist characteristics of mass tourism along with the beach stripes, where hotels face hotels in each direction. However, the city is able to absorb the flow of tourists but is developing its shore zones strongly according to more sophisticated tourism requirements.

Target groups & users of place

Since Da Nang is also the main location of the most important traffic junctions, many different users come together. Through its central location, people drive at least through the cities main

¹²⁷ vina.com/east-sea-park/ (retrieved on 12.01.2020)

¹²⁸ <http://chammuseum.vn/> (retrieved on 12.01.2020)

¹²⁹ lodyhelp.com/2019/06/16/han-market-what-to-buy-in-danang-as-gift/ (retrieved on 12.01.2020)

¹³⁰ <https://wyldfamilytravel.com/lotte-mart-da-nang-vietnam/> (retrieved on 12.01.2020)

¹³¹ <https://danangwonders.sunworld.vn/> (retrieved on 12.01.2020)

Fig. 98 | Han River. Da Nang. 2019. (Yaman Hebbo)



Fig. 99 | Han Market. Da Nang. 2019. Source: <https://originvietnam.com/destination/vietnam/danang/han-market.html>



Fig. 100 | My Khe Beach. 2019. Da Nang. (own)





Fig. 101 | Sun World Da Nang Wonders Park. 2019. (<https://tnk.travel/activities/asia-park-sun-world-danang-wonders.html>)

Fig. 102 | Restaurant in My An District. Da Nang. 2019. (own)

Fig. 103 | East Sea Park. Da Nang. 2019. (own)

¹³² <http://vneconomicstimes.com/article/vietnam-today/undp-da-nang-cooperate-in-building-smart-and-green-city> (retrieved on 13.01.2020)

train station or the Ben Xe bus station or start their trip from the airport. However, it is obvious, that a certain user group consisting of upscale tourists enjoy a certain standard in the city with high-quality hotels and activities. As Da Nang develops into an economic hub of industries and technology parks, the target groups extend to business workers as well as international tourists for conferences.

Current status & local community (if there is one)

Da Nang city is the major urban and economic hub in the central region and the fourth largest city in Vietnam. According to the Da Nang leadership, the city is on the way to transform into a „Green and Livable city“ by 2025.¹³²

Tourism is, next to the high tech developments, taking part as a leading development structure in the western areas of the city. Da Nang is at least an important overnight stay hub or function as the distribution point into the surrounding areas. Tourism is still growing and the city develops new areas in the northern parts at Da Nang Bay.

Own observations & experience

The city itself is very modern. There are many activities for tourists in the field of consumption, as normally in a city of this size. Da Nang is a perfect base to start traveling into the region.

Traffic inside the city and on the main roads is immense, especially during rush hour. Driving through the city with a scooter forces skill and might be dangerous, according to statistics about accidents.

The services of Grab are a great solution inside all areas of the city which usually are experienced drivers and are available during the day and night. Infrastructure for pedestrians and especially for bikes lacks. There are rare cyclists in the cities because distances for tourists inside the city are large. While walking is not relaxing, busses or motorcycles are still the best solutions to get around.

3.2.3. Touristic Spot: Da Nang - Son Tra Peninsula

Son Tra was an observation base in the Vietnam war. Now it is one of the two nature reserves belonging to Da Nang and is known as the green lung of the city.¹³³

Location & area

Son Tra is directly connected to the northern parts of the city Da Nang. The peninsula's entrance point is about 10 km away from the city center. Almost the whole area is covered with approximately 41 square-km of the forest.¹³⁴ Characteristic to the area is the topography, which is visible throughout the whole area of Da Nang beach. The highest peak is about 850m high.¹³⁵

Main connections

The coastal road connects directly to the entrance road of the peninsula. Heading from the city center there is the possibility to cross the Thuan Phuoc Bridge. The Coco Bus line connects the inner city with the Ling Ung Pagoda on the entrance of the peninsula in the south. The next public bus station is about 1 km away to the entrance road. There is no public transportation that leads around the peninsula. The main transportation is private with rental scooters or with minivans. A common activity from Da Nang is to book a jeep tour. The peninsula is directly connected to the Tien Sa port in the west, where mainly container ships, but also cruise ships arrive.

Touristic components & facilities the spot

There exists a handful of hotels, mainly luxury resorts, along the coastlines in the north, south, and west of the peninsula.

Linh Ung Pagoda & Lady Buddha

The Linh Ung Pagoda and Lady Buddha are one of the main touristic components offering parking spaces for busses and a little garden next to the huge statue and the temples. It offers first views to Da Nang's skyline.

Ban Co Peak & Son Tra Radar Station

The highest peak is the Ban Co Peak with a viewpoint overlooking the city. The radar station on the west peak of the peninsula is also a viewpoint on the Son Tra mountain itself.

Environmental touristic components

The peninsula is surrounded mainly by rocks, but there are some sandy beaches, especially in the southern area. About 1010 plant species and more than 370 animal species, in which 23 species are listed in Vietnam Red Book and IUCN Red List live on the peninsula. The micro-climatic surroundings are diversified and the topography unique as a contrast to the flatlands of the city.¹³³

The spot of 'Son Tra Tinh Vien' is a bamboo conservation area where more than 100 out of nearly 300 bamboo species are planted. The famous 'Giant Banyan Tree' stands on the eastern tip of the peninsula and there is also another viewpoint on the city.

¹³³ Green Viet. www.en.greenviet.org/articles/view/671 (retrieved on 12.01.2020)

¹³⁴ Google Maps. own measures. 2019.

¹³⁵ Viator. www.viator.com/Da-Nang-attractions/Son-Tra-Mountain-Monkey-Mountain/d4680-a21454?mcid=56757 (retrieved on 12.01.2020)

Touristic value, activities & touristic approaches

Son Tra is also known as 'Monkey Mountain' because of the primates that live on the peninsula. The red-shanked douc langur is a rare leaf monkey species being considered as "Queen of Primates". It is estimated that the population of red-shanked doucs in Son Tra has more than 1,000 individuals the only population in the world that is easy to observe in the wild.¹³³ Tourists are attracted by these monkeys, taking photos and memories through the engagement with these wild animals.

An environmental organization on the very edge of the island offers a small walking trail through the forest. The area is a great place to escape from the busy city of Da Nang not only to enjoy the view but also to do learn about natural protection while enjoying the area.

Tourists enjoy especially morning and evening tours, to watch the sunrise or sunset, and to prevent the heat during the day.

Next to the natural components, the significant white Lady Buddha statue in the south of the peninsula is one of Da Nang's most recognizable landmarks as part of the Linh Ung Pagoda complex. The sacred site is home to temples, statues of mythical beasts, and elaborately-designed pagodas.

For specialized tourists, there is a space to start paragliding. But still represents only a very small target group.

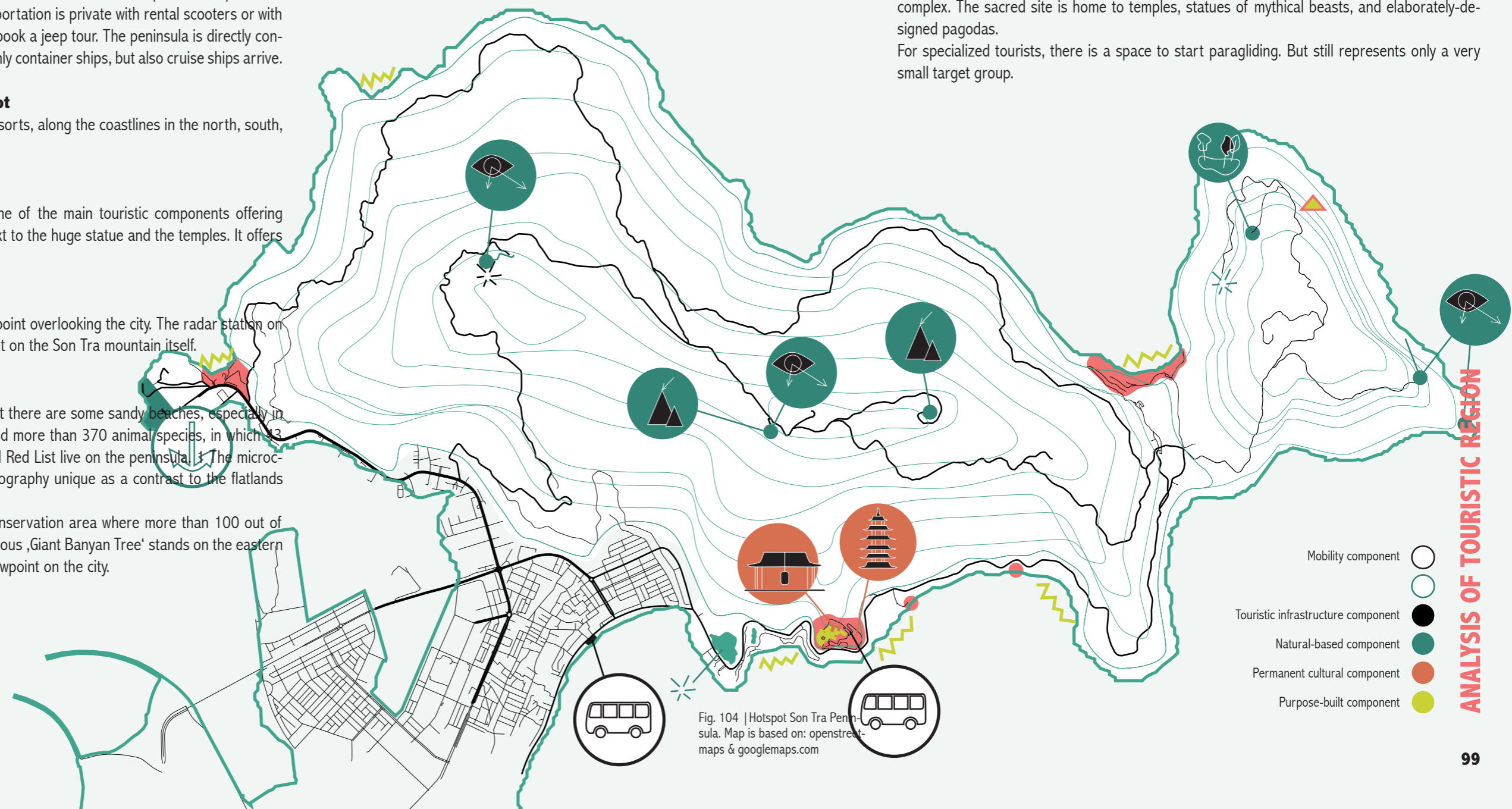


Fig. 104 | Hotspot Son Tra Peninsula. Map is based on: openstreet-maps & googlemaps.com

ANALYSIS OF TOURISTIC REGION

Target groups & users of place

The peninsula mostly attracts day visitors from the city of Da Nang and locals of the city. Group visits are mainly done by domestic inhabitants, as the place is also known for marriage photo memories or as a gathering place of locals. Son Tra is a place for nature seekers who want to escape the busy city within a short drive. The proximity to the city attracts all kinds of tourists. There is a difference between the target groups driving thereby an organized bus tour who mainly only stops at the lady buddha and the peak. Adventurous people drive along the island to see the less touristic places.

Current status & local community (if there is one)

Current status & local community (if there is one)

However, along with many nature reserves and forests in whole Vietnam, Son Tra's biodiversity is facing many threats, which come from pressures of economic and infrastructure development. There still exists illegal hunting and poaching next to illegal deforestation and natural resource exploitation. According to unsustainable touristic development with mainly separated luxury hotel resort complexes the connection to the peninsulas environmental value slowly decreases.

In this context, an indispensable trend for sustainable conservation of Son Tra's biodiversity and the environment, in general, is to do environmental education. Environmental education provides learners the opportunity to study and explore nature, thus inspires a love of nature and promotes responsible attitude and behaviors in environmental protection. A center for natural education developed in the north-east part of the island and can be seen as the local community of the peninsula.

There is no village directly located on the peninsula, but the 'Green Viet Nature Education Center' (NEC) can be seen as a kind of local community. The NEC belongs to the initiative GreenViet which went public in 2018 as a community-based project. The idea is to contribute to a positive transformation in people's awareness of nature while leading to the formation of eco-lifestyles.¹³⁶ The information center in the city of Da Nang provides information about the biodiversity of the Son Tra Peninsula and the threads on the ecosystem and presents the first actions that took place for protection.

¹³⁶ <http://www.en.greenviet.org/articles/view/671> (retrieved on 04.03.2020)



Fig. 105 | NEC center. Da Nang. (www.en.greenviet.org/articles/view/671)

Fig. 106 | Lady Buddha. 2018. (Yaman Hebbo)



Fig. 107 | View on the city from Son Tra Peak. 2018. (Yaman Hebbo)



Fig. 108 | Nhat Lâm Thuy Trang. 2019. (own).



3.2.4. Touristic Spot: Marble Mountains

The 'Marble Mountains' is an area with temple complexes on and around five mountains, which consists mainly of limestone. During the war, the area was a hospital due to the proximity to the US-Airbase in Da Nang. Like Son Tra Peninsula, it was also an overlook, while on the beach American soldiers took baths and practiced surfing in the ocean.¹³⁷ Now the mountains are filled with mysterious, views, spirituality, and amazing views.

Location & area

The area is located in the Ngu Hanh Son district and about 7 kilometers south-east of Da Nang city center. The location provides several caves, artistic temples, and some viewpoints.¹³⁸

The most popular and accessible mountain is the Ngu Hanh Son with an area of about 120.000 square meters. The recommended season to go there, is the dry season from February to September and especially in the morning and evening hours, cause of hot temperatures. In the rainy season, especially from the end of October to November this place is less frequented and can be quiet slippery.

Main connections

The location of 'Marble Mountains' is close to Da Nang city along the coastal road. The drive from Da Nang takes approximately 20 minutes by car or 25 minutes by motorbike, from Hoi An its almost double the time. The masses visit the mountains by using a taxi or by the grab-service. There is also bus number 38, which drives to this place. From the center of Hoi An, the bus station on Le Hong Phong, near the Hoi An Silk village drives there in about 40 minutes

Public buses are not the most attractive way so most travelers join, next to the private services, an organized tour that includes other attractions in the surroundings. There are numerous touristic tour operators, which bring tourists to the mountains and provide a tour, especially from Da Nang city.¹³⁹

Touristic components & facilities the spot

The main components are the limestone mountains, temples and the stone carving shops around the area with some cafes.

The mountains

Each of the mountains called 'Ngu Hanh Son' is named after one element of fire, wood, metal, water, and earth after the Chinese Yin-Yang philosophy. Only the largest and highest of the mountains Thuy Son, which stands for water can be visited. On the mountain, there are several pagodas, temples, and caves. They can be reached through an elevator or a staircase. The area is made for tourists so the main facilities exist at the bottom of the mountain with parking spaces for busses and toilets. Significant is the elevator which was built directly at the entrance to the mountain.¹⁴⁰

Stone carving villages

„The Non Nuoc village was established in the 18th century by an artisan of Thanh Hoa named Huynh Ba Quat. In the 19th century, the whole village lived in this profession. Under the skillful hands of local artisans, sophisticated artworks have been produced carefully then brought by the tourists throughout the world, even to countries like France, America, Australia, much more.

¹⁴¹ In Non-Nuoc, the most popular products are statues of Buddha, statues of animals, colorful

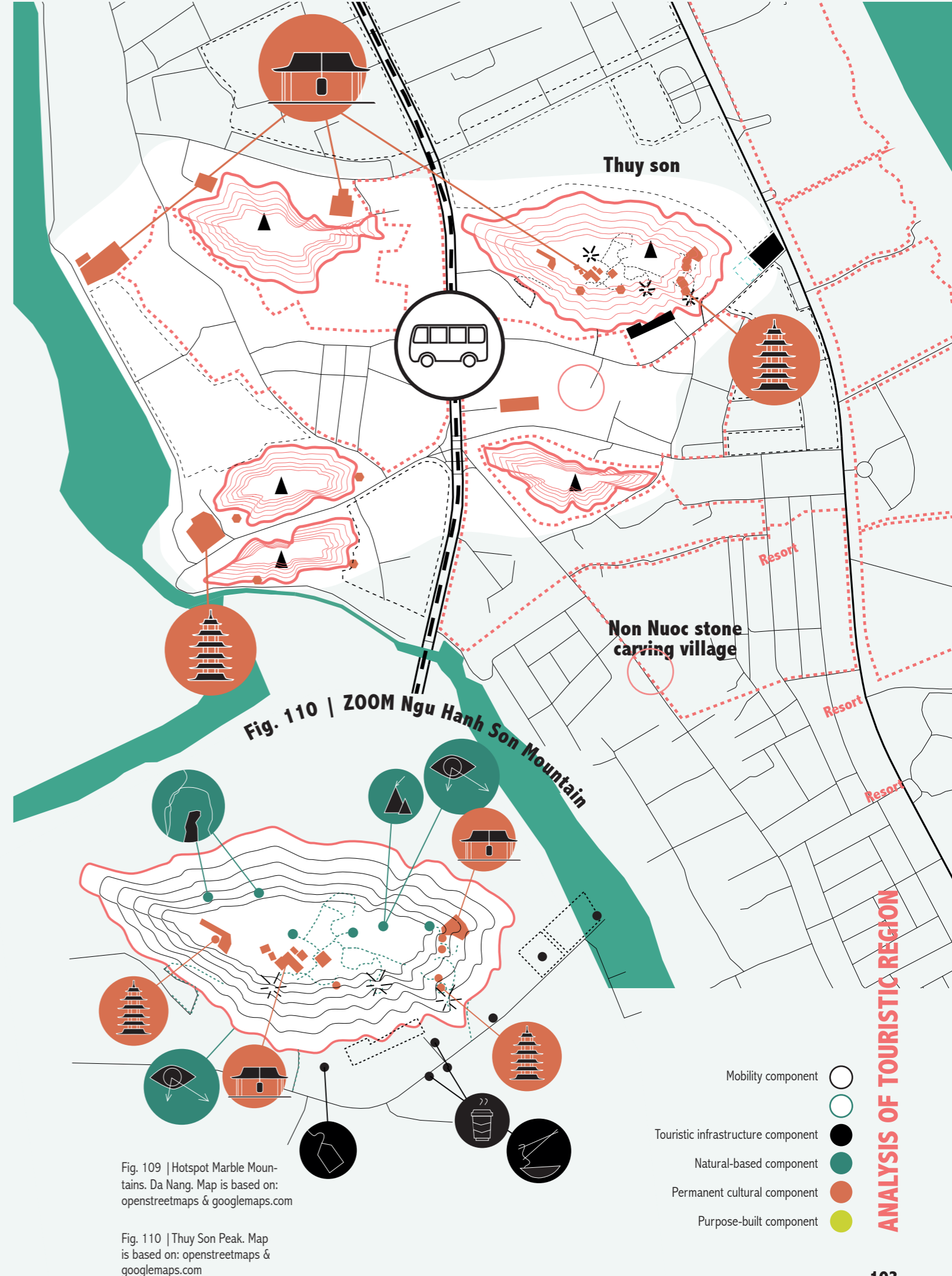
¹³⁷ <https://tourindanang.com/guide/marble-mountain-da-nang/> (retrieved on 12.01.2020)

¹³⁸ <https://authentiktravel.com/ngu-hanh-son-or-marble-mountains-spiritual-tourism-destination-in-da-nang> (retrieved on 13.01.2020)

¹³⁹ Marble Mountains Travel | Vietnam

¹⁴⁰ www.vietnam-guide.com/da-nang/marble-mountain.htm (retrieved on 28.03.2020)

¹⁴¹ <https://vietnamexplorer.com/destination/non-nuoc-stone-village> (retrieved on 28.03.2020)



bracelets carved sophisticatedly and elaborately. Coming to Non Nuoc stone village, visitors often choose valuable and unique souvenirs, from tiny stones to dozens of big statues. Although there are many traditional stone carving villages, it can be said that only Non Nuoc village has truly brought this unique handicraft to the world.

Touristic value, activities & touristic approaches

The area focuses on spiritual tourism and is count as a high place of Buddhist and Hindu pilgrimage.¹⁴²

The main value is in its historical origin and scenic views for tourists and educational sights learn about the Chinese Yin-Yang philosophy and admire the geological structures.

The main activities are small walking trails and exploring caves on the way. The place offers Buddhist and Hindu grottoes, pagodas, and shrines next to touristic shops. The most popular cave for visitors is the Am Phu Cave and the Huyen Khong cave which was bombed during the Vietnam war.¹⁴³

Target groups & users of place

The Marble Mountains are highly visited by tours which include the surroundings of Da Nang. The crowds are mainly day tourists from their surrounding accommodation spot in Hoi An and Da Nang. About 60% of the total visitor numbers in 2018 were foreign tourists, climbing or driving up the mountain. 6 The elevator opened up the mountain to a wider range of people, which is positive on the one hand, since the hotspot also favors accessibility for older or handicapped people, but on the other hand, the small hotspot gets slightly more overcrowded.¹⁴⁴

Current status & local community (if there is one)

It is a popular touristic place. Due to the proximity to the city of Da Nang and Hoi An, the holy place is very busy. In the year 2018, there visited 1.946 million visitors in the historical area.¹⁴⁴ For getting up the visitor pays an entrance fee of about 40.000 VND. Using the elevator costs an extra fee of 15.000 VND and visiting the hell cave inside cost an additional 40.000 VND. The fact is, that the focus for the visitors is to see the Thuy Son mountain from outside and inside.

There live about 600 families in the villages of Dong Hai Village and Thuy Son. 8 They create sculptures, artwork, and jewelry. The artwork is souvenirs especially to tourists but also has a tradition in their village.

Note

The area offers no explicit activities next to climbing up the mountain and visiting the caves. The community is not actively involved in tourism life. It is more a seller-buy principle of souvenirs.

¹⁴² authentiktravel.com/ngu-hanh-son-or-marble-mountains-spiritual-tourism-destination-in-da-nang (retrieved on 02.02.2020)

¹⁴³ www.viator.com/Da-Nang-attractions/Marble-Mountains/d4680-a21444?mcid=56757 (retrieved on 02.02.2020)

¹⁴⁴ Da Nang Today. <https://www.baodanang.vn/english/business/201901/fully-tapping-potential-for-tourism-development-of-marble-mountains-3132356/> (retrieved on 02.02.2020)

Fig. 111 | Marble Mountain entrance. Source: http://www.geographylists.com/vietnam_marble_mtn.html



Fig. 112 | Marble Mountain view on the village. Source: http://www.geographylists.com/vietnam_marble_mtn.html.



Fig. 113 | Marble Mountain view on the village. Source: http://www.geographylists.com/vietnam_marble_mtn.html.

3.2.5. Touristic Spot: Coco Bay

Coco Bay is an entertainment and hospitality complex and one of the latest large projects of this kind in the area, located right at the central beach strip and still under construction (status November 2019).¹⁴⁵

Location & area

Coco Bay is located between Da Nang city and Hoi An in Ngu Hanh Son district and is the last property in the province of Da Nang along the coast. The Marble Mountains are only 5 km away from the property. The city center of Da Nang is about 15 km away on the coastal roads. Coco Bay is surrounded by the Da Nang BRG Golf Club in the north which belongs to the city of Da Nang and the Montgomerie Links Golf Club which belongs to Quang Nam in the south. The whole location is a rectangle property which is approximately 1,2 km long from the ocean to the Co River. There is no natural structure that forms the property, only the Co Co River limits area of Coco Bay to the west, and the Truong Sa Street separates the area into 2 parts.¹⁴⁶

Main connections

Coco Bay can be reached by bus with the so-called Coco Bus. This Hop-on-Hop-off system includes 3 bus lines. The yellow route N1 called „Coco Bay Beach Tour“ connects Da Nang airport with Coco Bay. Several touristic stops including Dragon Bridge, My Khe Beach, the Marble Mountains as well as Lotte Mart and the Asia park are in between the connection. There are in general 10 bus tours between 8.30 am and 5.30 pm departing from Coco Bay, according to the winter Schedule in 2019. It takes about 45 minutes to the airport in Da Nang.

The purple Route N2, the „Da Nang City Tour“, operates 4 times a day between 9.30 am and 1.20 pm from the airport. While the Route N2 mainly connects the Da Nang city center, beach and northern parts of the city, the Route N1 focuses on the beach, southern parts of Da Nang and Coco Bay.

¹⁴⁵ Coco Bay. cocobay.vn/en/about-us/. 2020.01.26 (retrieved on 03.02.2020)

¹⁴⁶ <http://cococitytour.vn/> (retrieved on 04.02.2020)



Fig. 114 | Panel of ‚Empire‘ on the site, which differs from the original status. 2019. (own)

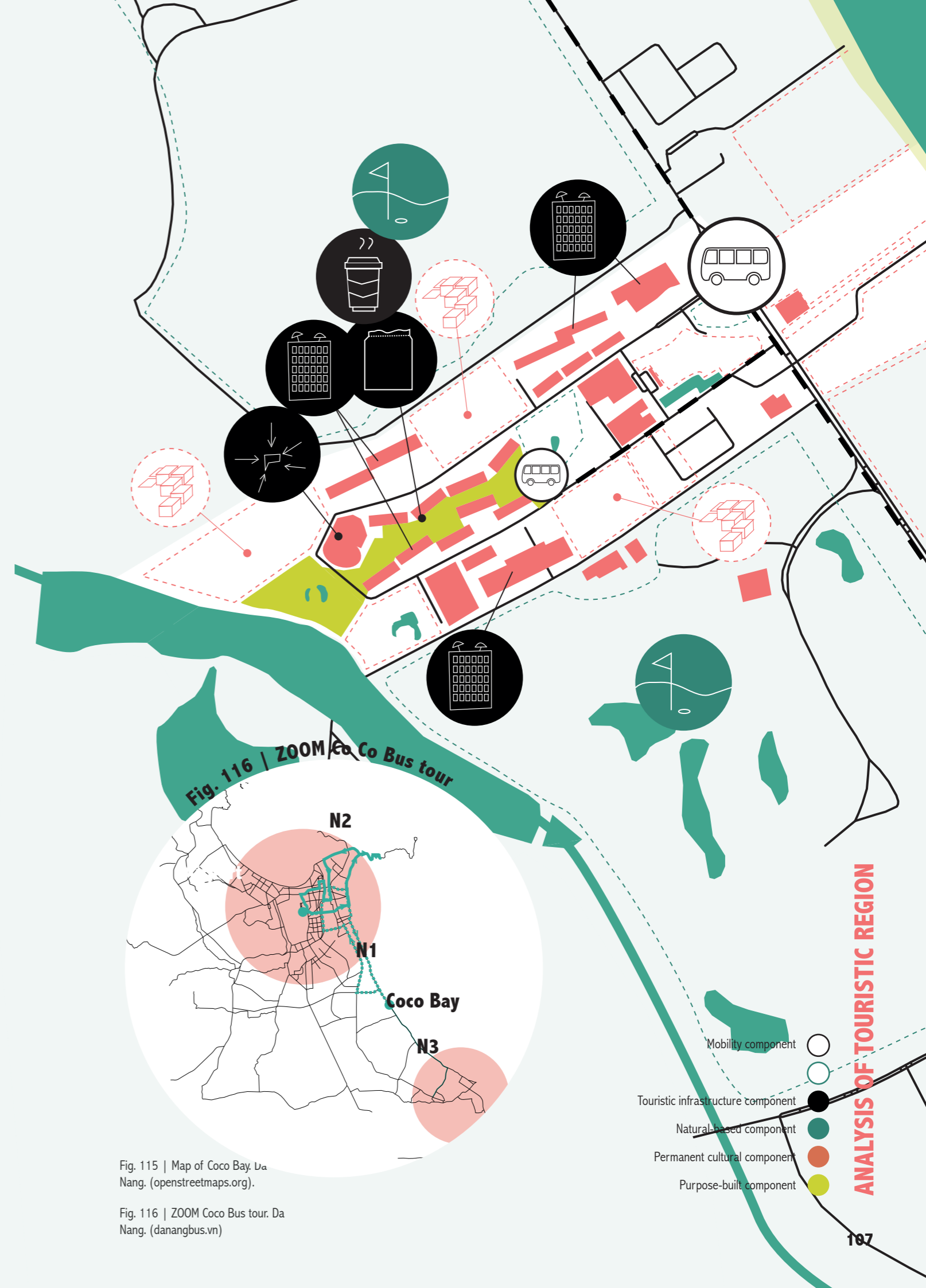


Fig. 115 | Map of Coco Bay, Da Nang. (openstreetmaps.org).

Fig. 116 | ZOOM Coco Bus tour. Da Nang. (danangbus.vn)

Touristic components & facilities the spot

Hotels and hospitality complexes

The main facilities are apartments and hotel complexes. The so-called 'condotels', where buyers get about 12% of annuity are a common concept in Vietnam in general. The other parts of the area are mostly boutique hotels.

Half-public space 'Coco Square'

The half-public square leading from the center of the area is the characteristic and main leading structure inside the area. It is advertised as the longest pedestrian street in Vietnam. There are art paintings on the paved floor. The long square opens up in a 9000 square meter area in the west with two pools and the Coco River in the background.

Stores/Shops

There are some small shops and a few cafes in the ground floor zones, which offer tourists the basics for daily life, like beverages and snacks.

Planned components

The site is still under construction. After completion, the components of the area include a fishing boat restaurant with 1500 seats, an outdoor stage with 2000 seats, the Cocoa Beach club planned to be southeast Asia's most iconic beach club.

A Coco opera house is planned with laser shows on the Coco River as well as an amusement park, garden for barbecue, a health center, a children's area, and an art exhibition.

There are outdoor sports areas and parking spaces planned as well as a riverside walk along the Coco River. A small business like shops, cafes, bars, lounges, karaoke clubs, and hair salons and much more are mentioned in the plannings of Coco Bay.¹⁴⁸

Touristic value, activities & touristic approaches

Coco Bay aims to become South East Asia's leading entertainment and hospitality complex, with varied amusement choices, world-class residence, and redefined tourist services. The activities inside the area are mainly focused on entertainment and consumption. There are part-time shows or events on Coco Square.

Target groups & users of place

According to the marketing strategy and the quality of the area, the main focus is on international wealth travelers and long-term investors. The concept of condotels with 3-4 stars is predominant for rich investors. Coco Bay itself advertises to be a target for couples, families, single travelers, or businesses to cater to all needs.

Current status & local community (if there is one)

The construction began in 2016 at a cost of over US\$5 billion to build about 10,000 condotels plus villas, hotels, and houses on 51hectare. At the end of 2019, Empire Group built about 3,000 condotels of the planned 10.000 and 1,700 units were sold.⁵

The part at the beach is still under construction. Since 2017 there are losses of about 134 billion VND (\$5.78 million) of the properties compared to the year before.

In general, there are no legal frameworks for the concept of condotels, but still is a common concept in Vietnam in the years 2016 and 2017. The buyers do not have good legal protection in conflicts with developers.¹⁴⁹

¹⁴⁷ Luxury Property Da Nang. <https://luxurypropertydanang.com/cocobay-danang-resort/> (retrieved on 06.03.2020)

¹⁴⁸ Cocobay. cocobay.vn/en/about-us/ (retrieved on 07.03.2020)

¹⁴⁹ Vietnam News. Worldtimes. 2019. <https://vietnamnews.worldtimes.news/tough-decisions-for-da-nang-over-cocobay-project/> (retrieved on 07.03.2020)



Fig. 117 | Development zone along the beach. 2019 (own)



Fig. 118 | View on Co Co bus. 2019. (own)



Fig. 119 | Co Co Bay Square. 2019. (own)



Fig. 120 | View from viewpoint into the west. 2019. (own)



Fig. 121 | The Co Co Bay mascot. 2019. (own)

Fig. 122 | Street with walkway. 2019. (own)



Fig. 123 | Pool in the west of Co Co Bay. 2019. (own)

¹⁵⁰ <https://e.vnexpress.net/news/business/companies/da-nang-condotel-developer-threatens-to-cancel-unsettled-contracts-4033272.html> (retrieved on 01.05.2020)

¹⁵¹ Vietnam News. vietnamnews. worldtimes.news/tough-decisions-for-da-nang-over-cocobay-project/ (retrieved on 01.05.2020)

¹⁵² Luxury Property Da Nang. <https://luxurypropertydanang.com/cocobay-danang-resort/> (retrieved on 01.05.2020)

The Dien Ban district in the Quang Nam administrative border holds a huge industrial park and is pretty close to the area with a linear distance of only 3,6 km to the central points. The industrial park was once mentioned in terms of environmental pollution.¹⁵⁰

There are discussions to turn the condotels into apartment buildings and open the area as an urban space and not only for touristic use, but this would cause infrastructural problems. The law allows the adjustment of tourism land use planning if the planning is not feasible or no longer suitable to the socio-economic development plan. Planning should be not adjusted to benefit investors and harm the community.¹⁵¹

Da Nang counts many condotel types which are mostly spread in coastal areas. The conversion into apartments is not allowed yet, because this would run contrary to municipal planning.

The area is not connected to a local community and mainly surrounded by touristic properties and resorts. The area itself focuses on their development as a center to spread tourists to the main touristic hotspots in the area.

Own observations & experience

The location is quite far away from the center of Hoi An and Da Nang. A grown local community is not available in this location. The fact that there is no grown community structure facing the area, the space is almost empty of people. The pool area is maintained with a safety guard, but it seems like nobody uses the huge area yet.

Still, the area of Coco Bay seems high-quality building structures. The building structure and concept with the huge central square is different, compared to other hotel complexes in the area. However, the area still lacks an identity of its own. Although Coco Bay is strongly marketed, the one-sided orientation of the user groups towards the high class is contrary to any planning of mixed-use for sustainable development.¹⁵²

3.2.6. Touristic Spot: Ba Na Hills

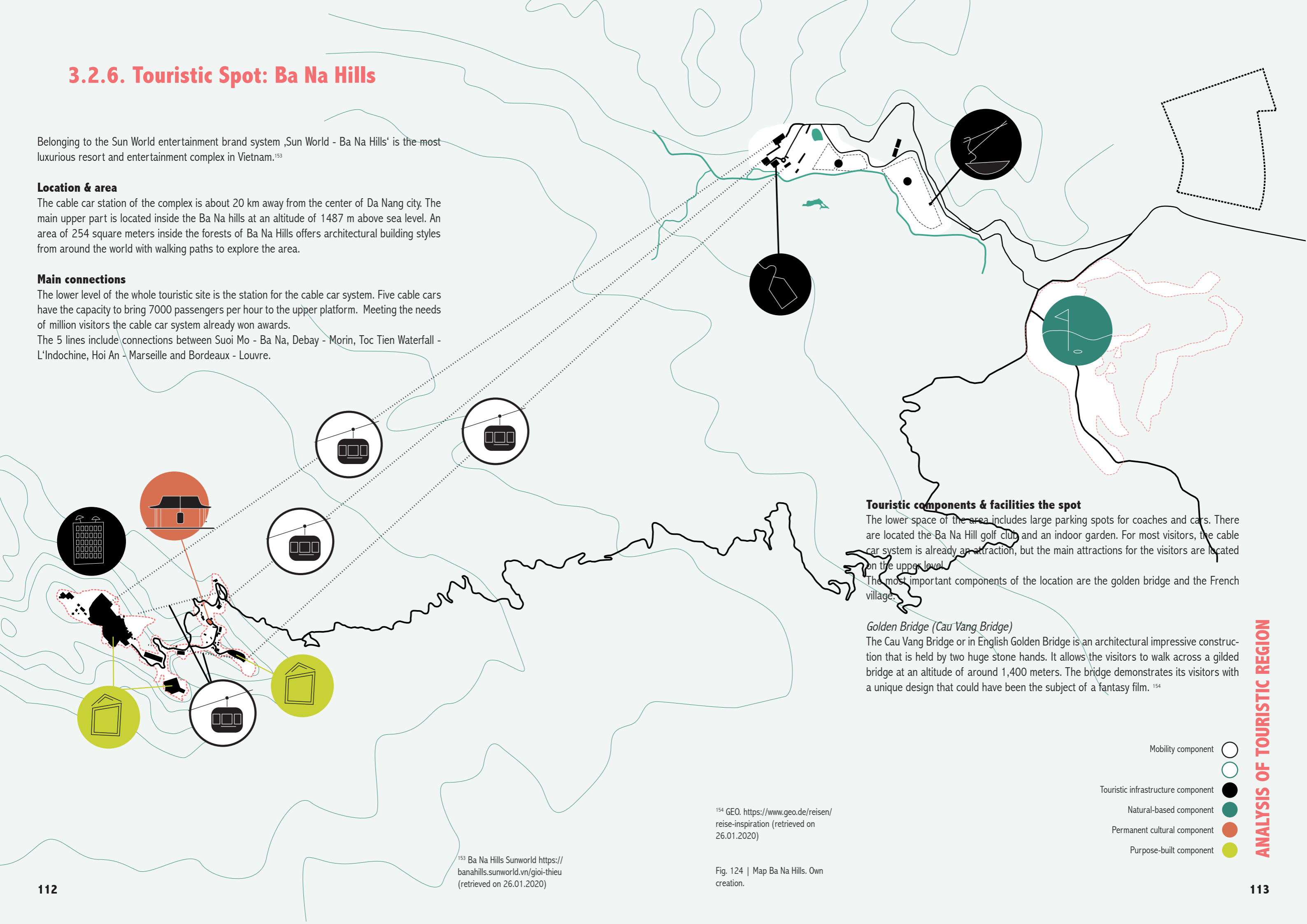
Belonging to the Sun World entertainment brand system, 'Sun World - Ba Na Hills' is the most luxurious resort and entertainment complex in Vietnam.¹⁵³

Location & area

The cable car station of the complex is about 20 km away from the center of Da Nang city. The main upper part is located inside the Ba Na hills at an altitude of 1487 m above sea level. An area of 254 square meters inside the forests of Ba Na Hills offers architectural building styles from around the world with walking paths to explore the area.

Main connections

The lower level of the whole touristic site is the station for the cable car system. Five cable cars have the capacity to bring 7000 passengers per hour to the upper platform. Meeting the needs of million visitors the cable car system already won awards. The 5 lines include connections between Suoi Mo - Ba Na, Debay - Morin, Toc Tien Waterfall - L'Indochine, Hoi An - Marseille and Bordeaux - Louvre.



Touristic components & facilities the spot

The lower space of the area includes large parking spots for coaches and cars. There are located the Ba Na Hill golf club and an indoor garden. For most visitors, the cable car system is already an attraction, but the main attractions for the visitors are located on the upper level.

The most important components of the location are the golden bridge and the French village.

Golden Bridge (Cau Vang Bridge)

The Cau Vang Bridge or in English Golden Bridge is an architectural impressive construction that is held by two huge stone hands. It allows the visitors to walk across a gilded bridge at an altitude of around 1,400 meters. The bridge demonstrates its visitors with a unique design that could have been the subject of a fantasy film.¹⁵⁴

- Mobility component ○
- Touristic infrastructure component ●
- Natural-based component ●
- Permanent cultural component ●
- Purpose-built component ●

¹⁵⁴ GEO. <https://www.geo.de/reisen/reise-inspiration> (retrieved on 26.01.2020)

¹⁵³ Ba Na Hills Sunworld <https://banahills.sunworld.vn/gioi-thieu> (retrieved on 26.01.2020)

Fig. 124 | Map Ba Na Hills. Own creation.

French village

The French village located around Ba Na Hills is a replica of a classical and romantic France. It is constructed with different buildings like squares, a cathedral and old villages. The area offers space for recreation and relaxation. Besides a fantasy park and one of the largest indoor game zone of Vietnam, it also provides luxury hotels, massage temples, and different types of food.¹⁵⁵

¹⁵⁵ <https://banahills.sunworld.vn/en/experience/french-village> (retrieved on 27.01.2020)

Touristic value, activities & touristic approaches

Sun World Ba Na Hills is known as the „first place to dream“, possessing excellent climate and interesting natural landscape. The location offers experiences in a day with many festive activities, entertainment, and attractive cuisine.

The visitors have the opportunity to experience unique constructions and destinations inside the area. One of the most favorite built-up areas when coming to Ba Na Hills is the French Village, which recreates an ancient and romantic France with unique classical architecture such as squares, churches, and towns. towns, villages, and hotels. The record-breaking 5km cable car is already n attraction. The system rises by almost 1,300 m from sea level. There drive offers spectacular views across the mountain and jungles. At the top, an alpine coaster, funicular railway, 18-hole golf course, and more activities invite different kinds of users.¹⁵⁶

¹⁵⁶ <https://vietnam.travel/places-to-to/central-vietnam/da-nang> (retrieved on 27.01.2020)

Target groups & users of place

Through 11 years of operation and continuous development, Sun World Ba Na Hills has become a familiar destination for domestic and foreign tourists coming to Danang.¹⁵⁶ Focusing on the offer and the prices of Ba Na hills, the visitors favor high quality entertainment and building structures. Based on censuses of google, visitors to Ba Na Hills stay in general about 3 hours.

Current status & local community (if there is one)

For a sequence of four consecutive years from 2015 to 2018, Sun World Ba Na Hills has been honored with the title of Vietnam's leading Tourism Zone, awarded by the Vietnam National Administration of Tourism.¹ The location is one of the region's economic tourist machine.



Fig. 125 | View on the temple. 2018. (Yaman Hebbo)



Fig. 126 | Golden bridge with crowds of tourists. 2018. (Yaman Hebbo)



Fig. 127 | Cable car system. 2018. (Rajesh Pamnani. Flickr.com)

3.2.7. Touristic Spot: Hoi An ancient town & surroundings

Hoi An is a tourist magnet. The ancient town itself with the old and historic houses of the former port city and its surroundings offers many different activities and attractions. The ancient town buildings are one of the UNESCO World Heritage Sites in Quang Nam.

Location & area

Hoi An actually consists of two cities. One is the new town, where many new hotels have been built for visitors, which is similar to any other Vietnamese town and the other is the old town, which presents the historical picturesque site of Hoi An. Colorful houses and streets are decorated with lanterns.

Main connections

Hoi An is connected by bus from Da Nang. There is a bus terminal outside the ancient town with local buses. The intercity bus drops visitors off either at the bus-offices in Hoi An or in a public parking lot about 1km outside the city center. The small narrow streets inside the ancient town are closed for cars.

The surroundings of Hoi An are mainly connected by private services like local ride bikes, motorcycles, or taxis. Another possibility is electric cars, which are additional options for taxis. They look like golf carts and drive tourists to the close surroundings of the area.

Touristic components & facilities the spot

The main spots inside the area are next to the UNESCO protected ancient town, the Ba Mau Coconut forest, Tra Que vegetable village / vegetable island, the handicraft villages, and the beach.

Ancient town

The Ancient Town in Hoi An was a Southeast Asian trading port from the 15th to the 19th port and is still preserved in an actually great condition. UNESCO declared Hoi An ancient town as a world heritage site in 1999. It is located on the north bank in Viet Nam's central Quang Nam province near the Thu Bon River, about 30 km south of Da Nang. It consists of religious buildings, traditional family housings, and foreign influences, especially in the style of small South Chinese towns.

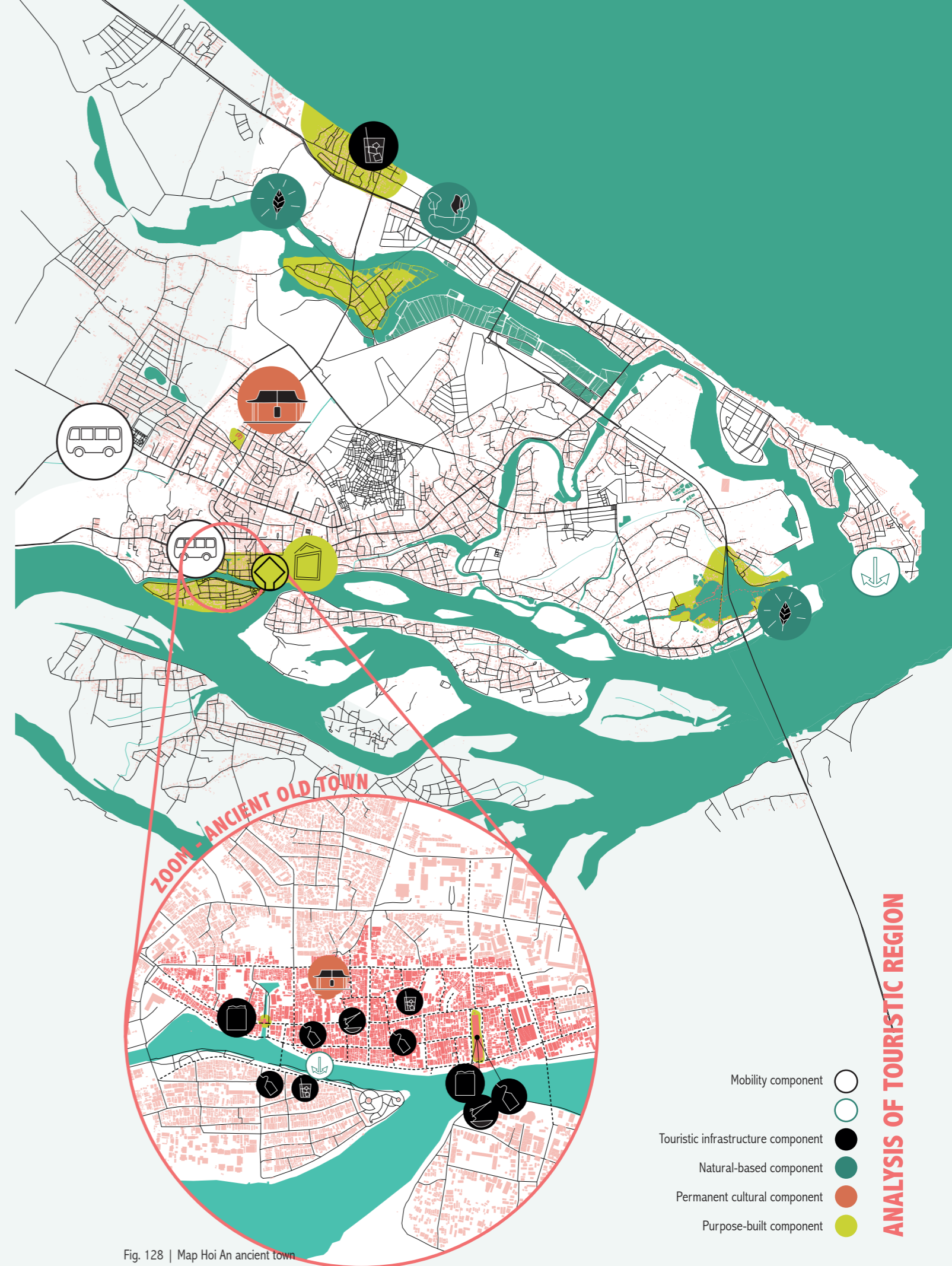
Hoi An, in general, is very well connected and on its way to becoming the first ecocity by introducing a connected bike-sharing system.¹⁵⁷

Most of the historic district area is non-motorized. In regards to the urbanization and to avoid air and noise pollution, reduce carbon emissions, Hoi An has focused its efforts to provide clean public transport and limiting private vehicles around the city.

Artist shops, private designer shops, and delicious restaurants can be found everywhere, but still, the most density of restaurants is in the city itself.

The ancient city itself is free of charge, but there are parts with an entrance fee. The ticket can be purchased in the west of the old town and gives the opportunity to view 5 freely chosen locations within the city.

The Japanese bridge was once the link between the Chinese and Japanese parts of Hoi An. It is the connection to a small part of the city which can only be reached by the bridge.



¹⁵⁷ TRANSFORMATIVE MOBILITY. www.transformative-mobility.org/publications/h%E1%BB%99i-an-vietnam-on-its-way-to-become-the-first-ecocity-with-a-comprehensive-bicycle-plan-and-bike-sharing-system (retrieved on 14.03.2020)

Fig. 128 | Map Hoi An ancient town & surroundings. Own creation.

Temples , Market hall, Market

The ancient town has a lot to offer especially for historical and architecture interested tourists. Around 1000 buildings in the town have been protected by heritage listing and that's also one of the main reasons tourists come to visit this historical place. With well-preserved buildings and authentic touch, the ancient town can be visited by a diverse group of tourists.

Ba Mau Coconut Forest

The area is the place to coconut mangroves which reach all the way to Cua Dai. The area is an ecological area. The mangroves are filters for the water which flows from the river streams into the ocean. There is a small fisherman village right next to it.

The area is a tourist hotspot, caused by the many basket boat tours which make this place popular.¹⁵⁸ The area counts many marine species like crab, shrimp, or mollusks. According to the natural and marine values, the area is part of the UNESCO protected Hoi-An Cham island world heritage since 2010.¹⁵⁹

Tourists have discovered the ecosystem of the flooded palm forest, baskets boating, cycling, fishing or just participate in the coconut forest garbage collection, contributing to environmental protection.

Tra Que vegetable village / vegetable island

The Tra Que village got its name from a vegetable which is characteristic for Pho Hoi people. The island was formed 300 years ago and is surrounded by De Vong River and Tra Que Lagoon. The area offers now accommodations and agricultural fields on a small scale. The streets are very narrow, so the main transport mode is a scooter. The village is also a daily visit or a place for cooking classes.¹⁶⁰

Handicraft villages

There are five craft villages near the old town. The three most visited ones are Kim Bong carpentry village, Phuoc Kieu bronze casting village and Thanh Ha pottery village.

¹⁵⁸ Asia Open Tours. <https://asiaopentours.net/bay-mau-coconut-forest/> (retrieved on 15.01.2020)

¹⁵⁹ Hoi An World Heritage. <http://www.hoianworldheritage.org.vn/en/news/Hoi-An-Travel/Explore-the-Bay-Mau-coconut-forest-72-hwh> (retrieved on 15.01.2020)

¹⁶⁰ Vietnam Discovery. <https://vietnamdiscovery.com/hoi-an/top-lists/traditional-handicraft-villages-in-hoi-an/> (retrieved on 18.01.2020)



Fig. 130 | Hoi An tourist ships. Hoi An. 2019. (own)



Fig. 131 | Example of temple to visit in old town. Hoi An. 2019. (own)

Fig. 132 | Bau Mau coconut forest. Hoi An. 2019. (own)



Fig. 129 | Market hall in old town. Hoi An. 2019. (own)



Fig. 133 | Tra Que vegetable village. Hoi An. 2019. (own)

Kim Bong carpentry village

The Bong carpentry village is one of the primary sources of woodwork products in Vietnam. The traditional village has started producing woodwork arts and products already 600 years ago. They combine the style of Japanese, Chinese, and Cham kingdom to create wooden furniture, ships, and ancient architectural constructions. The local people are constantly helping and contribution to maintaining their woodwork traditions.¹⁶¹

Phuoc Kieu bronze casting village

Around 400 years ago the Phuoc Kieu Bronze Casting Village was created by followers of feudal lord Nguyen Hoang. It has started by producing weapons and items which were used during royal ceremonies. Nowadays the forges and ovens are used to create bronze ceremonial artifacts as well as decorations. The village has a population of around 20 families with around 100 labors. The place is known for the opportunity to see the spiritual life of the local people.¹⁶²

Thanh Ha pottery village

On the bank of Thu Bon river, the Thanh Ha pottery village operates manufacturing facilities and handcrafts some local and traditional pottery. The village artisans use traditional techniques to produce their souvenirs. The village has also lately transferred to a living museum where tourists can see how ceramic souvenirs get produced.¹⁶³

Touristic value, activities & touristic approaches

Tourists are offered many activities in and around Hoi An. The main touristic value and reason why people visit the ancient town are because of the historical buildings. There are shops and coffees which invent to sit down in the old town atmosphere.

The visits of Hoi An are during the day not less crowded than at night. The streets and houses are illuminated by colorful lanterns that invite to an evening walk through the city. In the evening hours, the streets are full of tourists, but at least no motorbikes are allowed to ride in the old town of Hoi An. The restaurants in Hoi An are very tiny, but unfortunately, they also have correspondingly price-intensive menus caused by the numbers of tourists. The food market next to the old town is a great alternative to get the typical food of the region. Hoi An is famous for „White Rose“ (shrimp dumplings), fresh spring rolls, and „cao lau“ (Japanese noodles with many herbs, bean sprouts and pork).

Cooking classes on farms

One of the recent activities also introduced by the Tra Que vegetable village is cooking classes which are spread all around the location. Tourists learn about local fruits and vegetables and get introduced to typical meals in the area. Some cooking farms sell self-made products.

Boat tours

Through the location along the Thu Bon River, boat tours are a common activity. An impressive boat trip takes place in the coconut forest with traditional round basket boats, where the local boaters almost show their skills.

Target groups & users of the place

Hoi An is a place for all kinds of travelers. Especially international tourists enjoy the unique architecture, while domestic tourists identify Hoi An as too crowded.

¹⁶¹ <https://www.bestpricetravel.com/travel-guide/kim-bong-carpentry-village.html> (retrieved on 19.01.2020)

¹⁶² <https://vietnamdiscovery.com/hoi-an/top-lists/traditional-handicraft-villages-in-hoi-an/> (retrieved on 19.01.2020)

¹⁶³ <https://hoianstay.com/thanh-ha-pottery-village/> (retrieved on 19.01.2020)



Fig. 134 | Agricultural education at Hoi An Farm. 2019. (own)



Fig. 135 | Cooking class - traditional production of rice starch. 2019. (own)

Fig. 136 | Tea ceremony. Hoi An. 2019. (own)



Fig. 137 | Thanh Ha Pottery Village. Hoi An. 2019. (own)



Fig. 138 | Current protection system against sand beach slides at Hoi An Beach. 2019. (own)

Current status & local community (if there is one)

To get into the old town, one has to pay 120.000 VND (the year 2019) at a ticket counter. Paying the entrance fee enables the inspection of 5 historical buildings. Especially in the evening times, the streets are full of tourists.

Hoi An is facing problems in the case of mass tourism and environmental threads. In the coastal areas there happen sand beach slides. The old town is during the day and the main seasons very crowded. Floods in the rainy season flood the whole city.

Hoi An has increasingly commercialized and even though the UNESCO World Heritage City still attracts more tourists the local authorities see a decline in arrivals from Western countries, especially from Europe.¹⁶⁴

Some surveys showed that European visitors get more attracted to agricultural production, eco-tourism, and community-based tours. Local eco-community-based tourism around the area however still remains largely untapped.¹⁶⁵

Own observations & experience

With upcoming forms of creative tourism ideas and activities in the mangroves, young people and activists spend a lot more time in Hoi An than in Da Nang. As Hoi An faces many problems with mass tourism and overcrowding, it is a great chance to adapt the activity systems into other places in the region to distribute tourists better around the old town and to integrate communities. As environmental protection gets more important to rescue Hoi An from a collapse, eco-tourism is a great chance to implement it into the region.

¹⁶⁴ www.notbritsabroad.com/why-i-wont-go-back-to-hoi-an/, <https://www.timetravelturtle.com/hoi-an-world-heritage-vietnam/> (retrieved on 14.03.2020)

¹⁶⁵ <http://asean.travel/2018/08/06/hoi-an-suffering-of-disaffection-of-western-visitors/> (retrieved on 14.03.2020)



Fig. 139 | Waste disposal inside Hoi An old town. 2019 (own)

3.2.8. Touristic Spot: Cham Islands

The island group is the green archipelago of the region and is a marine and diving hotspot for visitors from Hoi An.

Location & area

The Cham Islands are a group of eight small islands and were announced as a Biosphere Reserve by UNESCO located in the south Asia sea. The surface area, both terrestrial and marine is 33,146 ha, according to UNESCO. The linear distance to Hoi An is approximately 20km. The area offers mountainous areas, rainforest and includes a lot of different marine species like corals mollusks and seaweed. Most of the local people live by doing Fishery but tourism is also a strong economic sector with a lot of further potentials.¹⁶⁶

The best time to visit the island is from March to September with great water conditions.

Main connections

You can visit the Cham Islands by boat and ferry from the dock at Bai Lang villages. The trip takes about 30 minutes one way via express boat. Usually, every two hours a boat departs from the there. During heavy seas, no boats sail out so there is no way for tourists to visit Cham Island. On the main Island, you can use local boats to visit the places between Bai Lang and Bai Huong. You can also take a bicycle or a scooter with you on the ferry to explore the island.¹⁶⁷

Touristic components & facilities the spot

The two villages Tan Hien and Bai Huong o welcome tourists in homestays. In the northern central part is the Buddhist Temple next to Tan Hien and a devotional place and a smaller Buddhist temple in Bai Huong village. Shops and restaurants are located in the village but in general, the homestays offer dishes. The local diving centers are also on the main island.

Touristic value, activities & touristic approaches

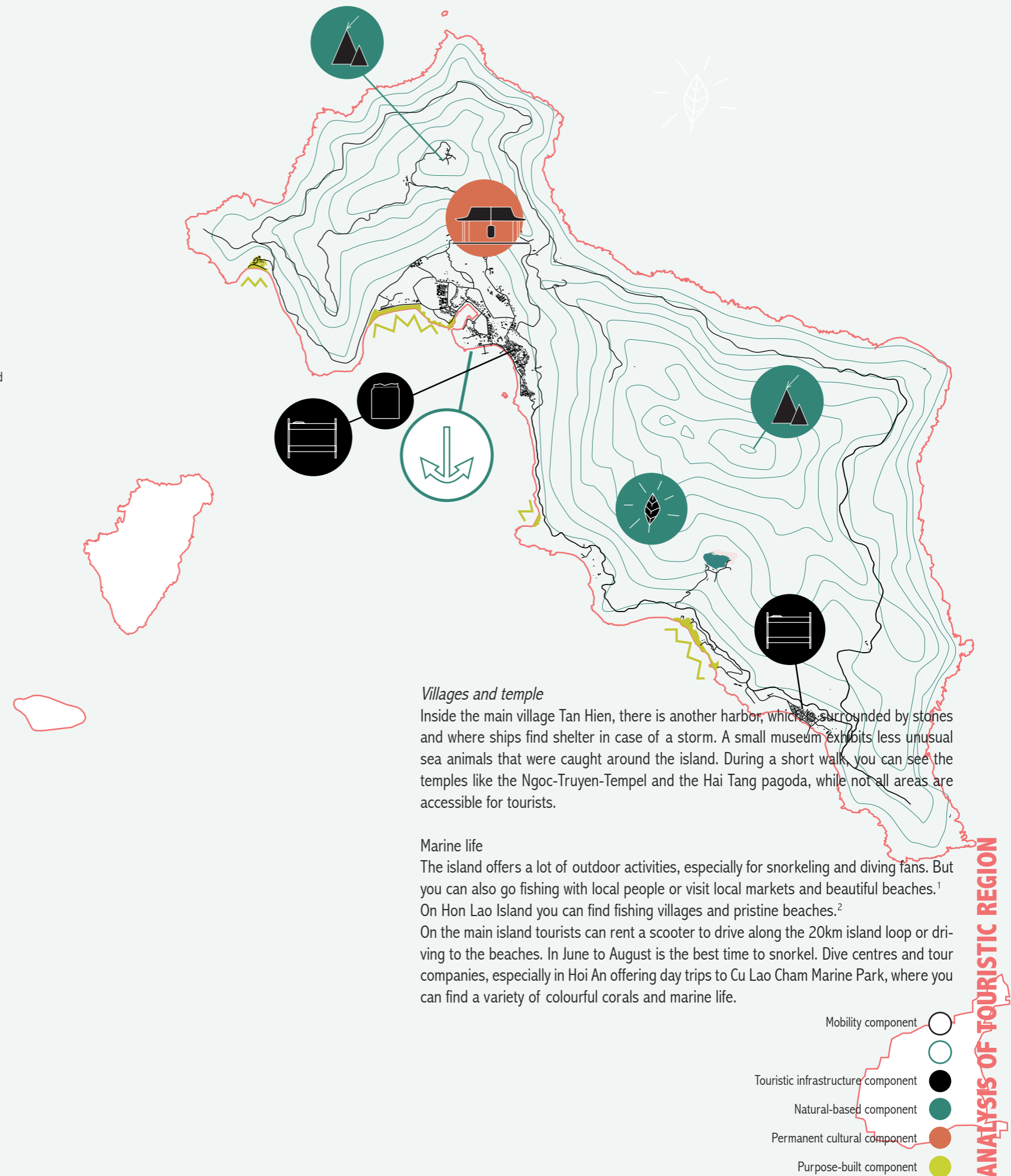
There are just several sights on the island. The island is popular for its surrounded marine life, natural highlights such as rain forests, a diverse landscape, and diverse flora and fauna.

¹⁶⁶ UNESCO. www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves/asia-and-the-pacific/vietnam/cu-lao-cham-hoi-an (retrieved on 14.03.2020)

¹⁶⁷ LONELY PLANET. www.lonely-planet.com/vietnam/cham-islands/practical-information/transport/air/44dd6b9c-540d-4205-9793-4ecd0c7c288e/1325898. (retrieved on 14.03.2020)



Fig. 140 | The islands group. (own)



Villages and temple

Inside the main village Tan Hien, there is another harbor, which is surrounded by stones and where ships find shelter in case of a storm. A small museum exhibits less unusual sea animals that were caught around the island. During a short walk, you can see the temples like the Ngoc-Truyen-Tempel and the Hai Tang pagoda, while not all areas are accessible for tourists.

Marine life

The island offers a lot of outdoor activities, especially for snorkeling and diving fans. But you can also go fishing with local people or visit local markets and beautiful beaches.¹ On Hon Lao Island you can find fishing villages and pristine beaches.² On the main island tourists can rent a scooter to drive along the 20km island loop or driving to the beaches. In June to August is the best time to snorkel. Dive centres and tour companies, especially in Hoi An offering day trips to Cu Lao Cham Marine Park, where you can find a variety of colourful corals and marine life.

ANALYSIS OF TOURISTIC REGION

Fig. 141 | Map Cham Island. (own)



Fig. 142 | Ngoc-Truyen-Tempel. Cham Island. 2018. (Michael Peterek).

Beaches

Bai Cong Beach, Bai Ong Beach, Bai Bac Beach, and Bai Xep on the main island.

Special environmental value

With more than 1.500 hectares of natural forest on the island, 356 hectares of reefs, 200 hectares of seagrass, 9 beaches, and field and court area residence and shelter of a „world“ variety of animals, underwater and terrestrial plants. 499 species of forest plants, 18 animals, 72 birds, 50 reptiles and frogs, 236 bottom animals, 5 species of shrimp, 2 species of water crabs sweet, and many floating plants and land glands found in forests. Specifically, Cu Lao Cham crab connects between two forest and sea ecosystems, which, under the sea, 282 species of coral species, 5 seaweed, 101 species of seaweed, 291 species stretch to fish, 145 species of mollusk, 60 species of crustaceans, 20 species of thorns, 182 species of animals and plants, contributes to creating a life for fishing villages. The forest and Cu Lao Cham sea are like retained into a rock, which our farmers and fishermen have lived, creating muscle.

There are two core areas where long-term conservation focuses on preserving land/seascape diversity to conserve ecosystems, habitats, species, and genetic resources intact, and prevent disturbance by human populations. The corridor between the two core areas is considered the ecological buffer zone and transition area linking the river mouth (Cua Dai) and the archipelago. This zone contributes substantially to the recovery of marine ecosystems in the area.

Target groups & users of the place

The place has attractive opportunities for a day trip tourists for a lazy beach day as well as for the active outdoor tourists.

For beach lovers, an overnight stay on the Cham Islands is worthwhile to discover and enjoy more beautiful beaches.

Current status & local community (if there is one)

Currently, around 500,000 visitors come to Cham Island every year but there is a period especially during the rainy seasons where the sea is so rough that you cannot travel to Cham Island by boat. Most of the visitors are daily tourists which come to see the marine life without using accommodation on the island.

The local community is facing the challenge that plastic pollution of the ocean increases, so Cu Lao Cham is one of five coastal sites in Vietnam where the Pacific Environment is partnering with local leaders to tackle plastic pollution.



Fig. 143 | Street on Cham Island eastern part. 2019. Source: Vuong Phuc Tu Tuoc. www.google.de/maps



Fig. 144 | Inland port. 2018. (Michael Peterek)

According to WWF there exist problems with trash and plastic on the island. Especially the sustainable collection and waste separation still cause many problems. In 2019 the marine protected area started to ban plastic cups and cutlery.

20 years ago, the 2000 island residents earned their living mainly from fishing and gathering corals. In that time the island inhabitants opposed establishing a marine protected area for fear of losing their livelihoods. According to the Vietnam National Administration of tourism there live now approximately 3000 people on the islands. Fishery is still the main economic activity, but tourism is regarded as a sector with strong economic potential.

The villages on Cham Island Tan Hien and Bai Huong offer the only homestays to accommodate people. Most of them are located along Bai Chong Beach. Today, most of the community supports the Marine Protected Area (MPA) and most residents earn a living in tourism.



Fig. 145 | Snorkeling activity, 2018.
Source: <https://www.viator.com/tours/Da-Nang/Full-Day-Cham-Island-Tour-from-Da-Nang/d4680-6528P155>

Tourism is next to fishing a further economic opportunity for inhabitants and supports as contrast improvements in coral health and water quality would have been difficult to achieve. What's more, local leaders advocating conservation practices have started emerging. Recent exchanges brought community members from neighboring coastal regions to Cu Lao Cham to learn ecotourism practices.

Ensuring the local community actively participating in the environment in the conservation of the marine environment.¹⁶⁸

The community work is the central element of a sustainable protection and tourism development.

Note

Chapter 6 describes an example of an initiative for plastic and emission reduction on the island to go green as an example on how to intervene on an already touristic spot.

¹⁶⁸ WWF, 2007. www.wwf.de/plastikflut/modellprojekt-cu-lao-cham-und-con-dao/ (retrieved on 14.03.2020)



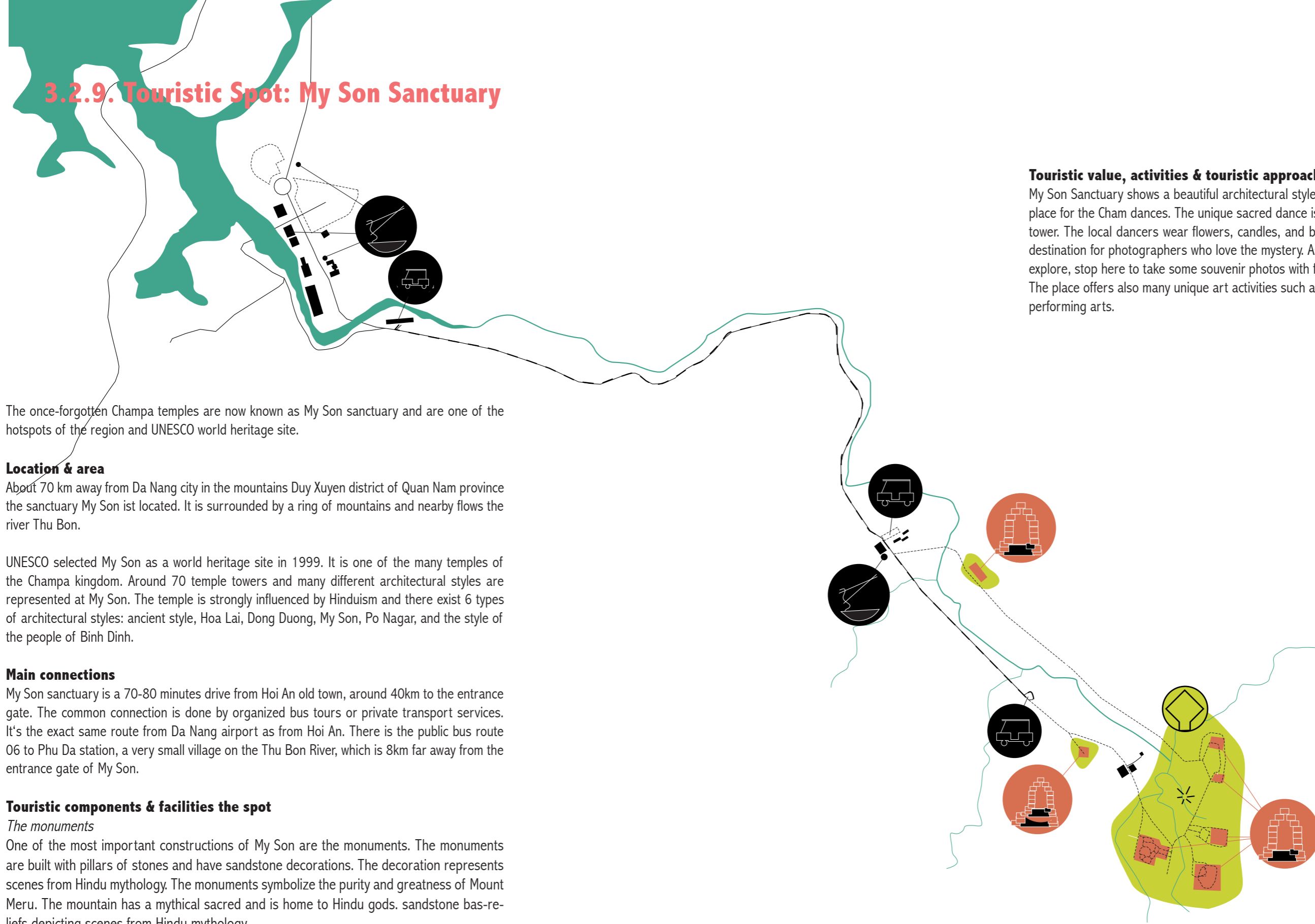
Fig. 146 | Typical House. Cham Island, 2018. (Michael Peterek)



Fig. 147 | Typical House. Cham Island, 2018. (Michael Peterek).

ANALYSIS OF TOURISTIC REGION

3.2.9. Touristic Spot: My Son Sanctuary



The once-forgotten Champa temples are now known as My Son sanctuary and are one of the hotspots of the region and UNESCO world heritage site.

Location & area
 About 70 km away from Da Nang city in the mountains Duy Xuyen district of Quan Nam province the sanctuary My Son is located. It is surrounded by a ring of mountains and nearby flows the river Thu Bon.

UNESCO selected My Son as a world heritage site in 1999. It is one of the many temples of the Champa kingdom. Around 70 temple towers and many different architectural styles are represented at My Son. The temple is strongly influenced by Hinduism and there exist 6 types of architectural styles: ancient style, Hoa Lai, Dong Duong, My Son, Po Nagar, and the style of the people of Binh Dinh.

Main connections
 My Son sanctuary is a 70-80 minutes drive from Hoi An old town, around 40km to the entrance gate. The common connection is done by organized bus tours or private transport services. It's the exact same route from Da Nang airport as from Hoi An. There is the public bus route 06 to Phu Da station, a very small village on the Thu Bon River, which is 8km far away from the entrance gate of My Son.

Touristic components & facilities the spot
The monuments
 One of the most important constructions of My Son are the monuments. The monuments are built with pillars of stones and have sandstone decorations. The decoration represents scenes from Hindu mythology. The monuments symbolize the purity and greatness of Mount Meru. The mountain has a mythical sacred and is home to Hindu gods. sandstone bas-reliefs depicting scenes from Hindu mythology.
 The monuments give insight into the engineering skills and into the religious and political thoughts of Chams culture. The Sanctuary is an exceptional example of the interchange between an indigenous society that adapted external influences like Hindu art and the architecture style of Indian sub-continent.

Touristic value, activities & touristic approaches
 My Son Sanctuary shows a beautiful architectural style of the Chams culture. It is also a show-place for the Cham dances. The unique sacred dance is should soothe the spirits of the temple tower. The local dancers wear flowers, candles, and betel nuts to look more alive. It is also a destination for photographers who love the mystery. As one of the places for those who like to explore, stop here to take some souvenir photos with friends or relatives.
 The place offers also many unique art activities such as dancing ceremonies, water dance, and performing arts.

Fig. 148 | Map My Son Sanctuary. (own)

Target groups & users of place

My Son is a highly frequented tourist hotspot. It attracts visitors from all kind of backgrounds and is suited for different type of tourists mentioned in chapter 1. Tourists particularly interested in history will discover interesting things in this place. According to the visitor census, people stay around 1.5 hours at the sanctuary.

Current status & local community (if there is one)

Currently, there is a weak strategy for environmental protection of the property in place. The tourist rate is continuously growing which should be taken into account for the further management plan for the site.

To keep this place safe for the future the extreme climatic conditions have to be accounted for and should be focused on the long-term management of the property.

Also important for the long term safety of people visiting My Son, it is important to keep the de-mining work up to make sure that this place continues to deliver appropriate access and understanding of the monuments to their visitors.



Fig. 149 | My Son Sanctuary. 2018. (www.all-free-photos.com)

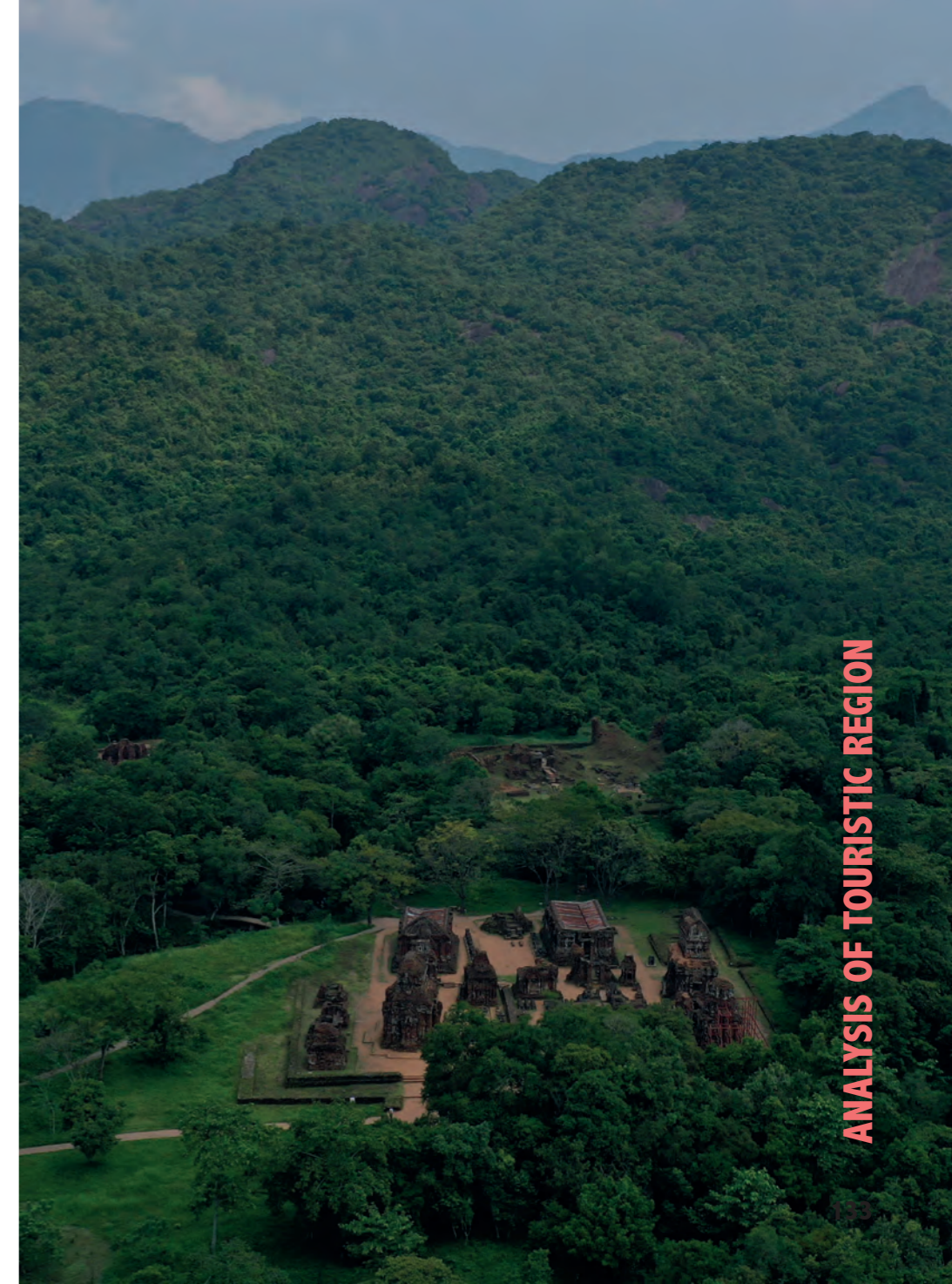


Fig. 160 | My Son Sanctuary in the forests. 2019. (Felix Vollmann)

3.2.10 Touristic Spot: Tam Ky & surroundings

The city Tam Ky in contrast to the city of Da Nang and Hoi An a much less frequented tourist hotspot, but it still offers some partial spots which need to be included in this list and for further work in chapter 6.

Location & area

Tam Ky city is about 46km away from Hoi An old town heading south on the highway A1. It is the capital of Quang Nam. The ocean is approximately about 13km away from where the village of Tam Thanh is located. The Phu Ninh lake is in the south of the city and a natural reserve with upcoming tourism.

Main connections

There is a train station in the southwest of the city. There is also a bus connection that connects Da Nang and Tam Ky. The main bus terminal is right next to Tam Ky bridge, which leads across the river of the same name in the east of the city. The public connections to the ocean and inside Tam Thanh village are poor. There are mainly private minibusses connecting Tam Thanh area along the coast which have to be ordered.

Touristic components & facilities the spot

There are some hotels in Tam Ky. While the city itself offers fewer tourist spots, some places in the immediate vicinity are interesting for visitors. The main spots are the monument of the heroic mother, the paintings, and the beach in the Tam Thanh community. Some small touristic spots surround the area like the Phu Ninh Lake and the Ky Anh Tunnel which is located on the way to Hoi An. There are two sites offering relicts to traditional Cham culture.¹⁶⁹

The Heroic mother monument

The complex of the monument is about 15 ha in the Tam Phu commune. With a height of 18 meters, the granite monument shows different faces of heroic mothers with the central mother Nguyen Thi Thu. The monument honors the sacrifice by Vietnamese heroic mothers for the struggle of independence. There is a museum which is integrated right behind the monument. The whole area surrounding the uphill monument looks like a park structure on the Cam hill.

Tam Thanh community art

Tam Thanh village received a special artistic upgrade from a Korean-Vietnamese joint project. In the year of 2016 and inspired by Korean best practices for a better community, the village was embellished with murals that tell the stories and traditions of the villagers. Now the area is a common spot for taking photos. The village is home to several homestays, but still less frequented by international tourists staying there.

Van Thanh Confucius temple, Khuong My Towers & Chien Dan Cham Towers

The Khuong My Towers are located close to the Highway A1 in the south-east of the city. The Chien Dan Cham Towers are located in the opposite direction outside the city, 8.7km to Tam Ky rail station. Both sites are relicts from the Champa culture and are compared to the My Son sanctuary much less frequented but also much smaller.

Ky Anh Tunnel

Outside the city, on the way to Hoi An, there are two touristic sites which are mainly part of the way in between. The Ky Anh tunnel is a memorial of the Vietnam war.

¹⁶⁹ Hidden Hoi An. <https://hiddenhoi-an.com/travel/tam-thanh-mural-village/> (retrieved on 25.02.2020)

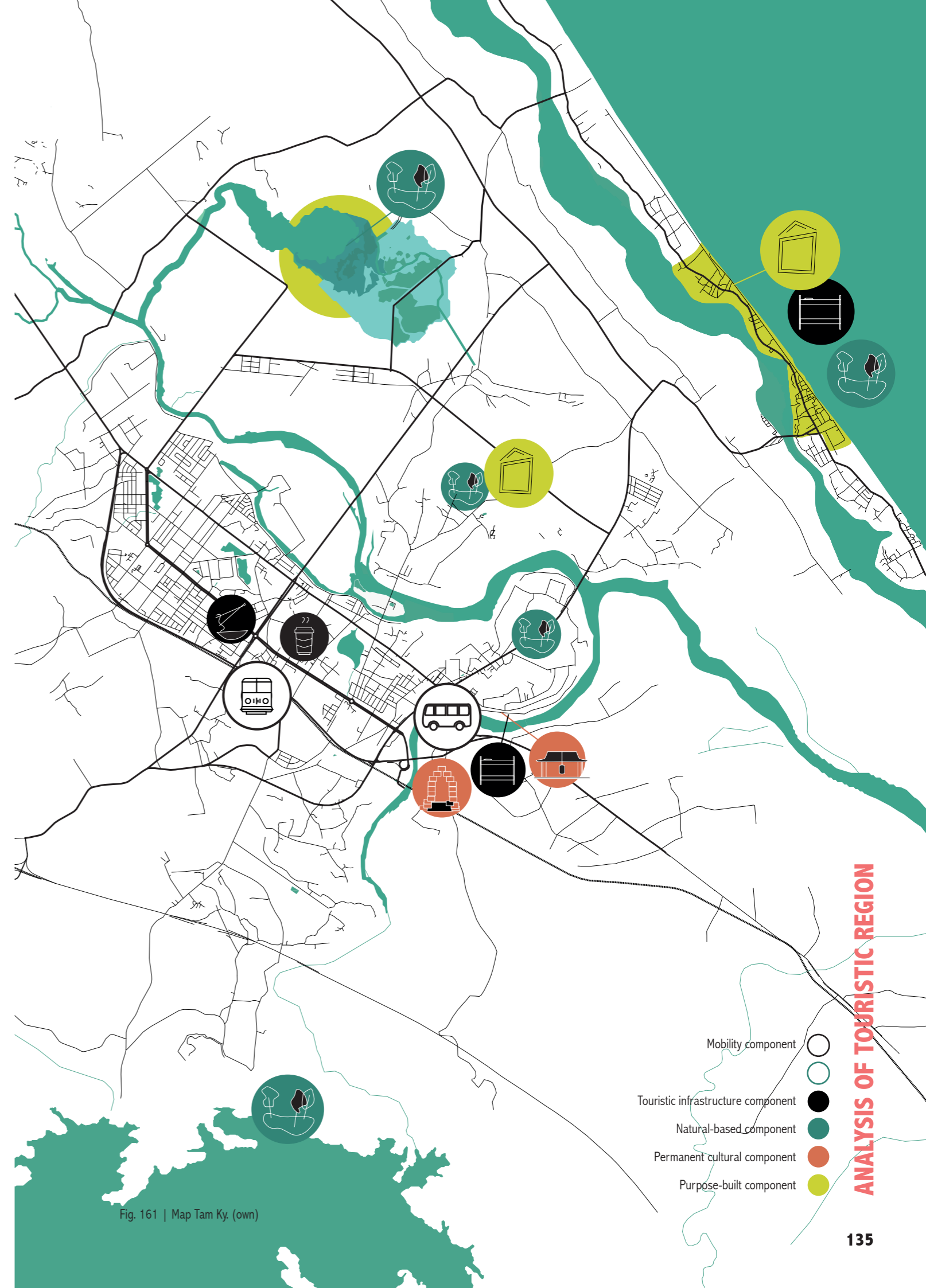


Fig. 161 | Map Tam Ky. (own)

Dam River

Dam River was once a refuge place for Northern soldiers in regular raids from the South. Nowadays, it is the main source of living for residents on the banks and in the surrounding area. Enjoy a boat ride and enjoy the spectacular view along Dam River. Learn how the locals make a living on this river. 3.00 p.m. Say goodbye to your lovely local guide.¹⁷⁰

¹⁷⁰ Quang Nam Tourism. quang-namtourism.com.vn (retrieved on 27.03.2020)

Phu Ninh Lake

Outside the city in the south direction is the nature reserve of Phu Ninh with a huge lake inside. There is a resort hotel close to the lake.

Touristic value, activities & touristic approaches

Especially Tam Thanh village offers mainly sightseeing activities through the area. The main interest of tourists inside the area is to take photos of the community paintings. The Dam River and Lake started boat trips inside the lily flowers.

Target groups & users of place

The paintings attract day visitors and domestic tourists living in Da Nang or the surroundings.

Current status & local community (if there is one)

The area is much less promoted than its neighbor Hoi An. The activities around have more focus on just viewing sights. The village Tam Thanh is still in original status. Homestays start to develop outside of the city Tam Ky. The main international tourists do not stop by the area. The focus is more on domestic visitors from the surroundings. But still the beach of the area is wide and still intact, compared to the beach in Hoi An.

Own observations & experience

The area is a selected case for the master thesis for a sustainable development proposal in chapter 6. The status of emerging tourism will be adapted to strategic conceptual work.



Fig. 162 | Tam Thanh beach. 2019. (own)



Fig. 163 | Heroic Mother Monument. 2019. (own)

Fig. 164 | Tam Thanh mural village with paintings. 2019. (own)



Fig. 165 | Art on the sand dunes along Tam Thanh. 2019. (own)

Interim summary - Approaches of hotspots in relation

After analysing the hotspots, a short summary of the key findings on the existing tourist approaches are captured in the focus field of tourism.

In the case of sustainability and integrated planning, the current situation of hotspots shows pros and cons.

In Da Nang there is an increasing number of mass tourism similar offers with hotels on prestige locations in the city, along the beaches and on Son Tra Peninsula.

The economic triangle

It is also striking that especially Da Nang city relies on higher-class vacations with the development of Co Co Bay, Ba Na Hills and the planned projects for Son Tra Peninsula, which creates a triangle of leisure and high class tourism approaches.

Nevertheless, this triangle of hotspots is the regions great economic engine in the field of tourism and thus important for gathering jobs. But still, there are lacks in cultural and real identitic touristic approaches.

Hoi An which is popular for its historic buildings, already started to promote activites around the actual historic spot. Its UNESCO-partner My Son Sanctuary lacks in that case, while it is still a hotspot for a day trip, without visiting the areas around.

Think outside the square - A narrow field of moving tourists

The tourist hotspots in the region partly show some similarities. Striking is that, and according to personal experience, the respective tourist places refer to mainly the same tours. This kind of ‚square‘ of hotspot includes mainly Marble Mountains, My Son and the Linh Ung Pagoda on Son Tra as well as the Golden Bridge on Ba Na hills.

Da Nang advertises the ideal location between Hue and Hoi An to cover as many tourist destinations as possible. Hoi an has similar strategies. For further development it is crucial to think outside of this ‚square‘ and to involve more potential spots on different target fields.

Moving on through countermovements

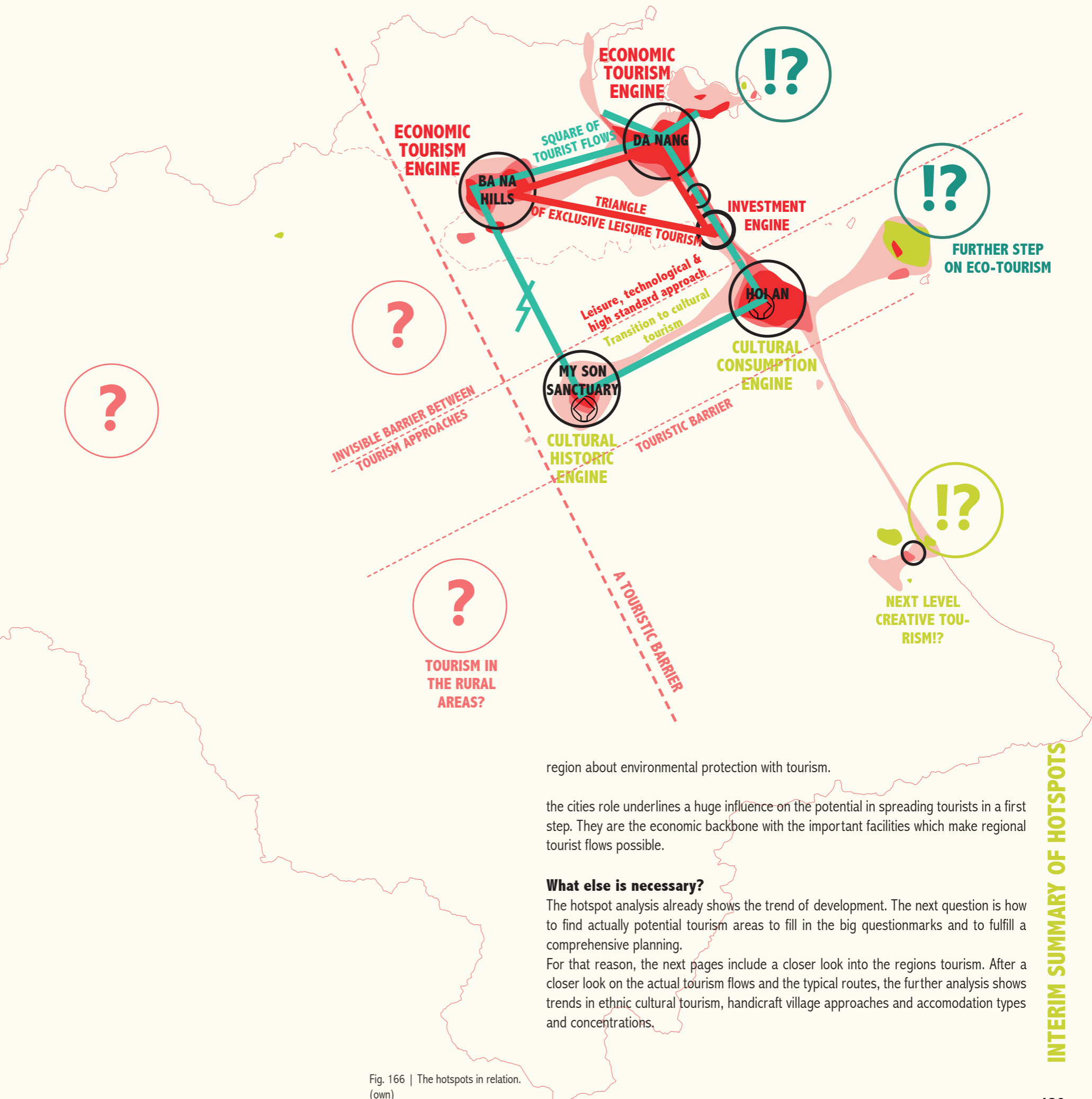
In addition, the first concepts of eco-tourism are evident as a countermovements on Cham Island and in Hoi An, focusing on trash reduction and kickoffs in alternative mobility.

The focus of Da Nang moving into a green city and the background to develop the region in an integrated & sustainable way, the chance to attract more visitors with interest in eco-tourism, nature-based approaches and community tourism are key. The region offers much more scope than is currently used.

Son Tra for example is an ideal place for running activities related to visiting, learning, researching and environmental education for visitors, researchers, students and local people. To enable sustainability, these project need to be further developed to ensure the green lung of Da Nang city.

The role of the hotspots

As Hoi An showed with its farming activites and the numerous handicraft villages the concept of creative tourism can be extended into the region and be more integrated into local communities. Consumption can move into active participation to prevent the local identity of the communities in their original task. Following first apporaches on Cham Island in ecological development, the next step on the island is to strenghten those ideas into a pilot project to learn and educate the



region about environmental protection with tourism.

the cities role underlines a huge influence on the potential in spreading tourists in a first step. They are the economic backbone with the important facilities which make regional tourist flows possible.

What else is necessary?

The hotspot analysis already shows the trend of development. The next question is how to find actually potential tourism areas to fill in the big questionmarks and to fulfill a comprehensive planning.

For that reason, the next pages include a closer look into the regions tourism. After a closer look on the actual tourism flows and the typical routes, the further analysis shows trends in ethnic cultural tourism, handicraft village approaches and accomodation types and concentrations.

Fig. 166 | The hotspots in relation.
(own)

3.2.11. Closer look: Special touristic routes, flows & transport services

Tourist flows

Da Nang has an important role in the distribution of tourist flows. Due to the airport, harbour, bus and train station, Da Nang is the main starting point into the region.

Next to the offshore tourist flows there are rural paths like the Ho-Chi-Minh Road (QL14). Especially motorcyclists use the Ho-Chi-Minh Road driving inland north to south or vice-versa. But compared to the coastal tourism flows, inland flows are much less.

Touristic routes

Ho-Chi-Minh Road

The Ho-Chi-Minh Road is a road leading from the former Saigon to Hanoi. Inside Quang Nam, the main stations are Prao, Thanh My and Kham Duc and leading further North along the Laotian border. The sections between Kon Tum to Kham Duc and Prao is 280 km long and typical a day trip.

They are both part of the Golden loop route connecting Hoi An, Da Nang & Hue with a total distance of 440km. Due to research in forums the main exitpoint of the Ho-Chi-Minh Road inside Quang Nam is in Prao. From here the motorcyclists mainly drive to Da Nang to enter the Hai Van Pass as alternative route.

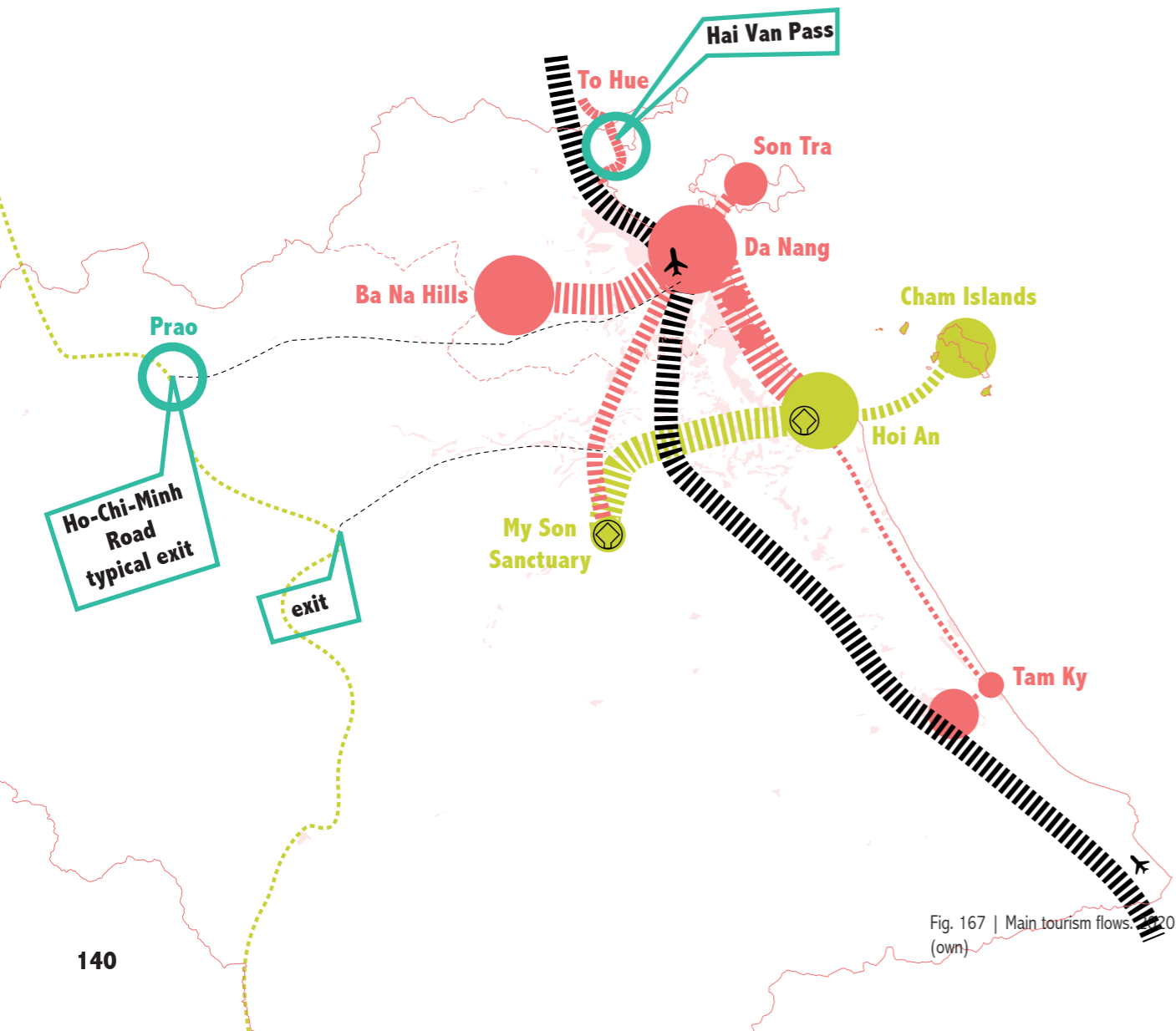


Fig. 168 | Motorbike route Ho-Chi-Minh Road. 2019. (<https://hvgtravel.com/riding-motorbike-over-hai-van-pass/>)

The road conditions are paved mountain roads and partly decent quality secondary roads as well as highways. There are tunnels along the road, which are very narrow. The scenery and terrain includes stunning mountains, jungle, verdant valleys, cities, cultural & historical sites. The sections of the routes are as followed:

Section 1: Hoi An to Prao (via Thanh My): 120km (inside the case region)

Section 2: Prao to Hue (via A Luoi): 160km (partly in the case region)

Section 3: Hue to Danang (via Hai Van Pass): 160km (partly in the case region)

Hai Van Pass

The north connectin to Hue via the Hoi Van pass is very popular among tourists. The Hai Van pass is a scenic route with views on the ocean through mountains and forest. The peak of the road offers views on Son Tra Peninsula and the Tien Sa Port. The road is approximately 25 km long leading to Lang Co Bay in the province of Hue. There exists also a scenic train route leading through the mountainous area.



Fig. 169 | Tunnel along Ho-Chi-Minh Road. 2019. (own)

3.2.12. Closer look: Ethnic minority villages

Around 34 ethnic groups live together in Quang Nam, of which the Kinh (Viets) ethnic people cover the majority population of Quang Nam accounting about 90%. The major minority groups of other communities are relatively low. There live Co Tu (3.2%), Xo Dang (2.7%), Gie Trieng (1.3%) as well as M'Nong in Quang Nam. The other 29 ethnic groups are only 0,9% of the population.¹⁷¹ Ethnic groups in Da Nang are 99,55% Kinh (Viets). Other minorities like the Co Tu, Hoa and Tay count only 0,5%.¹⁷²

The Co Tu as major ethnic minority group is distributed in the rural districts of the region. The most villages are in the districts Tay Giang and Nam Giang. Over 90% of the population in Tay Giang district consists of Co Tu ethnic minority people. They have been living self-sufficient lives in mountainous areas geographically isolated from the other places. However, food security has not achieved yet due to the low productivity of agricultural crops, especially rice which is their staple food. Another critical issue in this area is severe poverty and malnutrition which have been affecting the health and wellbeing of children, elder people, and other vulnerable people.¹⁷³

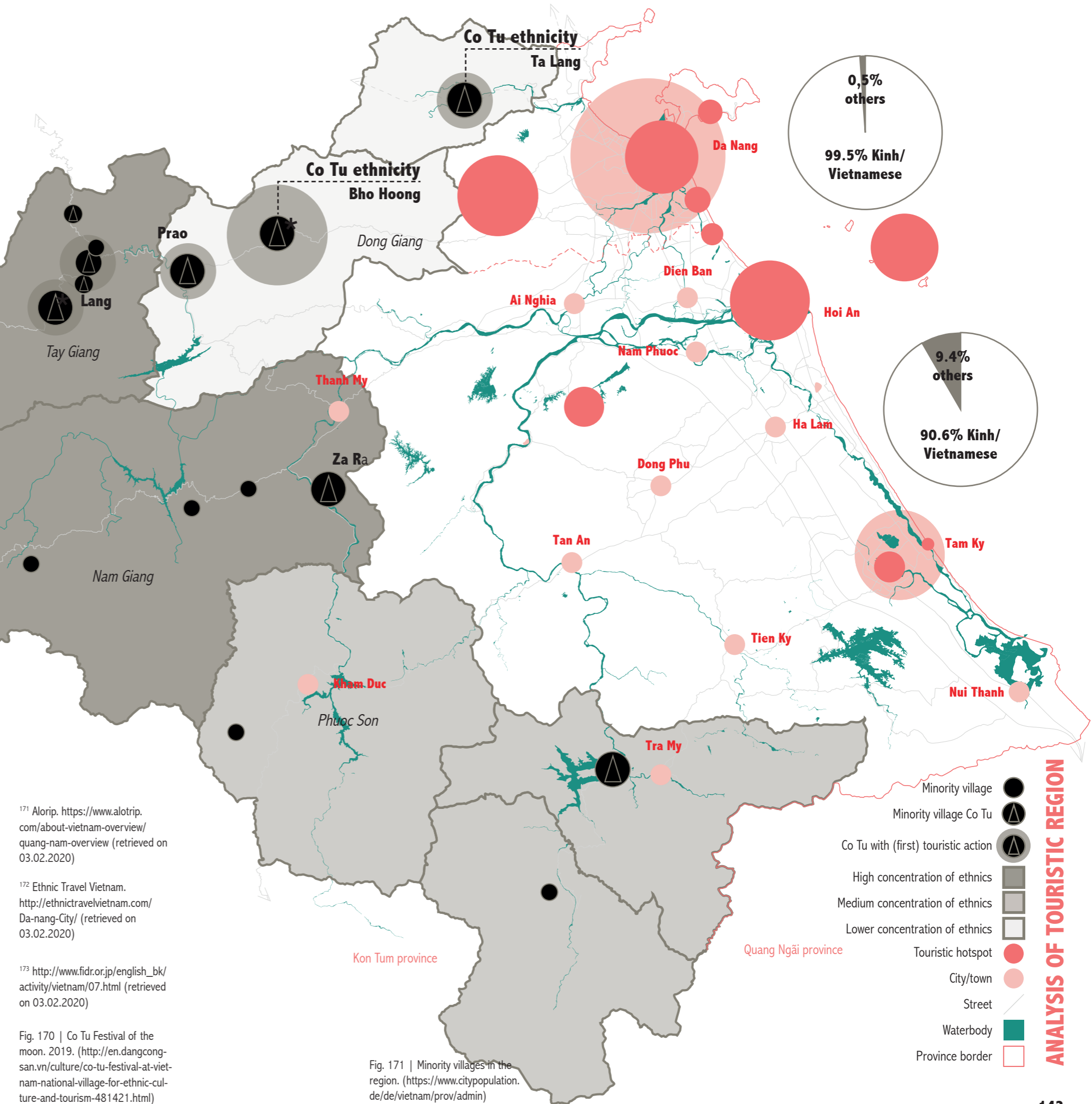
Ethnic minority of Co Tu

The Co Tu are known for traditional festivals like the buffalo stamping festival once a year. Every three years the Tet Festival (lunar new

year) takes place. The community celebrates with dances and traditional sculptures create a specific charme to the festivities. The village community plays an important role. Special costumes underline the community feeling as a traditional group.

The community house is the most important building inside the villages. The so called 'guol' is the traditional house of the Co Tu. It is created out of local materials from the forests with indigenous knowledge and is decorated by carvings. Village gates are also an architectural element for the entrance. The main jobs of the Co Tu locals are harvesting and farming. Activities like splashing bushes, raising cassava or harvest bananas are also part of the daily life. Nature is very important to the Co Tu, as it is their resource of life. But still environmental protection is not educated like it should. Especially during the dry season there are problems with rice production.

In the rural districts, flash floods are very common, but knowledge is still only fundamental. The most inhabitants of the Co Tu depend from the government in health, education and welfare. As shown in the analysis before, the rural districts live mainly under the poverty line. The Co Tu minority is an example for that with low education standards and living conditions.



For this reason some of the villages rely on tourism to improve their livelihood and to guarantee sustainable development.

Villages already involved in tourism

Bho Hoong village in Dong Giang district

The guests in Bho Hoong village along the national road QL 14G, stay in authentic stilt bungalows and get involved in the traditional practices of the tribe with adventures in the surroundings and evening feasts and dances. Crossbow shooting, handicrafts, trekking, and motorcycling are further activities for tourists get involved in traditional practices.

The revenues of the projects go directly into educational, health and environmental initiatives. Tourism is kept on a manageable level. There is limited access to the village to give privacy to the villages community. The project focuses on cultural tourism by preventing traditions without causing mass tourism as well as community based tourism.

Za Ra village in Nam Giang district

Nam Giang district for example, located in Quang Nam province, is home to a large number of Co Tu ethnic people, famous for brocade weaving. These local products have gradually become unique tourist gifts, which are well received by many visitors.¹⁷⁴

According to the assessment, traditional brocade weaving products of Za Ra brocade village (Ta Bhing commune, Nam Giang district) are increasingly diverse and rich in design, known by domestic and foreign customers. Over the years, this cooperative has also become one of the attractive destinations, attracting domestic and foreign tourists to visit, shop, thereby contributing to preserving and promoting unique cultural values of the Co Tu ethnic group in the mountainous districts of Quang Nam.

The cooperative had more than 300 members participating, all of whom were Co Tu. The brocade weaving in Za Ra community village is not only an attractive and unique small tourist destination but also place of job creation for hundreds of workers. The village is one of the small initiatives for preserving the long-standing unique culture of Co Tu ethnic people.¹⁷⁵

As there are first touristic approaches of those villages, they are still not comparable to the main hotspots of the area. Still there is need for a deep further implementation of this kind of integrated tourism to guarantee the economic future for the rural inhabitants and the cultural preservation.

¹⁷⁴ <https://vtv.vn/kinh-te/quang-nam-6500-san-pham-det-tho-cam-o-zara-duoc-tieu-thu-20160929095101649.htm> (retrieved on 05.02.2020)

¹⁷⁵ <http://vca.org.vn/quang-nam-thu-vai-cua-nguoi-co-tu-co-gi-la-ma-ai-cung-muon-xem-a19687.html> (retrieved on 05.02.2020)



Fig. 172 | Traditional village constructions in Lang village. 2019. (own)



Fig. 173 | Air view typical minority village structure. 2019. (google-maps.com)



Fig. 174 | The community house of Ta Lang, Hoa Bac. 2019. (own)

3.2.13. Closer look: Handicraft villages

Quang Nam is a land famous for long-standing traditional handicraft villages. As described in the touristic analysis of the hotspots, the surroundings of Hoi An are home to five handicraft villages. The rural district of Hoa Vang in Da Nang is home to the 3 of the four handicraft villages of Da Nang province. There are about 44 traditional handicraft villages recognized by the provincial People's Committee only in Quang Nam province. Traditional craft villages are unevenly distributed among mostly in delta districts. Some of them are shortly described as followed:

Tuy Loan - Rice paper village / Phong Nam - Ancient village

Tuy Loan village in Hoa Phong commune in Hoa Vang district is famous for making rice paper and Quang noodles. This rice paper-making village has existed for almost 200 years. The main product of the village is a grilled rice cake. The rice paper here is better and thicker than other types of rice paper and the quality of the cake is highly appreciated by consumers as well.¹⁷⁶ The ancient Phong Nam village in Hoa Chau commune in Hoa Vang district is about 10 km southwest of Da Nang city center. This is one of the few villages that remain the feature of Vietnamese traditional village. The rice fields are surrounded by bamboos. The idyllic houses of farmers sometimes are highly picturesque.¹⁷⁷

Nam O Village - Fish sauce village

Nam O village was formed in the early twentieth century. It was a small fishing village and is located near Cu De River, at the foot of Hai Van Pass in the Lien Chieu District of Da Nang. A long time ago, the special product of Nam O fishsauce village has long been known in Southern Vietnam, and even outside the North. What makes Nam O fish sauce special is perhaps the traditional recipe. Nam O fish sauce is made from fishes caught in March of the lunar calendar, because this is the time when fish consist of very high protein. Visiting Nam O village, visitors have a chance to see the process of making this famous fish sauce, but also to buy some bottles of fish sauce as a gift to relatives and friends.

Further villages with potential

In the central Thu-Bon and Vu Gia basin, villages like the fruit growing village Dai Binh slightly start to attract tourists with their products. But still, the most visited handicraft villages are in the vicinity of Hoi An. Still, the term as handicraft village can involve many more villages inside the region then the mentioned ones. The key behind this fact and for further development is a holistic promotion of villages to get their own brand as handicraft village.¹⁷⁸



Fig. 175 | Fish sauce pot. Nam O village. 2019. (own)

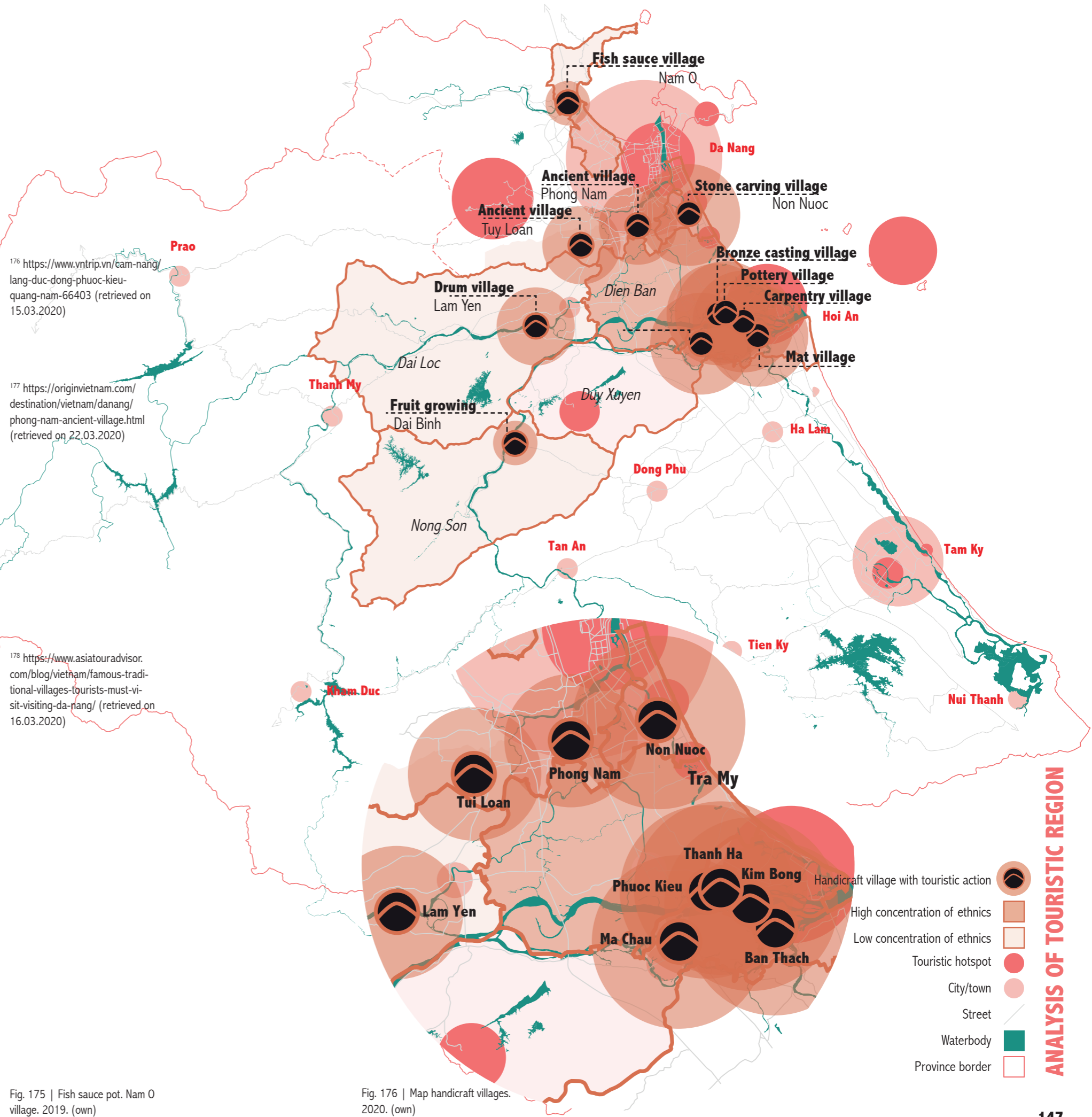


Fig. 176 | Map handicraft villages. 2020. (own)

3.2.14. Closer look: Cultural, historic & natural spots

The following list shows further spots according to the list of Quang Nam Tourism. The map locates general spots of particular picturesque sights (natural or built up), Champa relicts and historical relicts.¹⁷⁹ The idea behind the map is to show, on a first glimpse, the general distribution of touristic spots in their specific type. The following list is not final. Especially in the field of nature and special communities/villages, the list could be extended.

Cham Culture

- 1 Chien Dan Tower (Champa culture)
- 2 Bang An Tower (Champa culture)

Culture & History

- 3 Quang Nam Museum
- 4 Van Thanh - Confucian Temple
- 5 Dien Ban Museum
- 6 Sa Huynh Cultural Museum
- 7 Vinahouse Space
- 8 Museum Sa Huynh - Champa Duy Xuyen
- 9 Khuong My Tower
- 10 Cam Doi victory monument
- 11 Ban Thach sedge mat weaving village
- 12 Ma Chau silk weaving village
- 13 Hoi An silk village
- 14 Thanh Ha Pottery village
- 15 Phuoc Kieu bronze casting village
- 16 Kim Bong carpentry village
- 17 Lam Yen empty village
- 18 Van Ha carpentry village
- 19 Tra Que vegetable village

- 20 My Son community tourism village Droong
- 21 Hai Van Pass
- 22 Bho Hoong community tourism village
- 23 Ma Chau brocade weaving village
- 24 Dong Yen Thi Lai mulberry village
- 25 Ky Anh Tunnels (Military Relict History)

Nature

- 26 Grang Waterfall
- 27 Ho Viet An
- 28 Khe Cai Landscape
- 29 Tien An bat cave
- 30 Axan commune - Pomu Forest
- 31 Axan commune - Rice terraces
- 32 Quyet Thang Tea Farm
- 33 Song Tranh 2 Hydropower
- 34 The village of Triem Tay
- 35 The village of Dai Binh
- 36 Tra Nhieu community-based eco-tourism
- 37 Thanh River nature reserve
- 38 Lo Thung rock and John river
- 39 Cam Thanh countryside village
- 40 Zinc Rock Stop
- 41 Fairy Spring - Suoi Tien
- 42 Khe Lim
- 43 Giang Thom Pit
- 44 Ban Than rocky rapids
- 45 Duy Son II Hydroelectric Ecotourism Area

The most relicts are located along river streams, especially along the Thu Bon River. Natural sights are mainly inland. Champa culture relicts can be found in the large area south of Thu Bon River and Tam Ky.



¹⁷⁹ Quang Nam Tourism. quangnamtourism.com.vn (retrieved on 28.03.2020)

Fig. 177 | Khuong My Champa Relict. Source: Nguyen Tan Van. Googlemaps.com. 2019.

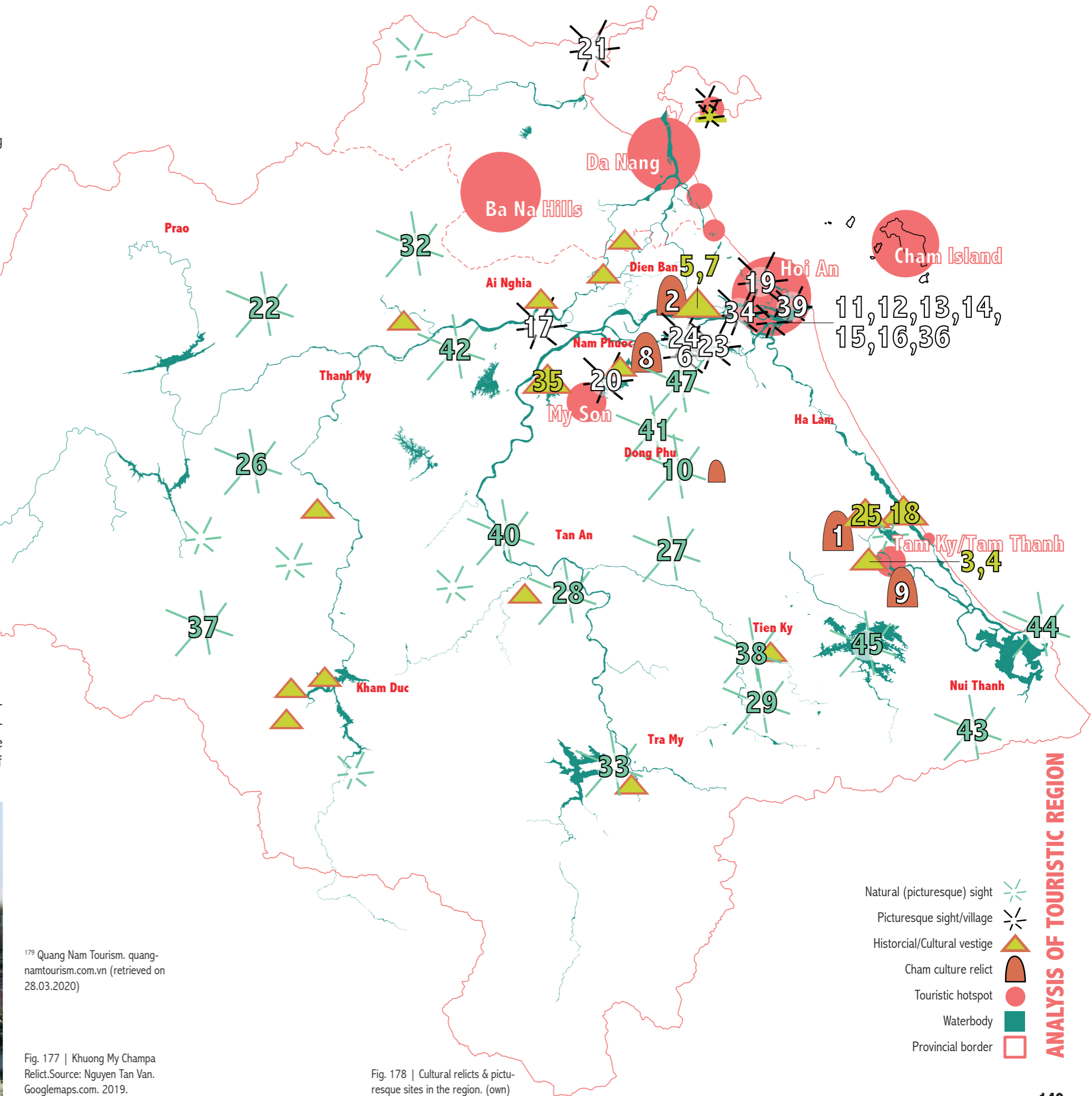


Fig. 178 | Cultural relicts & picturesque sites in the region. (own)

3.2.15. Closer look: Accommodation concentration

The region offers a large spectrum of accommodation types in different categories.

Fig. 179 shows the main concentrations of the existing accommodations in the region under consideration with the touristic hotspots. The map is done through own fieldwork and the help of tourism platforms like 'booking' and 'google maps'. There is a clear trend of highly concentrated accommodation along the coasts throughout Da Nang and Hoi An. There are lacks in accommodations in the central parts, while in the rural parts there are just a few, countable on two hands.

Fig. 180 shows the relationship between different categories and the main accommodation type on that location. As they overlap, on the following page are the types separated for better distinction.

As this map already shows, there is a trend in high class tourism along the coasts and homestay approaches starting in Hoi An and Tam Ky. Especially Cham Island offers Homestays. Inside the rural areas, the prices are lower. Da Nang offers heading west of the center basic accommodation types.

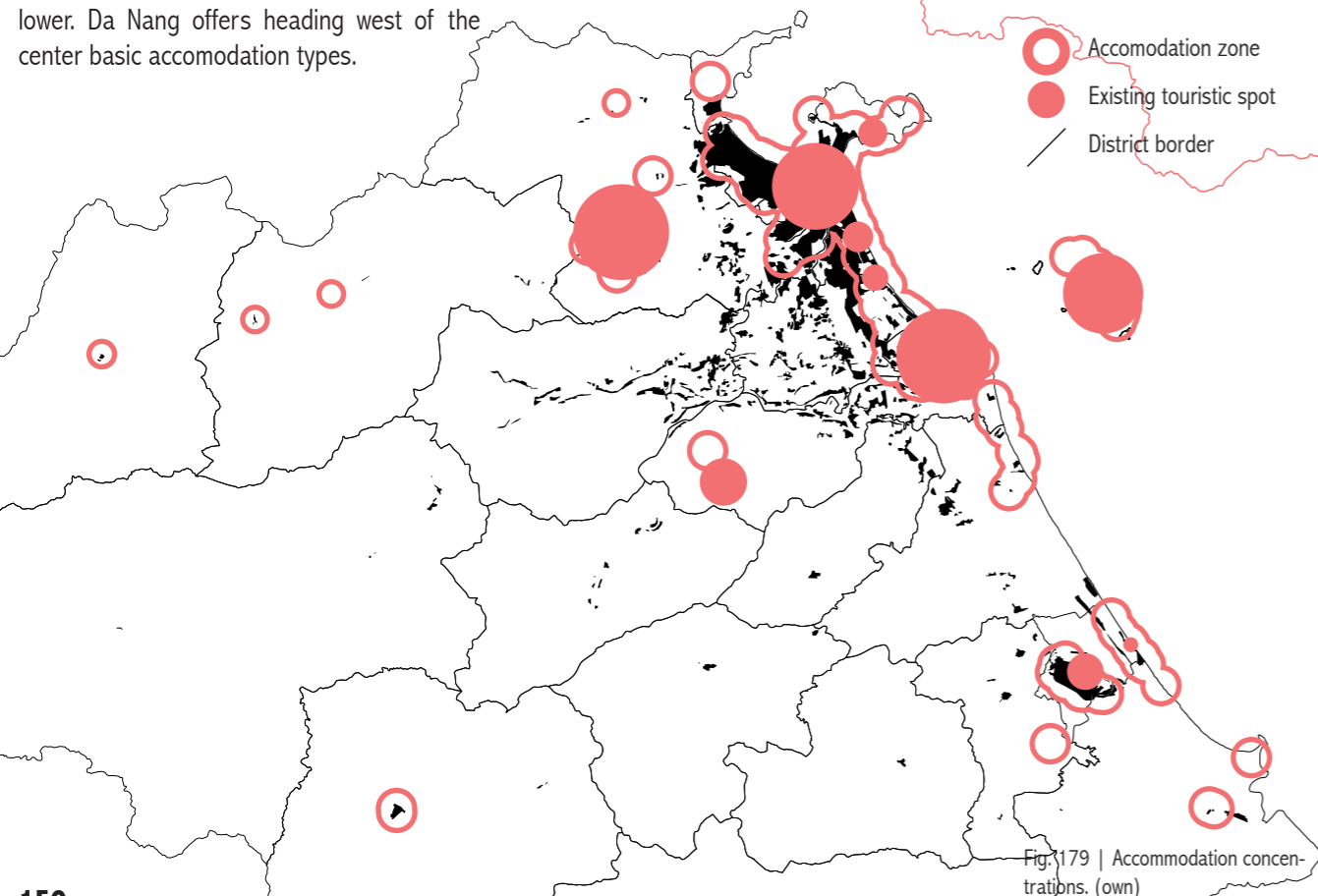


Fig. 179 | Accommodation concentrations. (own)

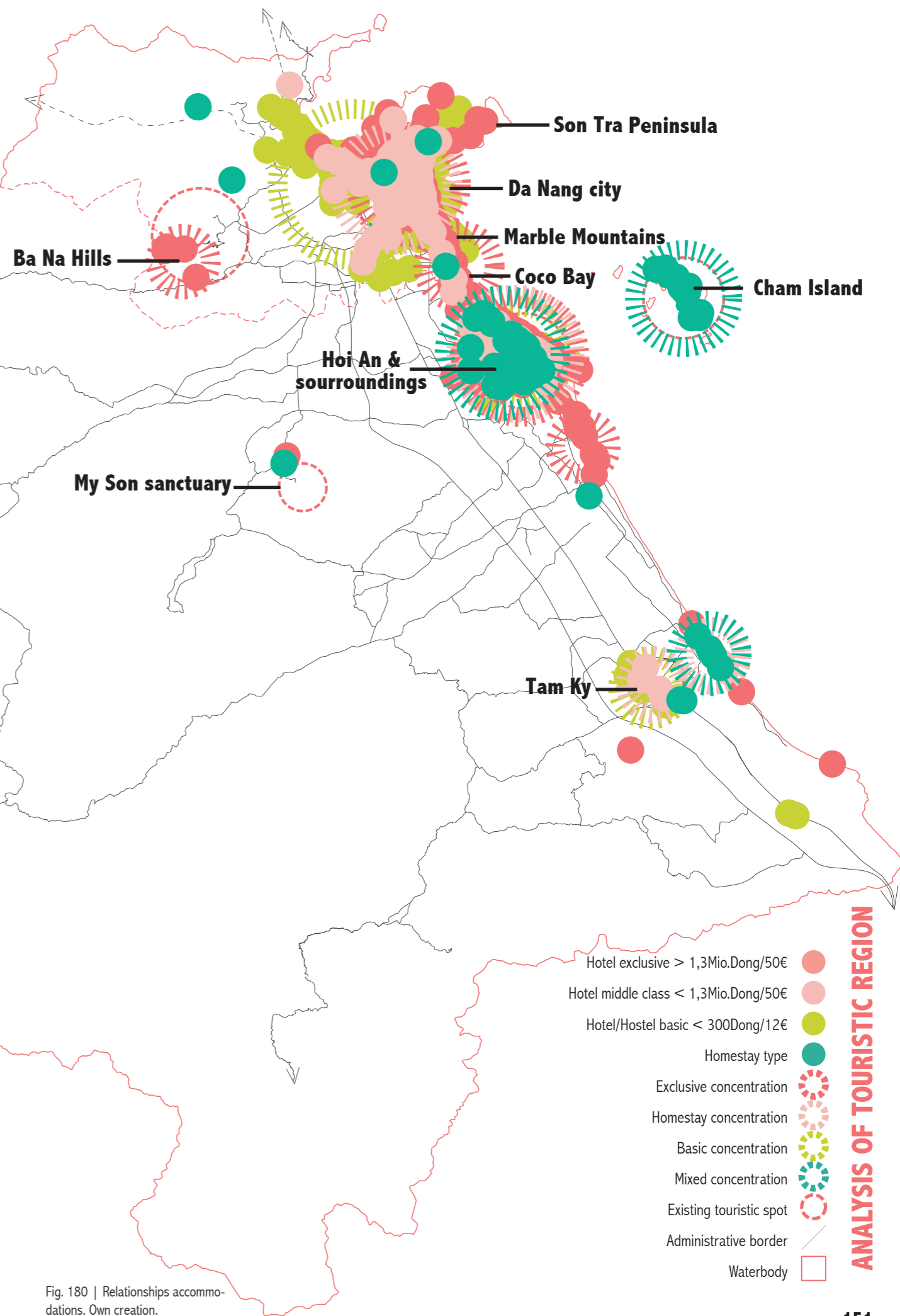


Fig. 180 | Relationships accommodations. Own creation.

3.2.16. Closer look: Accommodation types in the region

In the following section, the four accommodation categories are examined briefly to get a feeling for their general situation and appearance.

Exclusive accommodations

Hotel exclusive > 1,3Mio.Dong/50

The concentration of the more exclusive touristic accommodation types is mostly located along the coast and on the central parts of the touristic zones. They usually offer complimentary spa services and often include their separate beach. The target group are western tourists who are looking for a unique holiday with full board.

Especially in the area of Marble Mountains to Coco Bay, the trend of luxurious accommodation is visible.

It is also noticeable that there is little to nearly no expensive accommodation in the area of

Tam Ky. In the center of the region, middle class to low budget accommodations are dominating.

In the interior of the country, there is little to no accommodation in this category available. Only in the community of Kham Duc, there are 2 marked accommodations. Right next to the UNESCO world heritage site My Son is a luxury hotel.

Hotel / Bungalow

Middle class < 1,3Mio.Dong/50

Most of the middle-class accommodations are located close to the touristic zones. They are usually suited for business and also for family stay. In the touristic area, a typical middle-class bungalow or hotel is equipped with a pool, fitness center or workout room, air conditioning, refrigerator, safe, and also offers room service. The middle-class accommodations usually tend to attract Western travelers with modern rooms and try to offer a wide variety of food.

- Exclusive accommodation
- Middle accommodation
- ⊙ High class concentration
- ⊙ Middle class concentration
- ⊙ Hotspot

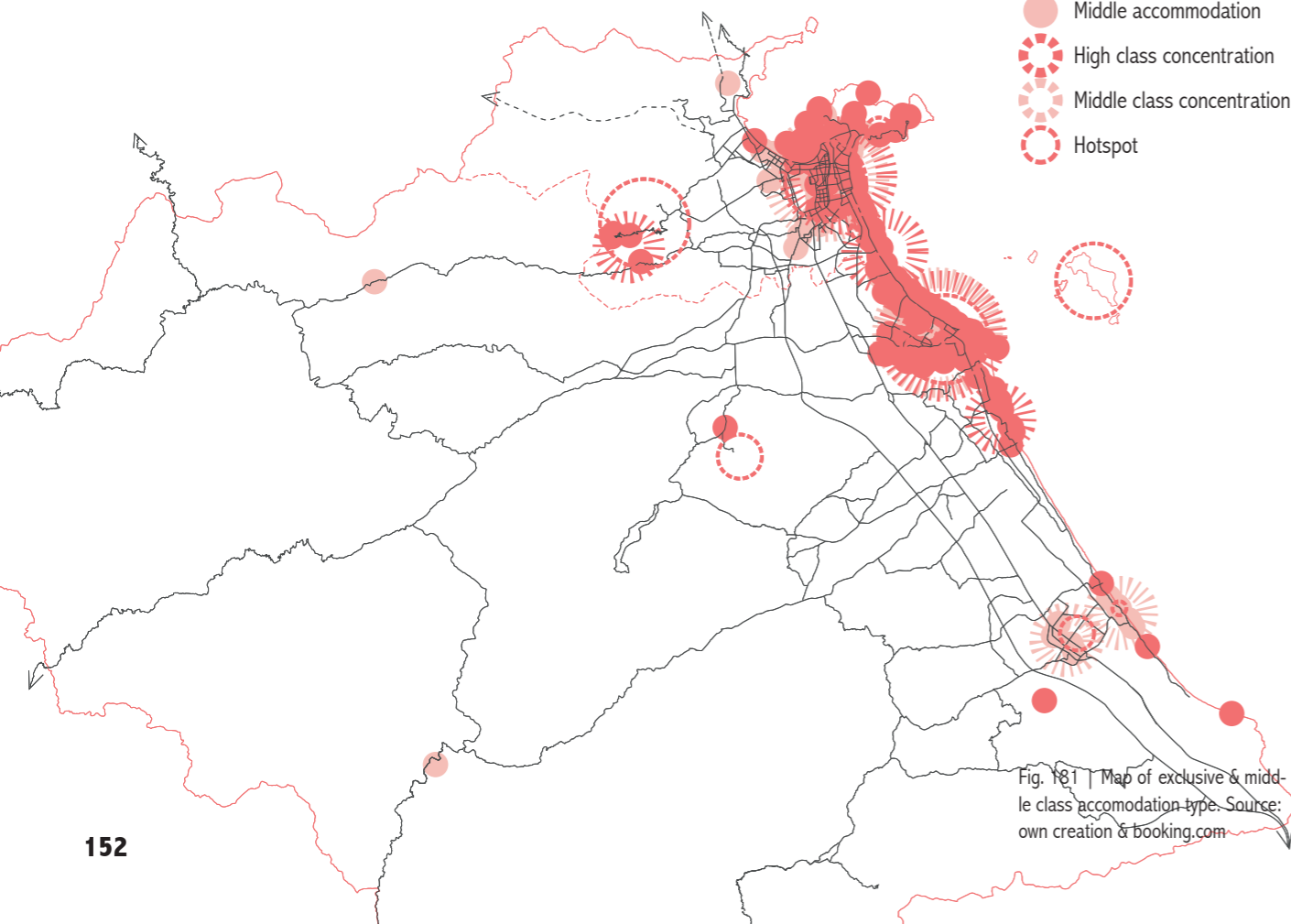


Fig. 181 | Map of exclusive & middle class accommodation type. Source: own creation & booking.com



Fig. 182 | Resort My Son Heritage Resort and Spa. (booking.com)



Fig. 183 | Typical thin housing type hotel under construction at Da Nang city beach. My An district. (own)



Fig. 184 | Loongboong Homestay with garden in Tra Que vegetable village/Hoi An (own)



Fig. 185 | Bho Hoong Bungalows inside traditional houses of the Co Tu culture in Dong Giang district. Quang Nam. (booking.com)

Hotel/Hostel basic < 300Dong/12

In the west of Da Nang, the accommodations are increasingly cheaper. The rural area and its few attractions rarely attract tourists. Often the simple accommodations are not modernly equipped and offer significantly less luxury than the hotels from the city and coastal region. Due to their low price, they are often used by local people as well. Hostels are one of the basic accommodation types, which can be found all over the place, mainly in Da Nang and partly in Hoi An. Through sharing facilities, hostels are ideal for low budget travelers, but still offer stylish areas to get together.

Homestay type (low budget to middle class)

A typical homestay is often a family business. Homestays are seldom luxuriously furnished, but offer different charms, according to the families type of taste and traditions. Often the owners are willing to have a chat to their visitors, depending on the language ability. They know the surrounding places very well and have insider tips. These accommodations are designed more for the slow traveller and the backpacker as well as interested target

groups who want to participate partly in a daily live of the Vietnamese.

Homestays are highly integrated tourism accommodations. Living and sleeping often takes place right next to the family in a small private room or apartment. The positive effect of homestays is the integrative way of living without building new apartments. On of the side-effects of this accommodation type is the possibility to get involved in families' lives, traditions, and daily exercises.

On Cham Island, there are only homestays available. There are also some more homestays along the coast of Tam Thanh, next to Tam Ky.

In the analysis, the homestays are not connected with a corresponding budget, because it is rather the type of accommodation where budget is not the main criteria, but more the connection to the family members and involved living.

Campsites are also a type integrated living, but more freely, mainly in a natural sensitive environment.

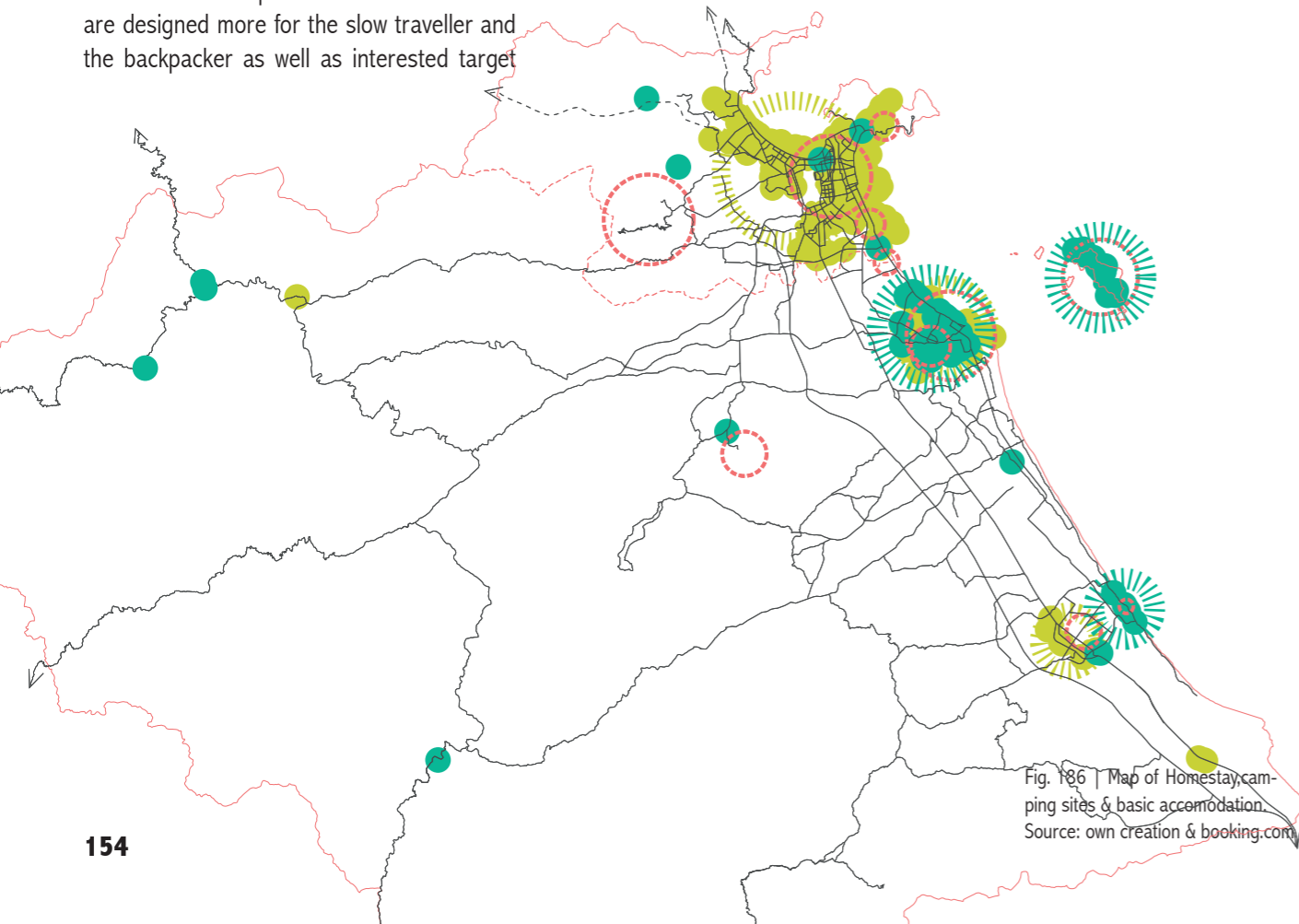


Fig. 186 | Map of Homestay, camping sites & basic accommodation. Source: own creation & booking.com



Fig. 187 | Modern hostel in the city of Da Nang. (own)



Fig. 188 | Homestay built on a family's property in the Cu De River Valley/Da Nang (own)



Fig. 189 | Campsite Yen Retreat in the Cu De River Valley. (own)



Fig. 190 | Typical homestay 'Ngoc Lan' inside a family's house. Location Tam Thanh village/Tam Ky (own)

SWOT conclusion - tourism and the region

The previous analysis is a short cut of the main and important topics related to tourism which are necessary for the region's comprehensive development. In preparation for touristic goals, strategies and small concepts, the following chapter demonstrates the strengths and opportunities as well as the weaknesses and threats (SWOT) in a strong combination with tourism as a conclusion of the analysis findings. The goal of the SWOT analysis aims to achieve potential possibilities for the development of local & integrated tourism.

To conclude the multifaceted instrument tourism, the SWOT analysis follows the focus fields, created in the theoretical background interim summary, which relates to tourism through which sustainability and integration can be achieved.

Mobility + tourism (Foundation pillar)

The focus of the conclusions in mobility combined with tourism is on public transportation and the road network. New ways of mobility and combinations of different and sustainable services are potential steps. Other potentials in ways of connecting different places using those services are included.

Natural conditions + tourism (Environmental pillar)

The natural conditions like naturally grown forests, mountains, water bodies and beaches are combined into conclusions and how this potential can be used in a sustainable way for future tourism. Especially the potentials in protecting these zones are important.

Local identity & culture + tourism (Social pillar)

The conclusions of cultural values and local identities are important while working on the areas and its unique characters follow the guidance of integrated planning.

Next to natural aspects, culture & local identity is one of the aspects which are characteristic to the region and leading to a high potential for touristic development. Here, the community specifics, are one of the key elements.

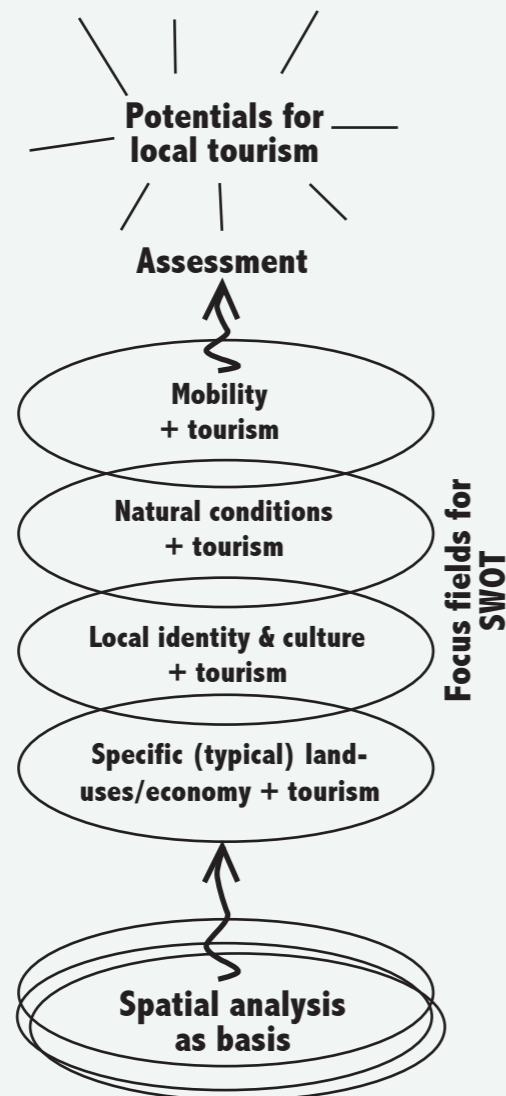
Specific (typical) land uses/economy + tourism (Economic pillar)

The main focus on the summary analysis of special land uses is mainly on agricultural, public spaces, industrial/technological areas and special tourism-related building use. The

potentials which can be connected with tourism in the region are to be identified on the background of sustainable and innovative economic fields for the region.

Assessment

The SWOT conclusions are directly followed by an assessment of the potentials for local tourism.



4.1. SWOT Mobility + tourism

Weaknesses & threads

Concerning mobility, the weaknesses are the massive use of private transportation services used by tourists between the main spots, the usage of public transportation is weak. Outside the cities, there are lacks for unfamiliar tourists, to find public transportation in general and information and offers are hard to find. Outside of Da Nang and Hoi An, one of the major weaknesses is the gap between long-distance modes and short ones. At the railway stations, for example in Tam Ky, public local connections on short distances/2nd transport way are in a poor condition. Road accidents inside the crowded streets of the city and on dangerous rural streets are common. This causes a huge risk, not only for tourists. During the rainy season, when flooding also reaches the lower areas like Hoi An, transportation gets more difficult.

The implementation of a public bus system into rural areas might cause overcrowding of future touristic places, which do not have the capacities for this. A potential bus route connecting Da Nang and Prao, for example, must be checked for its economic efficiency in order to be able to react to possible tourists. But still, there is a need for at least one of these inland bus routes. There is also a great risk that private services with unsustainable automobiles will continue to establish. Public transport systems should, therefore, be more attractive, especially in urban areas, to get the acceptance which they need.

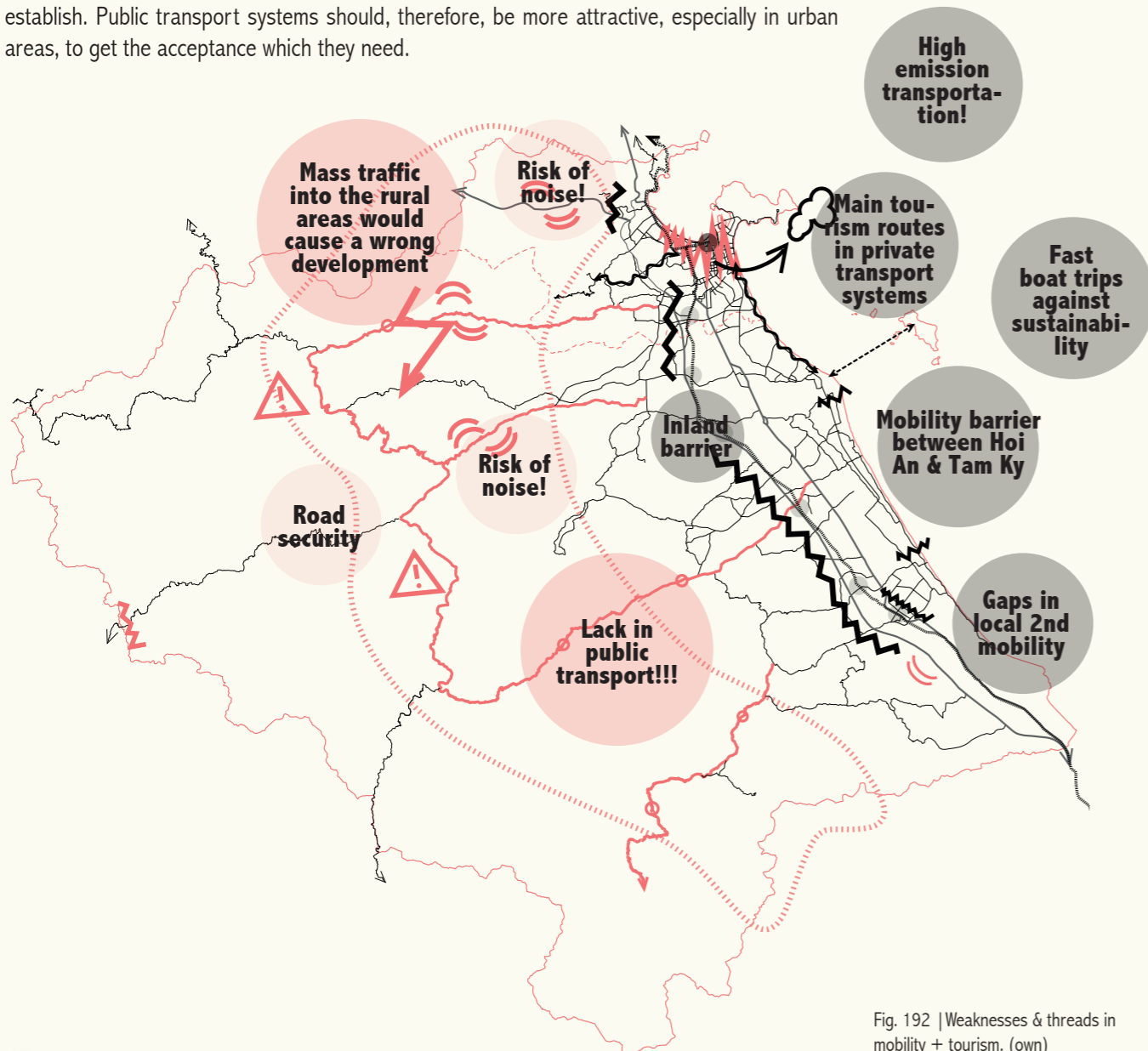
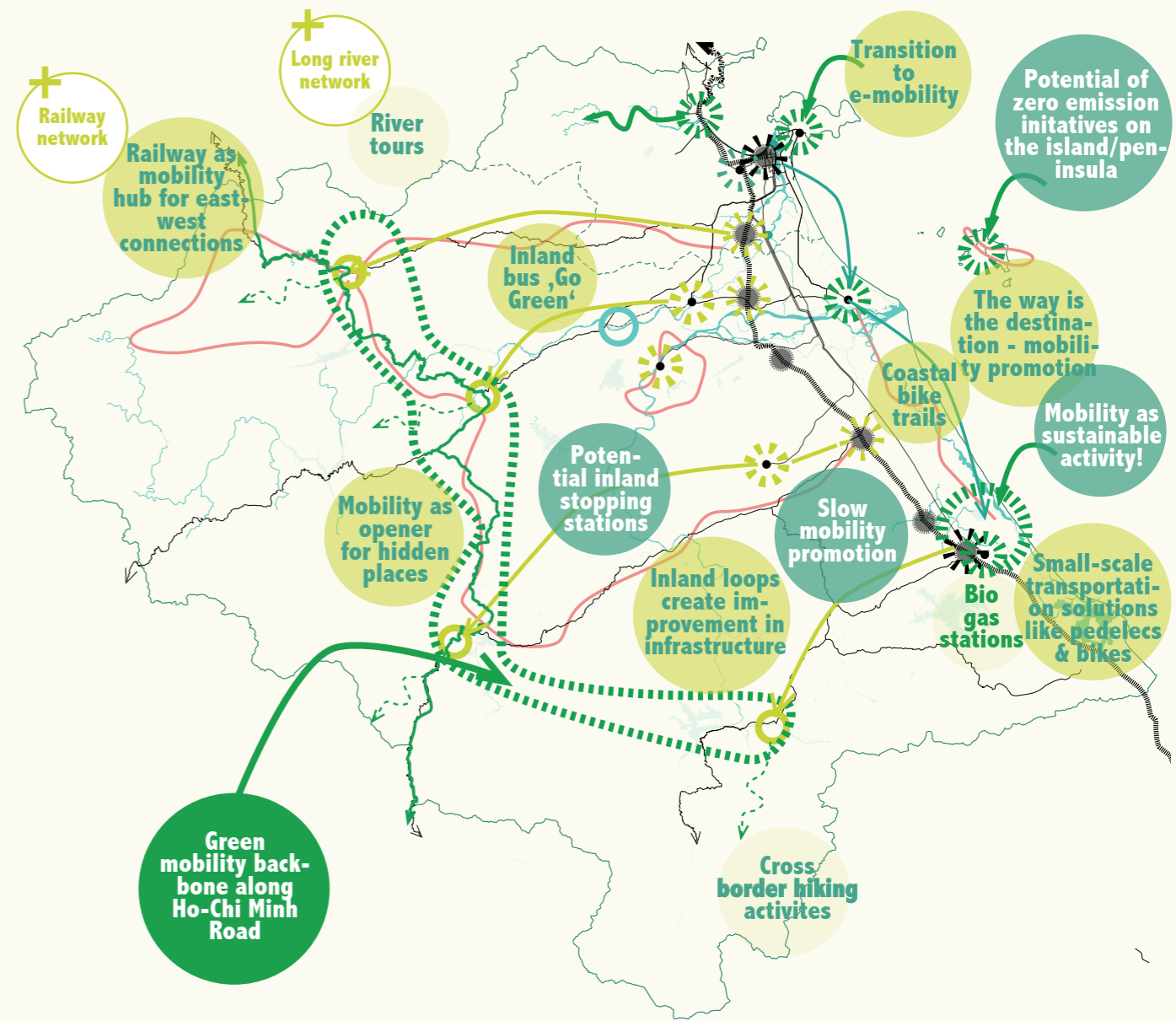


Fig. 192 | Weaknesses & threads in mobility + tourism. (own)



Strengths & opportunities

The main mobility knots which are the central airport in the western parts of Da Nang city, the huge seaport the railway stations, bus terminals, and planned metro stations are a great strength in developing them as mobility hubs for sustainable inter- and multi-modal systems. Sustainable and strongly networked mobility is possible above all in the cities as well as in the region and can relieve the traffic system and reduce emissions. The main touristic flows are from the south and north and vice versa. This fact can be used to spread tourists inside the interior region. Especially bus terminals and railway stations which reach the eastern-central parts of the region have the capability to establish local transport systems in contrast to private services into the east and west direction. For the long distances, there are already four access points of national roads leading inside the rural areas of the region. There is the possibility to connect the rural towns on the national road with the implementation of a public shuttle bus.

The Ho-Chi Minh Road is already a great strength for starting a rural touristic development next to the coastal north-south connections and contributes to a rural mobility backbone to spread tourists.

There is the potential for a transition to e-mobility in public transportation in cities and local services on small spots. Starting points can be small scale projects with e-busses and beach bikes on the coasts to start slow mobility initiatives. A high potential for a zero-emission zone inside the region is Cham Island and Son Tra Peninsula, while distances are short.

In terms of electric mobility, there is a chance in rural zones to connect power stations with huge water hydro plants. This can be a cooperating idea with the specific land use component, to establish more electric long distances.

Fig. 193 | Strengths & opportunities in mobility + tourism. (own)

4.2. SWOT Natural conditions + tourism

Weaknesses & threads

Weaknesses according to natural conditions and tourism are the ongoing reforestation processes inside the rural areas. This reduces the potential for tourism, since, on the one hand, it destroys the landscape optically, but on the other hand it also poses risks through erosion. The natural risks as well as the anthropogenic destruction leads to a lack of attractiveness for the promotion of eco-tourism. Risks for nature concerning tourism can also cause too much tension on vulnerable ecosystems, through waste productions, which cannot be processed by the area. As there is already beach erosion in Hoi An, there is the risk of further destruction.

Another weakness is, that the natural areas are so far not well promoted to tourists inside the coastal areas. There is not much awareness of the hidden beauty, except for Ba Na Hills, Son Tra, Cham Island, and, of course, the coastal areas.

Strengths & opportunities

The region offers a wide variety of natural spaces and height differences in a relatively small space. There exists in contrast to the ocean an extraordinary repertoire of large lakes and rivers that have their sources in the mountain areas. The river system of the Thu Bon and Vu Gia

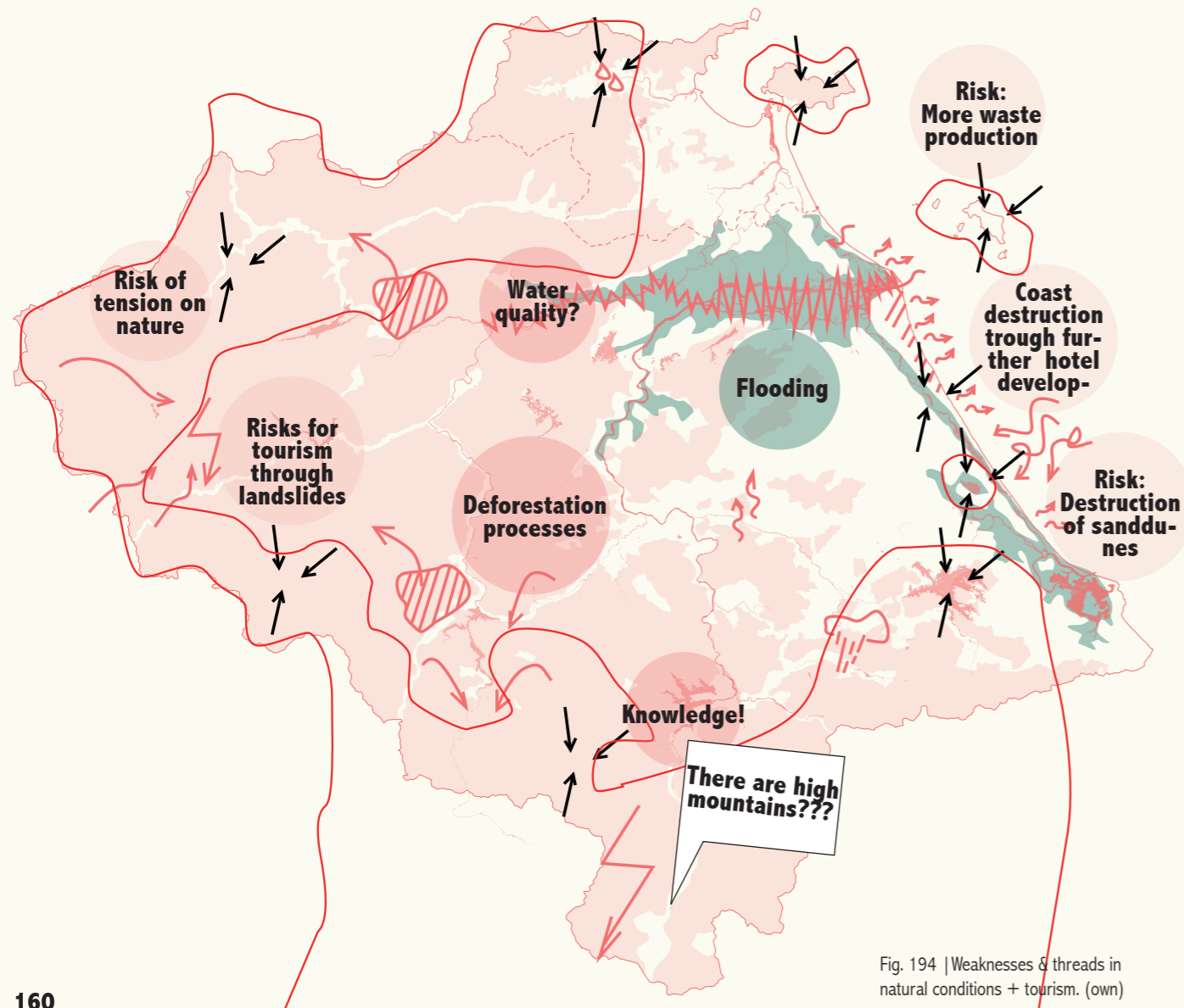


Fig. 194 | Weaknesses & threads in natural conditions + tourism. (own)

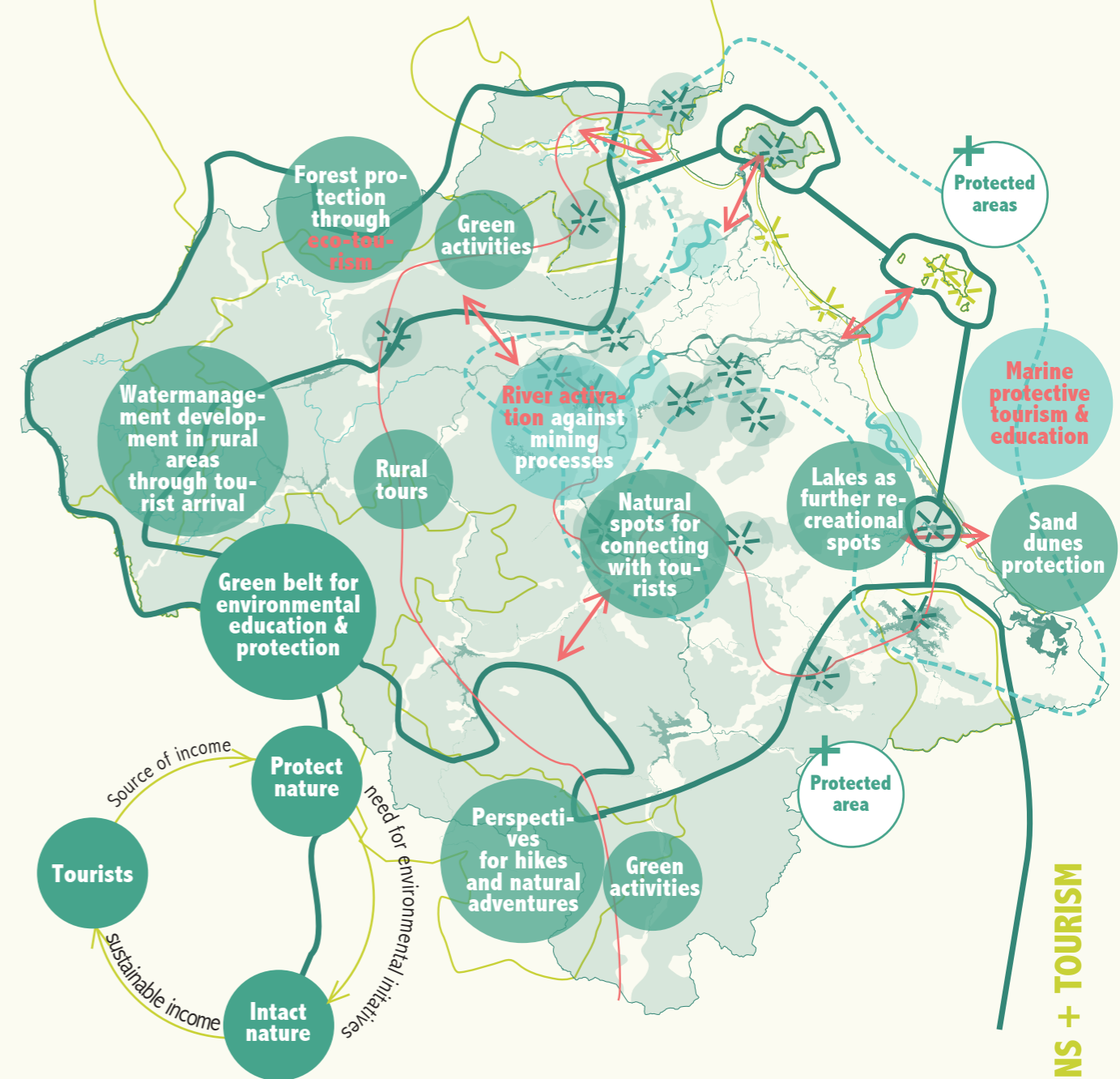


Fig. 195 | Strengths & opportunities in natural conditions + tourism. (own)

Rivers connect the natural zones from the beaches to the hinterland. Several spots like waterfalls are hidden in the region. Nature reserves with special protective structures like the Saola Natur Reserve and the zone of Ba Na Hills and Bach Ma Nationalpark offer protected flora and fauna. The beach zones heading south are still intact.

There are high potentials to use tourism as a protective tool for nature. Environmental protection is crucial to strengthen the backbone of the region to sustainable tourism development. Using the intact beaches next to Tam Thanh for a sustainable touristic concept along the natural sand dunes can be a potential contrast to the beaches in the north. In combination with the forest areas and islands a green backbone around the region can be established, which focuses on sustainable and natural friendly tourism development.

Natural spots could be promoted together with environmental protection and education. Nature could be a brand in that green backbone and is a touristic opportunity for the rural areas by establishing eco-tourism and nature-based projects. Tourism as an income for rural areas can be a positive contributor to work on reforestation. With connected environmental education is also the possibility to raise awareness of the flora and fauna. Awareness of nature with special programs and workshops can be achieved through activities for the visitors. As eco-tourism is a great chance for the outer zones of the region, there is the potential to integrated the rivers into the concept and create blue-green linkages.

4.3 SWOT

Local identity & culture + tourism

Weaknesses & threads

According to the local and cultural identity, the touristic approaches in Da Nang tend to risk the development of monotonous replicable touristic products, like the middle to luxury class hotels along the Bay of Da Nang and in south direction. Coco Bay tends to be an example of the lack of identity, as the area has developed without reference to the original site and without a community shaping and revive the area. Also, Ba Na Hills tends to attract the same target groups like the Sun World Park in the city of Da Nang. These identities lack in original cultural values and are mainly artificial created attractions.

As Hoi An is protected but completely focusses on tourism, there is the risk of losing the original identity. The further development of tourism on Cham Island can cause also a risk of losing the traditional charm of a fishing village.

One of the major problems when it comes to local identity is the lack of knowledge about hidden parts of the areas and the missing transfer task of the cities. There is a risk of further development of the beach areas between Hoi An and Tam Ky by establishing not integrated concepts.

Strengths & opportunities

The region around Hoi An offers already, in particular, strong local identities, especially in the area of handicrafts and forms of activities. In the hinterland, there are still intact minority

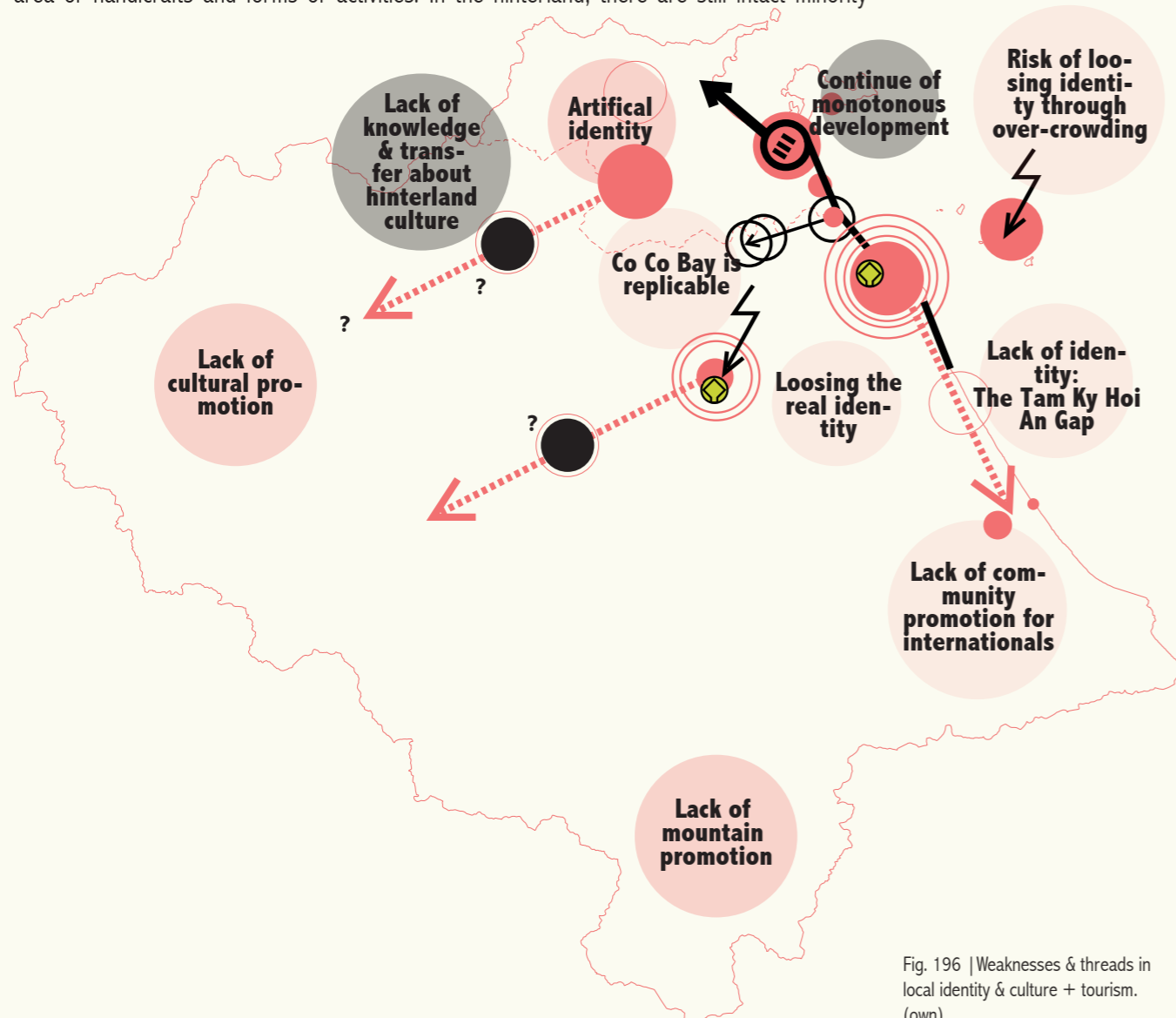
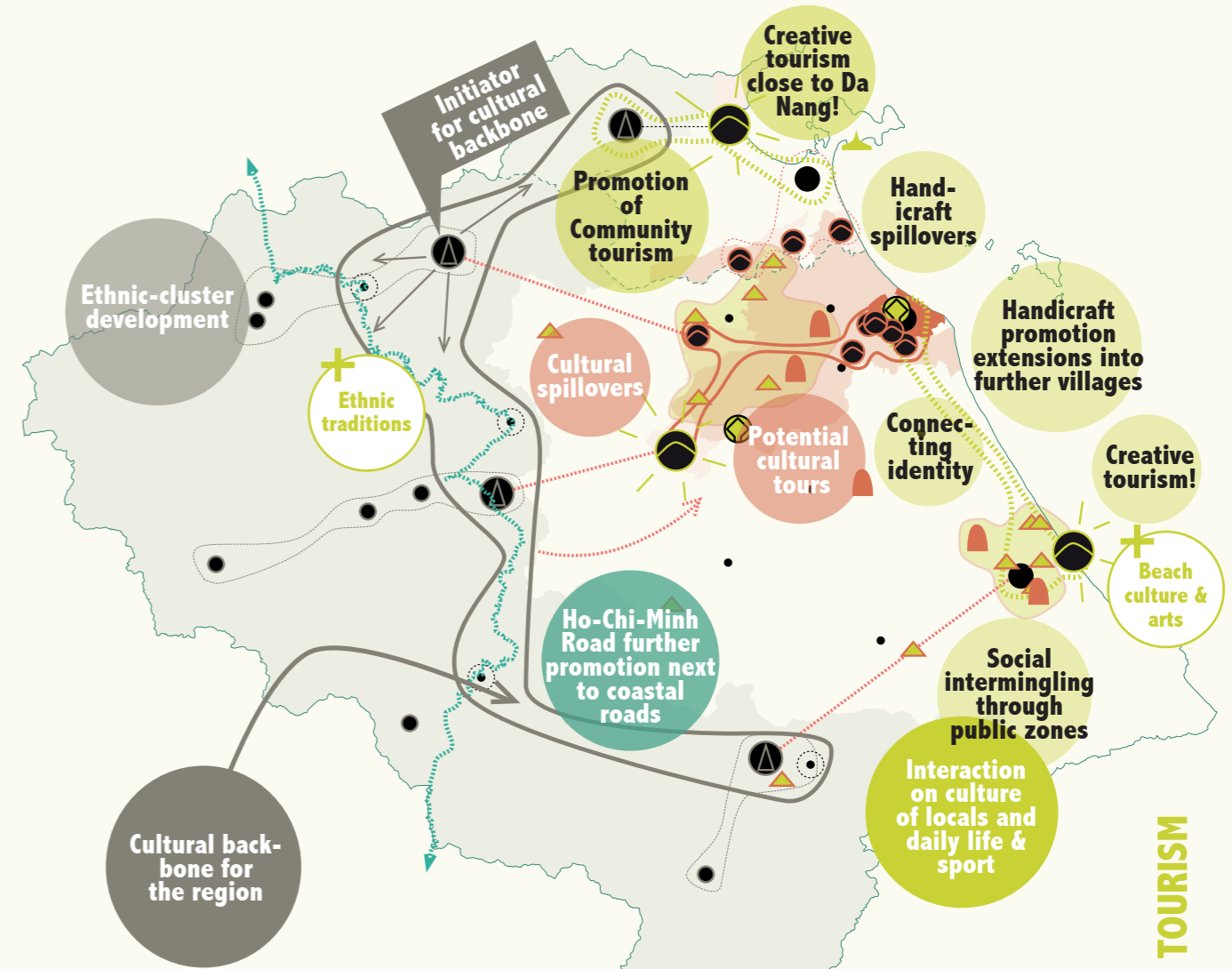


Fig. 196 | Weaknesses & threads in local identity & culture + tourism. (own)



villages, especially the Co Tu ethnicity with traditional rituals and concise community buildings.

The Ho-Chi-Minh Road, which is already used for motorcycle trips leading through the hinterland, has a cultural value in historical meanings of the road.

There is a chance with tourism to put forward the empowerment of a cultural backbone in the region which strengthens the potential zones in the hinterland. Through activities and creative touristic approaches and especially in the field of community tourism, there is a chance to protect the local identity and to get involved in the real and authentic region. Through tourism, the region can establish on diverse approaches in the field of creative tourism concepts, to bring tradition and culture alive.

The culture and customs of the Co Tu ethnic minority have great potential to be included in the curriculum educational centers in the mountain districts of Dong Giang, Nam Giang, and Tay Giang.

The historical relics of Champa culture and the villages attract potentials for rural tours. Another great potential that should take into account is the existing attractiveness of My Son Sanctuary. There is a great chance to develop tours around the UNESCO site and to involve more community identities to engage the whole area.

4.4. SWOT Specific (typical) landuses & economy + tourism

Weaknesses & threads

One of the biggest weaknesses is the high concentration of hotels along the coast, which are strongly oriented towards one-directional tourism.

The weak value chains between rural and urban areas exert negative impacts on livelihood improvement initiatives and potential economic development. There exists a risk through the development of the industrial parks in close proximity to potential touristic sites, like in Tam Ky, which can cause potential pollution. Rural areas are still poor with high rates of poverty, backward living conditions, and high unemployment. One of the reasons is small, scattered, and fragmented agricultural production which still uses traditional methods, but workers cannot afford reasonable wages. Most workers still have to leave home to earn a living in urban areas with industrial development.

The agricultural production is still not enough included in tourism concepts.

Strengths & opportunities

A combination of industrial parks with tourism can establish smart solutions, also in the cross-sector of mobility and the use of solar electricity. By including technology parks can lead to further ideas up to pilot projects in the area. Sustainable mobility solutions can contribute

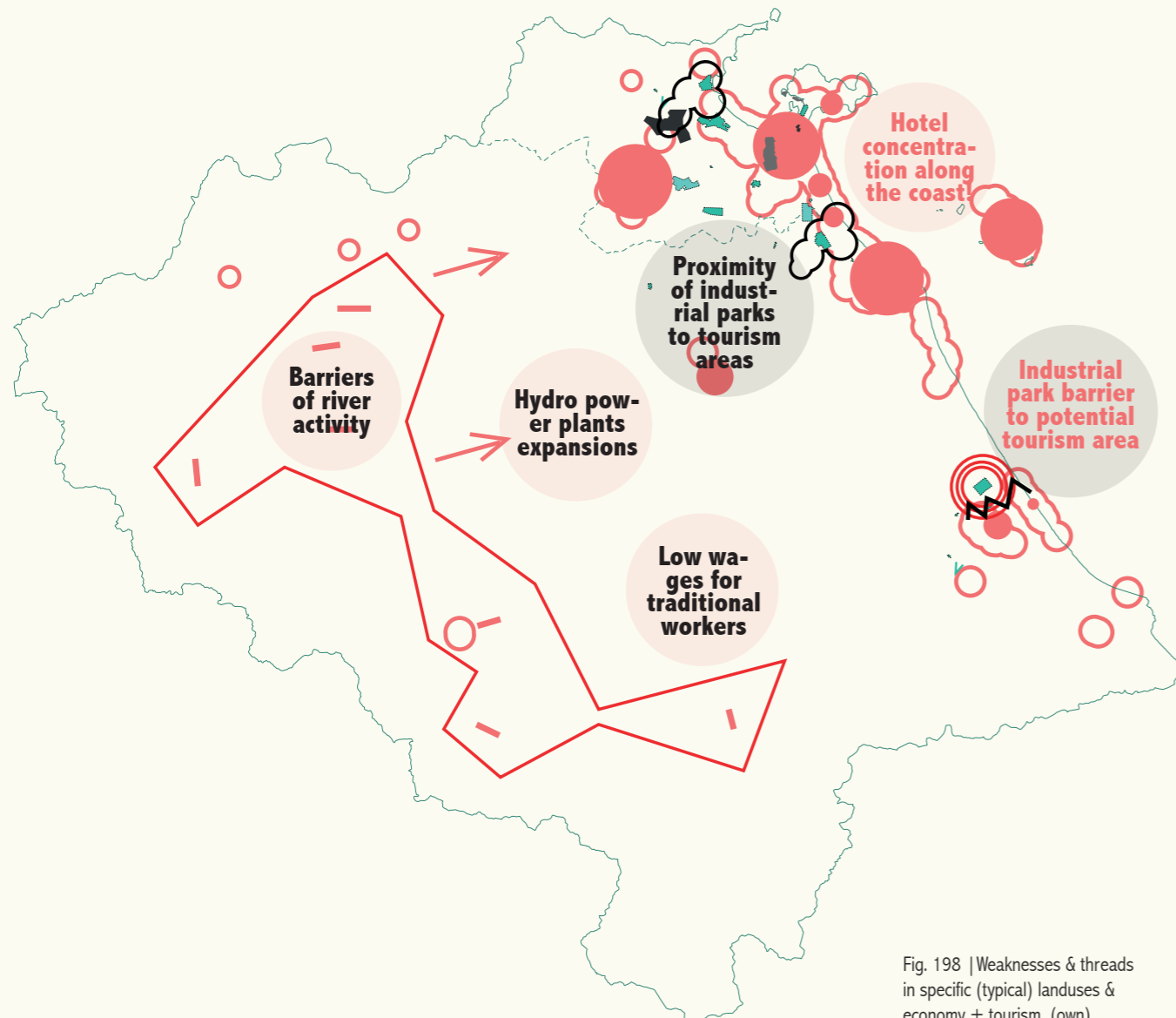
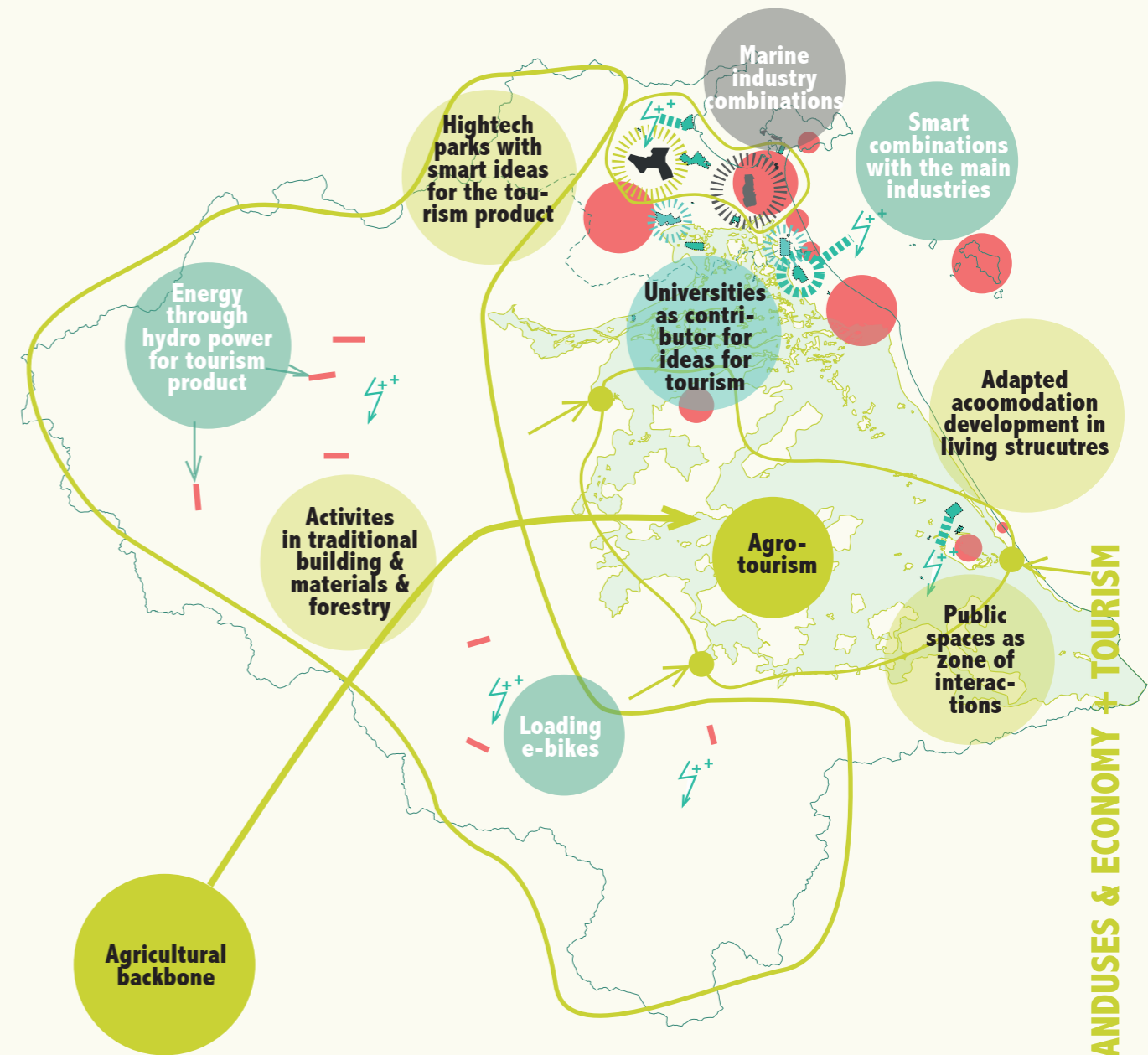


Fig. 198 | Weaknesses & threads in specific (typical) landuses & economy + tourism. (own)



to the distribution of tourism into remote regions. The Hydro power plants in the rural areas can be combined with electric mobility, especially for bikes and motorcycles on the Ho-Chi-Minh Road.

A great potential, caused by the numerous agricultural fields and techniques, is Agro- & Aquaponic tourism. Agriculture practices as touristic attractions and involvement of traditional daily farming life of the inhabitants offer an additional source of income for the locals. Eco-tourism, the industrialisation of rural production, and key urban center development should create a breakthrough to involve the poor in economic activities. Local tourism is a potential contributor for that.

A great potential is in the focus field of land uses is the involvement of public spaces as collaboration spaces for local markets. This is a great potential to strengthen areas for both sides and to use public space to get involved in the communities. Public spaces are functional zones for intermingling and are a flexible space for activities and events for temporary tourism concepts.

There is also potential in linking the marine industry into touristic development in cases of marine activities.

4.5. Assessment of SWOT Analysis

As the analysis shows, there are already tourism magnets along the coasts, the cities and the UNESCO World Heritage Sites. On the other hand, there are already very few communities in the interior of the country that receive tourists. The plannings and expansion of high-end tourism along the coasts of Da Nang need contrast programs in alternative tourism development.

To develop sustainably within the region, it is necessary to work on the rural areas with forests and nature reserves as well as on the remaining coastal areas through adapted tourism concepts, to protect them in order to preserve the loss of identity alongside the modern and upcoming city.

Overlay for potentials

As the conclusions have shown there are many potentials for Quang Nam and Da Nang in the focus fields of sustainable mobility, natural conditions, local identity & culture and specific (typical) land uses. Sustainable tourism development can be guided through the overlay of the focus fields which creates 3 different backbones out of the four fields. The backbones are guidelines to prevent the main structures of the landscape and facilitate guidance for appropriate touristic development.

Through merging local identity and culture with the specific land uses of the region, there are huge potentials in creative tourism concepts under consideration of the local communities, traditions in the hinterland, and the agricultural and industrial land use in the central parts. Also, combinations of eco-cultural tourism and services between the key urban centers in the coastal plain are potentials to attract new capital, diversify income generation sources, and increase overall growth scale.

Potentials of the natural conditions embrace the whole region through nature reserves, biosphere structures and potential zones to establish recreational tourism. Eco-tourism in these zones is a great potential to protect these areas. The protective aspects can be divided into water-based tourism, which focuses on water resources and land tourism which is all about forestry, plants and animals. Through water-based tourism concepts, the river network can be extended for tourism to fight against mining processes along Thu Bon River and to start on slow region concepts with water mobility. Inside this environmental protective circle, natural activities can take place according to the differences in the landscape.

As the public sector in regional transportation is still weak for tourists, not only in case of the offer but also in the knowledge about it, there are potentials to introduce sustainable mobility. As shown, the rural main towns need to be involved through the implementation of a mobility backbone. On the other side, there is a huge potential in innovative and alternative tourism mobility concepts which can be pilot projects for further areas in the region and the whole of Vietnam. These concepts can punctually be implemented all around the region, but especially along the coasts as a first step of sustainable tourism transportation development.

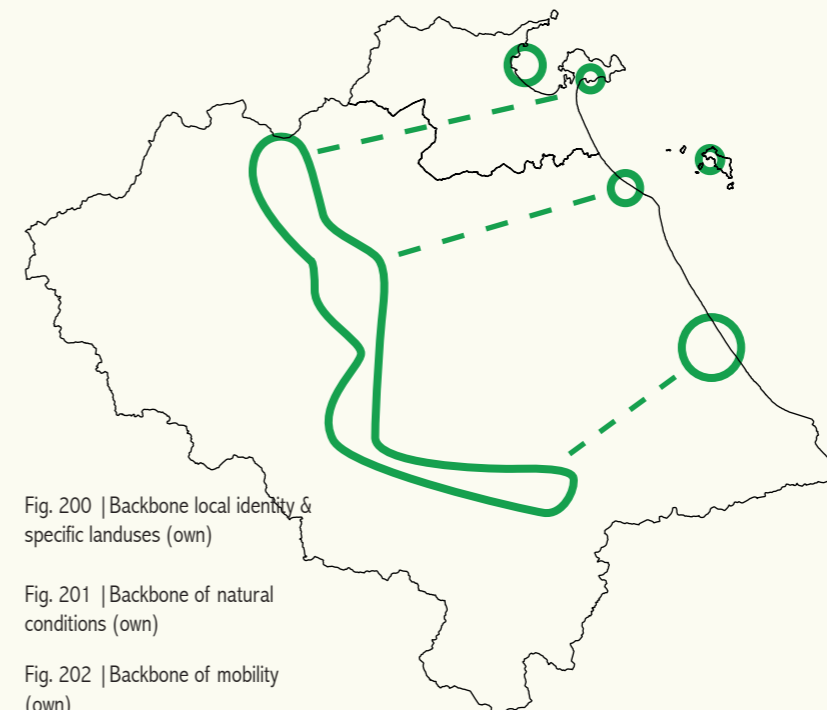
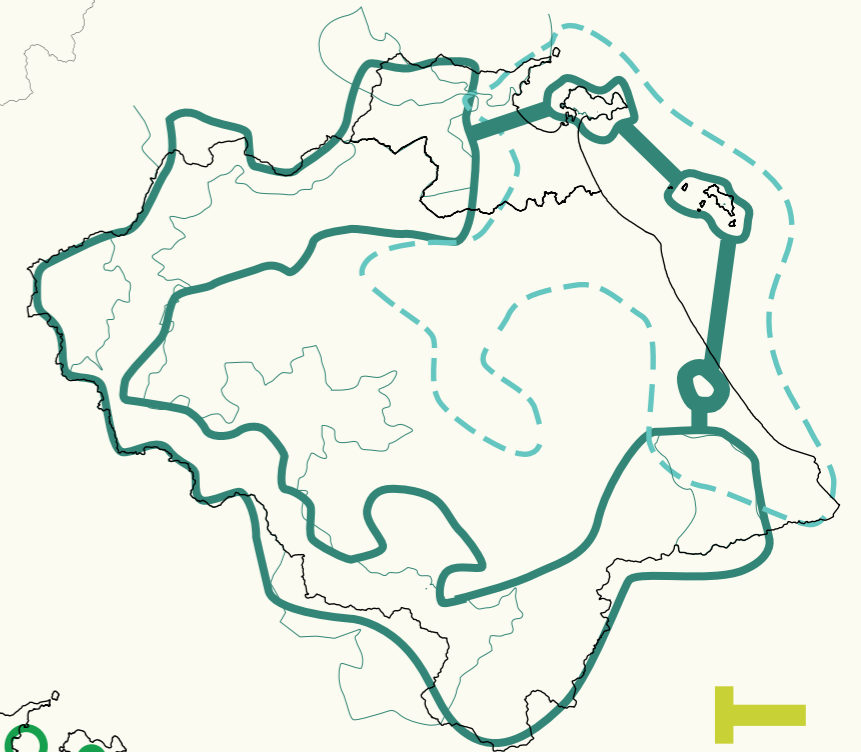


Backbones of local identity, culture & typical land use

The backbone compilation embraces creative tourism and community tourism projects. The villages of Nam O (Fishing sauce village), Dai Binh (Fruit village) and the beach village Tam Thanh (Art village) are examples of initiators for the expansion of development. The cultural backbone establishes a strong cultural identity for the region.

Backbone of natural conditions

The rural areas with nature reserves, hidden treasures and mountains can be combined with the natural beauties of the coastal areas, to draw upon a backbone of natural tourism. Especially eco-tourism is a great chance to develop these areas in a sustainable way, by integrating the typical natural structures on the spot. Water and land complete each other.



Basis: Backbone of mobility

As mobility is one of the key drivers for sustainable development in the region, the backbone of mobility sets its goals to establish a backbone of rural public hubs in connection with the coastal cities. Punctual implementations of sustainable and innovative mobility ideas can be starters for the future movement of tourists.

Fig. 200 | Backbone local identity & specific landuses (own)

Fig. 201 | Backbone of natural conditions (own)

Fig. 202 | Backbone of mobility (own)

Potentials for attractions and touristic approaches in the fields of natural conditions, cultural & local identity & specific land uses

Through activating the locations of the rural and city areas and the mountains, lakes and coast many tourist target groups can be attracted.

Activities are possible inside the touristic approaches, from active to passive activities. The different zones for tourism establish potentials for longterm and temporary stays with the opportunity to explore on-demand.

1 Cultural activities with traditional events and overnight stays in traditional homes. Cultural education about Co Tu people.

2 Diverse activities inside different communities all around the Cu De River. Gateway for Da Nang with intact local village identities and activities in the unique villages.

3 Trails and educational activities to protect nature and enjoy the surroundings.

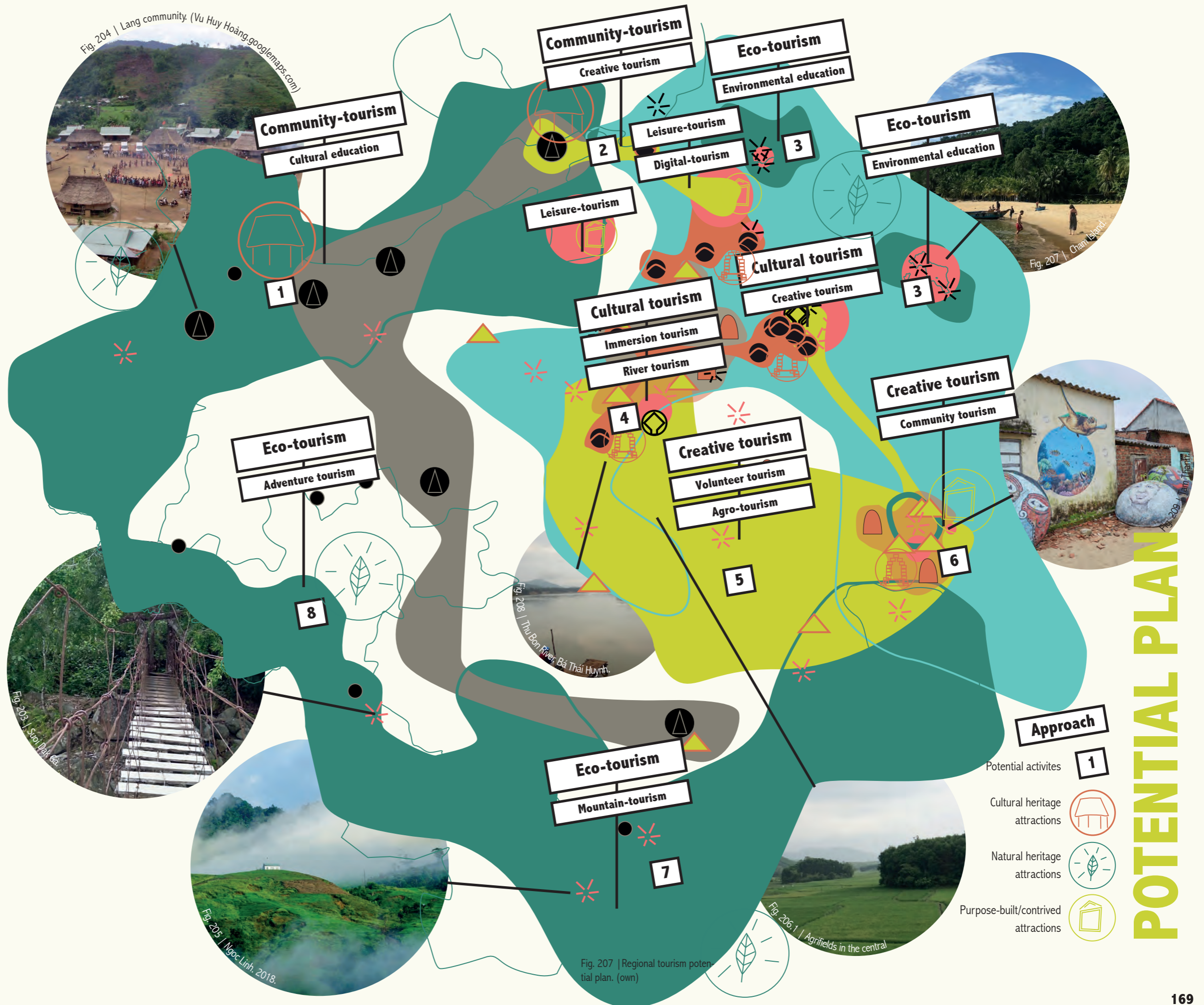
4 Cultural trails around My Son and experience of the of Thu Bon River-banks and special products of communities.

5 Agricultural activities through volunteer projects on farms.

6 Activities based on the daily life of the beach community Tam Thanh and the small traditional villages around Tam Ky.

7 Hiking through the highest mountains of the area with multi-day tours and great walk potentials.

8 Adventurous activities through the forest and initiatives to protect the natural reserves nearby.



POTENTIAL PLAN

Shaping a vision and goals for the region

The following chapters give ideas and techniques, how to develop tourism in the region in a sustainable and integrated context. The proposals are a deliverable from the work done so far and give strategic advice for Quang Nam and Da Nang on how to create a touristic concept.

The vision for the future region of Da Nang & Quang Nam is the basis, which should lead the focus of development in a sustainable direction. Further goals give more clear advice for the region as well as some exemplified strategies.

Local case studies are used as examples to show what possible ideas the region has for integrating sustainable concepts. The examples are just a short cut of the region's potential zones, but there are several possibilities to adapt concepts to similar spots around the zones of the region.

Overall vision for an integrated regional tourism in the future

The overall vision for the future tourism describes the region as a tourism network system, including and linking the diverse tourism approaches underlined by the diversification of the network of the local and urban structures offered by the region.

The cross-border vision is mainly a system that links and integrates existing, underdeveloped and potential tourist destinations through maintaining its unique characteristics. The vision integrates above all the regional and local stakeholders, the inhabitants and the public, creating a system between sustainable tourism growth, social development, environmental protection and mobilizing resources in the market economy.

Based on the model of strategic regional planning and the exemplary experiences from the implementation of regional development strategies of other regions in developing countries, the vision orientation is based on the connection of the tourism region, on the real situation and possibilities and last but not least on the local possibilities.

The vision for the region of Da Nang & Quang Nam is, therefore, to establish a network system with the criteria of a

A COOPERATING REGION BETWEEN URBAN AND RURAL AREAS, A DIVERSE TOURISTIC REGION & A CONNECTED REGION FOR SUSTAINABLE TOURISM FLOWS.

The vision can be reached through implementations on the focus fields of natural conditions, mobility, local identity & culture and typical land uses.

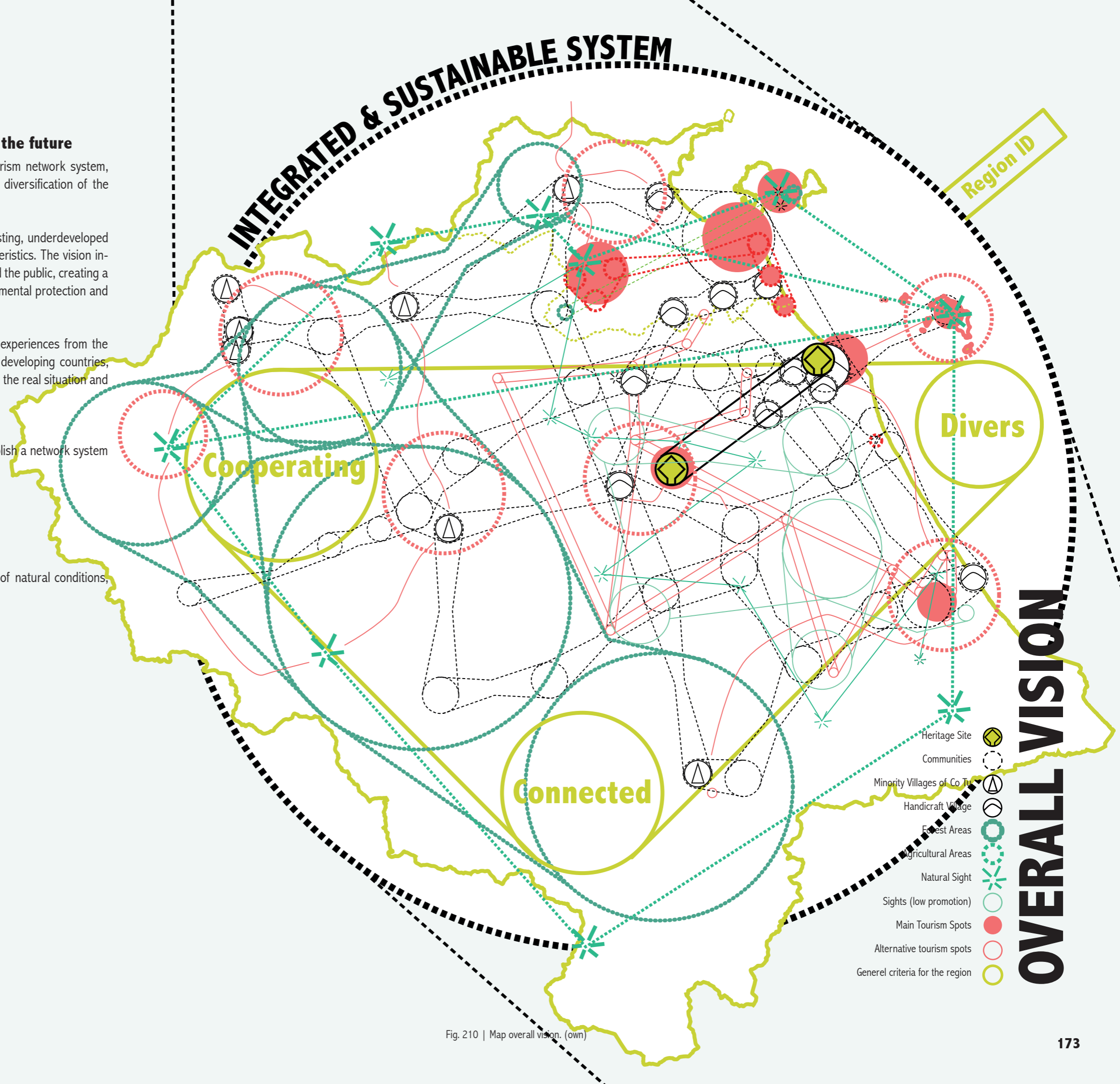


Fig. 210 | Map overall vision. (own)

Goals for the tourism region

To position the vision and to integrate the local potentials, the following universal goals are guidelines on how to use tourism for further implementations on a large scale and smaller scales. The goals follow the key concept of sustainability in environmental, social and economic responsibility for the region's development. The hierarchy of the goals starts more or less with the most important ones for this master thesis, but still, they complement one another and have different strengths in different cases and states of development.

1 Tourism as a tool...

...to bring the regional differences together.
CREATE TOURISTIC FLOWS COOPERATIONS AND CO-TERRITORIAL CONNECTIONS ON DIFFERENT SCALES.

By the creation of vibrant and widespread tourist flows and through cooperations, tourists can be guided into hidden areas. This is the most important goal, while it creates networks and communication on a regional scale as a starting point for development. An example of this can be tours and sustainable mobility connections between spots.

2 Tourism as a tool...

...to develop the unique value of local facilities and areas and maintain the existing tourism structures.

DEVELOP A DENSE NET OF DIVERSE TOURISTIC AREAS, ACTIVITIES & COMMUNITIES FOR DIVERSE TARGET GROUPS.

The goal aims to create a dense and diverse touristic net from the beaches to the hinterland. The basis is the integration of the existing tourist approaches and to extend the offer for future demands by covering different motives. The focus of the goal is on the target groups, which all have differences in ways of arriving and expectations of the region. But it is also a positive contribution to the region's profile, by promoting the diversity of tourist activities in different parts of the area.

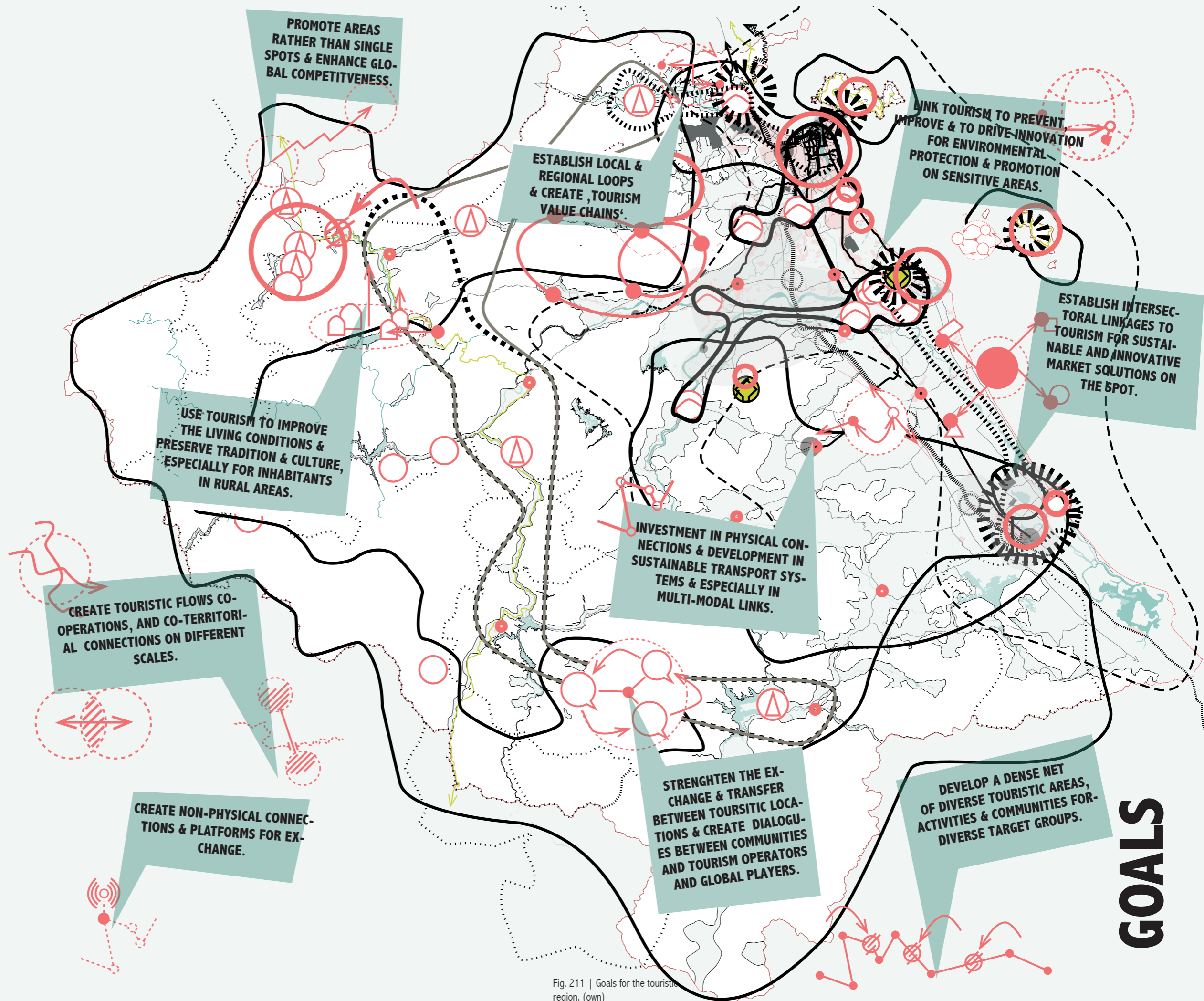


Fig. 211 | Goals for the tourism region. (own)

3 Tourism as a tool...

...for improvement and preservation of heritage and environment.

USE TOURISM TO IMPROVE THE LIVING CONDITIONS & PRESERVE TRADITION & CULTURE, ESPECIALLY FOR INHABITANTS IN RURAL AREAS.

This goal aims to increased awareness and understanding of natural and cultural heritage for communities, operators and guests. Integrated community tourism causes profits for the surrounding communities and creates sustainable livelihoods. The goal is also about the capacity building in local communities and to support & participate in tourism through awareness-raising & training activities.

4 Tourism as a tool...

...to push forward sustainable transportation for regional & local connections.

INVESTMENT IN PHYSICAL CONNECTIONS & DEVELOPMENT IN SUSTAINABLE TRANSPORT SYSTEMS & ESPECIALLY IN MULTI-MODAL LINKS.

The goal is about the connection on a public transport scale to rural areas as well as safety on the roads. The transport system needs to be adapted to the capacities of the region to bring tourists inside rural cities without causing mass tourism. The key concept of sustainable multimodality links the existing public transport systems, and planned ones, by switching types of transportation. In the case of tourism development, the goal is to combine transportation with an attractive way of movement, which is easy to understand and available. The integration of alternative mobility into the given transport modes is key.

5 Tourism as a tool...

...to share profits and increase possibilities for the communities.

ESTABLISH LOCAL & REGIONAL LOOPS & CREATE 'TOURISM VALUE CHAINS'.

The reason for that goal is the connection of different spots, to establish synergetic profits for each other by creating a system of a value chain.

That means a regional loop connects for example sights with communities that otherwise would not be recognized by the tourists without the creation of a loop.

The fact is that not all communities can interact directly with tourists. The touristic value chain represents the spots as an ordered sequence of activities. These activities create value, consume resources in a sustainable way for nature and inhabitants and are linked together in processes.

6 Tourism as a tool...

...to push forward the digital connection and awareness.

CREATE NON-PHYSICAL CONNECTIONS & PLATFORMS FOR EXCHANGE.

For sharing and exchange the product of regional tourism there is the need for a comprehensive digital platform. Non-physical connections are a great opportunity to connect many different stakeholders and to exchange ideas, show progress and advance innovation.

7 Tourism as a tool...

...for environmental education & promotion.

LINK TOURISM TO PREVENT, IMPROVE & TO DRIVE INNOVATION FOR ENVIRONMENTAL PROTECTION & PROMOTION ON SENSITIVE AREAS.

Eco-tourism can establish ways to improve the education of a community and tourists to preserve the natural environment of the spot. Nature can be involved in green activities.

8 Tourism as a tool...

...for smart solutions by combining services in the sectors of local economies.

ESTABLISH INTERSECTORAL LINKAGES TO TOURISM FOR SUSTAINABLE AND INNOVATIVE MARKET SOLUTIONS ON THE SPOT.

The idea is to integrate the economic drivers of the region to tourism. Intersectoral linkages can establish, especially in the field of agriculture, a contribution to maintaining traditions. Urban structures, such as the creation of public spaces, can become places of exchange for both tourists and locals. Industrial providers can establish linkages to energy and mobility.

9 Tourism as a tool...

...to make the region a coherent brand for everyone.

PROMOTE AREAS RATHER THAN SINGLE SPOTS & ENHANCE GLOBAL COMPETITIVENESS.

Marketing is crucial especially for local and sustainable reputation. The key is to promote the region as a whole and not focus on single spots and particulate areas. The promotion also means to improve the regional directional and interpretive signage relating to tourist and heritage attractions. Potential activities according to this goal can be the creation of a regional tourist map.

10 Tourism as a tool...

...to exchange about the region's sustainable future.

STRENGTHEN THE EXCHANGE & TRANSFER BETWEEN TOURISTIC LOCATIONS & CREATE DIALOGUES BETWEEN COMMUNITIES AND TOURISM OPERATORS AND GLOBAL PLAYERS.

The goal describes the closer networking between local operators and the communities in general. Relationships and communication between tourism operators and potential attractions are important to integrate as many people as possible into decisions in a consultative, participatory and collaborative process.

Creating a tourism toolkit

The following chapter extends the goals and shows conceptual proposals and implementations in the analyzed region. The deliverable is a general tool-catalog on how to establish sustainable and integrated tourism approaches for the region Quang Nam and Da Nang with large-scale and small-scale measures.

Large-scale toolkit

The goals are a basis for the proposals on regional strategies that offer potential guiding activities to the region. The strategic implementation examples show steps for large-scale implementation in the field of connecting tourism on a rural and urban scale.

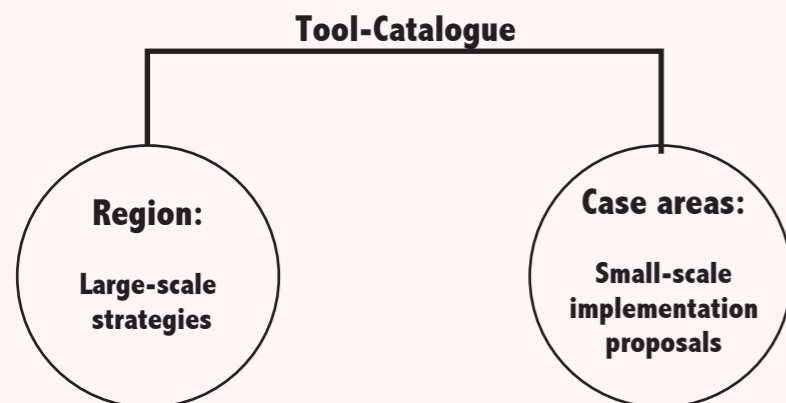
The strategies still can be extended, but the selection shows some main first steps which can be done.

Small-scale toolkit

On a smaller scale, further concepts for possible developments of important potential tourist locations are shown with the focus on sustainable and integrated development. This step is intended to show the scope of action that the provinces of Quang Nam and Da Nang have in common on their way to a sustainable tourist region.

A small-scale toolkit shows local ideas and project proposals on selected spots. The measures at the locations are more applied in an urban context with the focus on the prevailing uses of the location's urban fabric.

The selection of the locations followed the analysis and shows characteristic proposals in the focus fields of mobility, natural conditions, local identity & culture and typical land use aspects in agriculture to get a holistic repertoire of first steps for the region.



6.1. Components of a strategic process

The regional strategies are medium to long-term plans to reach the defined goals. They give direction and include some structural planning for an integrated tourism concept on a broader scale. The strategies are layered. Merging the layers lead to an overall strategy. The overview shows a framework of links between the large scale strategies which are described on the next pages.

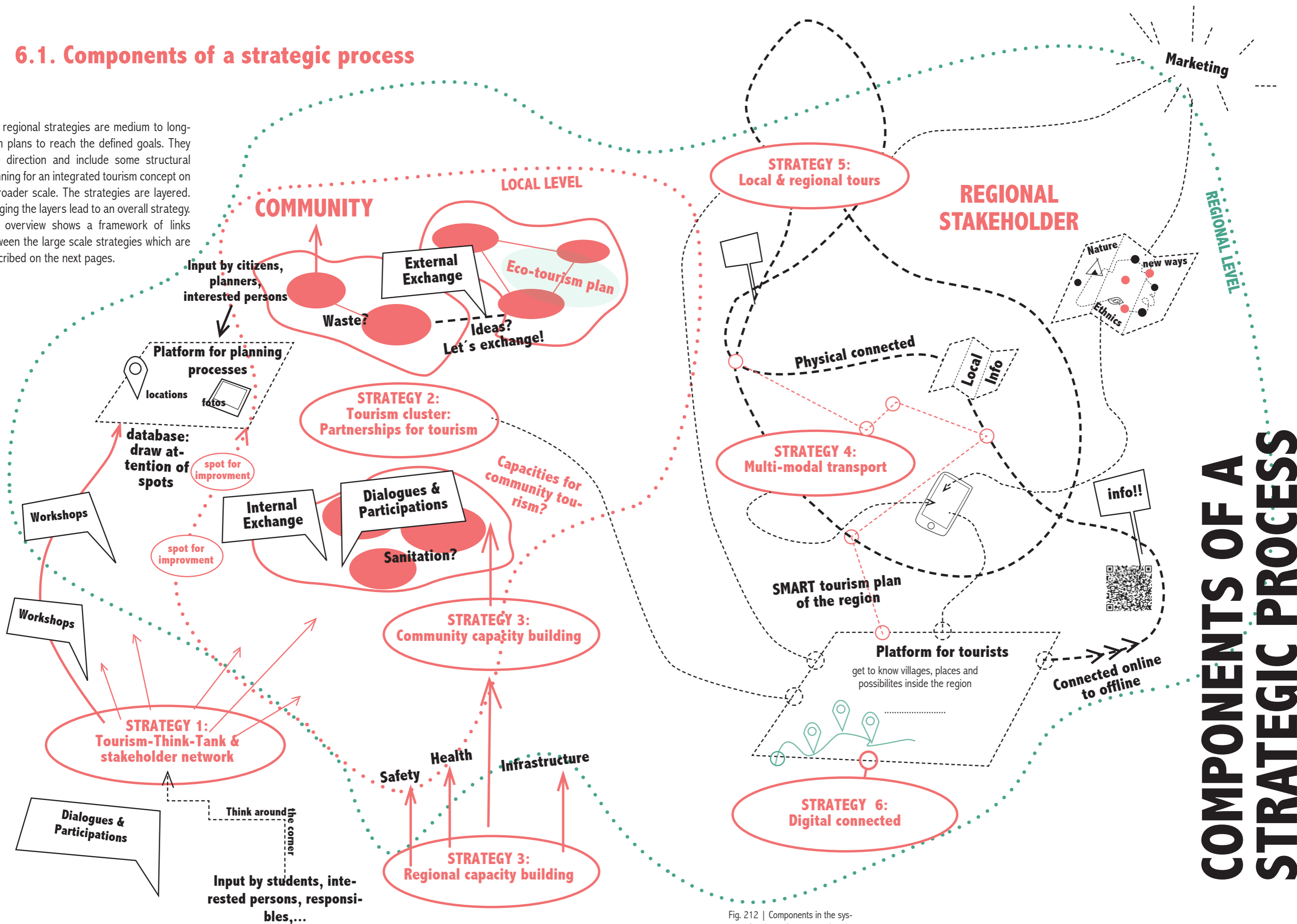


Fig. 212 | Components in the system of a strategic process. (own)

Building a basis for innovation- Implementation of an alternative Tourism- Think-Tank into a network of stakeholders

The strategy builds a basis for sustainable and integrated development in the future. The region of Quang Nam and Da Nang needs informed participation of the relevant stakeholders. Stakeholders in the case of tourism are the directly interested organizations in particular activities in tourism. The tourism-related departments of Da Nang and Quang Nam which are subject to the Vietnam National Ministry of Tourism form the foundation. The development requires a comprehensive layer of the political leaders, which support diverse ideas in the field of sustainability and integrated regional tourism development. Especially in cases of large scale strategies, support of this layer is needed to establish connections for the region.

To find new solutions and keep the balance of development, the key lies in the integration of many interested stakeholders, especially communities and tourists. Sustainability is only possible as long as the participation of the target group takes place.

Due to this fact and to maintain participation it needs a creative and flexible system.

The proposal for ongoing support is the creation of the 'Tourism-Think-Tank' (TTT), which is directly connected to the comprehensive layer on sustainable and integrated tourism development.

Implementation of the alternative Tourism-Think-Tank

The key concept behind the TTT is to get innovative proposals on projects for spots in the region, which have the character of acupunctural solutions. The TTT of the region is a loose network that is independent, flexible and spreads innovation.

It is about concepts for public spaces or the establishment of unknown routes. In addition

to the authorized stakeholders and their administrative tasks, TTTs have a much better view of explicit locations and work close to the real issues, together in close collaboration with the community.

A network of tourism stakeholders

The stakeholders of the TTTs can be participants with a personal and public interest or institutions like universities. The TTT is important to bring the region's ideas of a participatory process together.

A successful TTT can be funded by the government or by sponsors.

Make it visible!

The main task is to make these projects visible through digitalization. A platform for the region helps to make aware of spots for improvement.

The locals can contribute to this first step by introducing spots of improvement in their community through photos and exact locations. The platform is also a voice to the community to debate about developments in tourism, their concerns and ideas.

The Tourism Think Tank is collaborative management with working groups created to develop a plan. Working groups exist mainly out of private sector stakeholders like lodging and tour operators, local community groups, events organizers and urban planners.

The TTT is a huge opportunity to create new networks within the region, but also to contribute internationally to the development of tourism in regions. By the implementation of small-scale projects on selected spots, it is a straight and easy improvement for the area and so for locals and visitors.

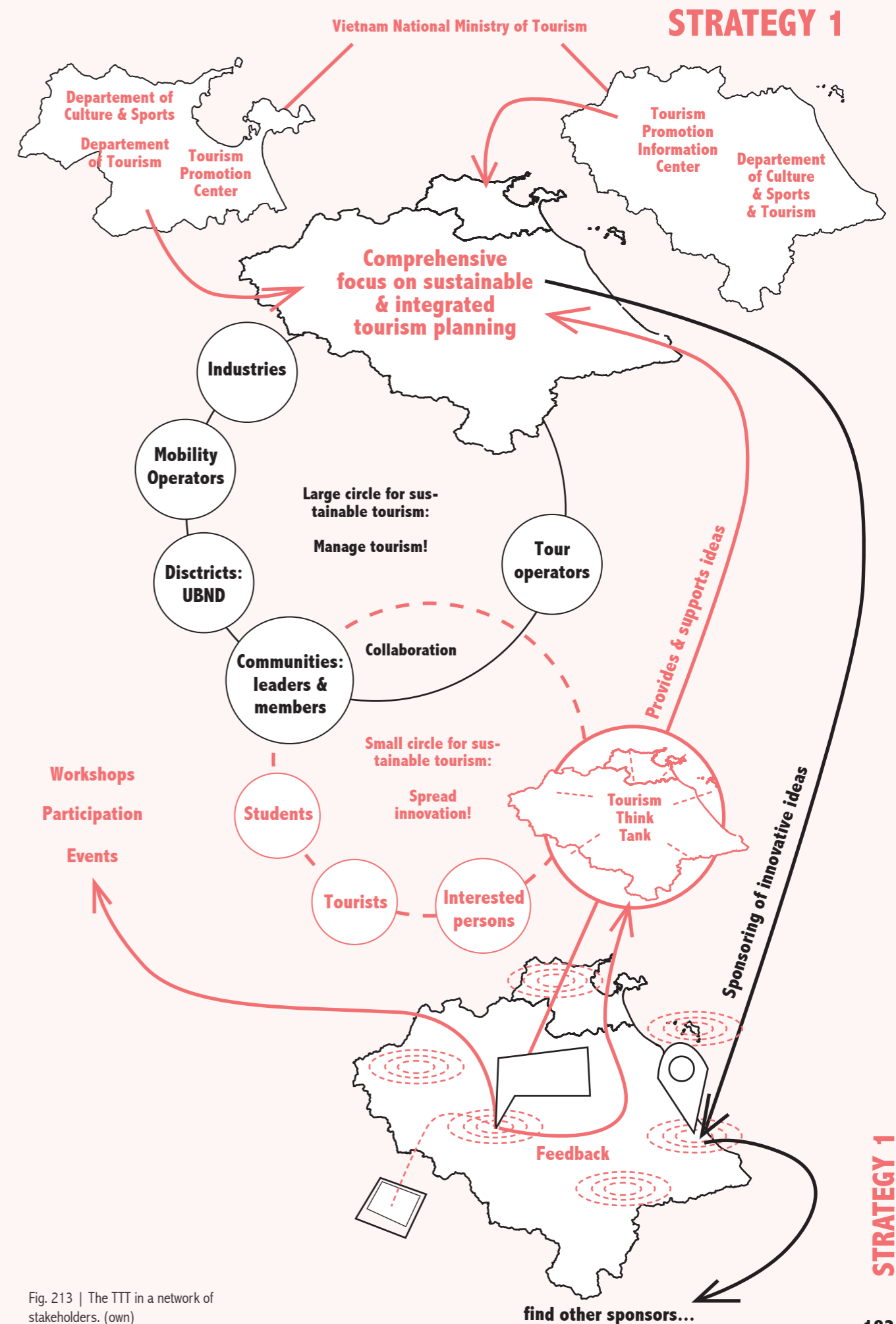


Fig. 213 | The TTT in a network of stakeholders. (own)

Example: Process of the Tourism-Think-Tank

The work in Tourism-Think-Tanks is very independent. So this opens the possibility for a lot of participants from national to international. Especially for educational institutions, it is a chance to work in the practical field in tourist development. While there are many layers that contribute to tourism, almost everyone has the capability to contribute.

The main steps before and after the maintenance of a Tourism-Think-Tank are from raising awareness of spots to the implementation of projects.

Step 1: Raise awareness

Building a basis

The TTT needs initiators who start building a local and a digital platform. The key is to make aware of the TTT inside the region by collecting shareholders and interested communities. State institutions like universities or creative startups are potential first partners.

For starting the TTT, the places must be localized on a platform. The best way to collect the information on spots is a TTT-platform. The digital platform is the easiest way to spread ideas to everyone and make it available to as many persons as possible.

Step 2: Participatory innovation

Participation is very important to gather ideas from different perspectives. Dialogues with partners and shareholders push forward solutions on selected places.

The participation process should inform about planning methods and show the positive effect of TTTs on the local communities and the visitors.

Maintain the TTT

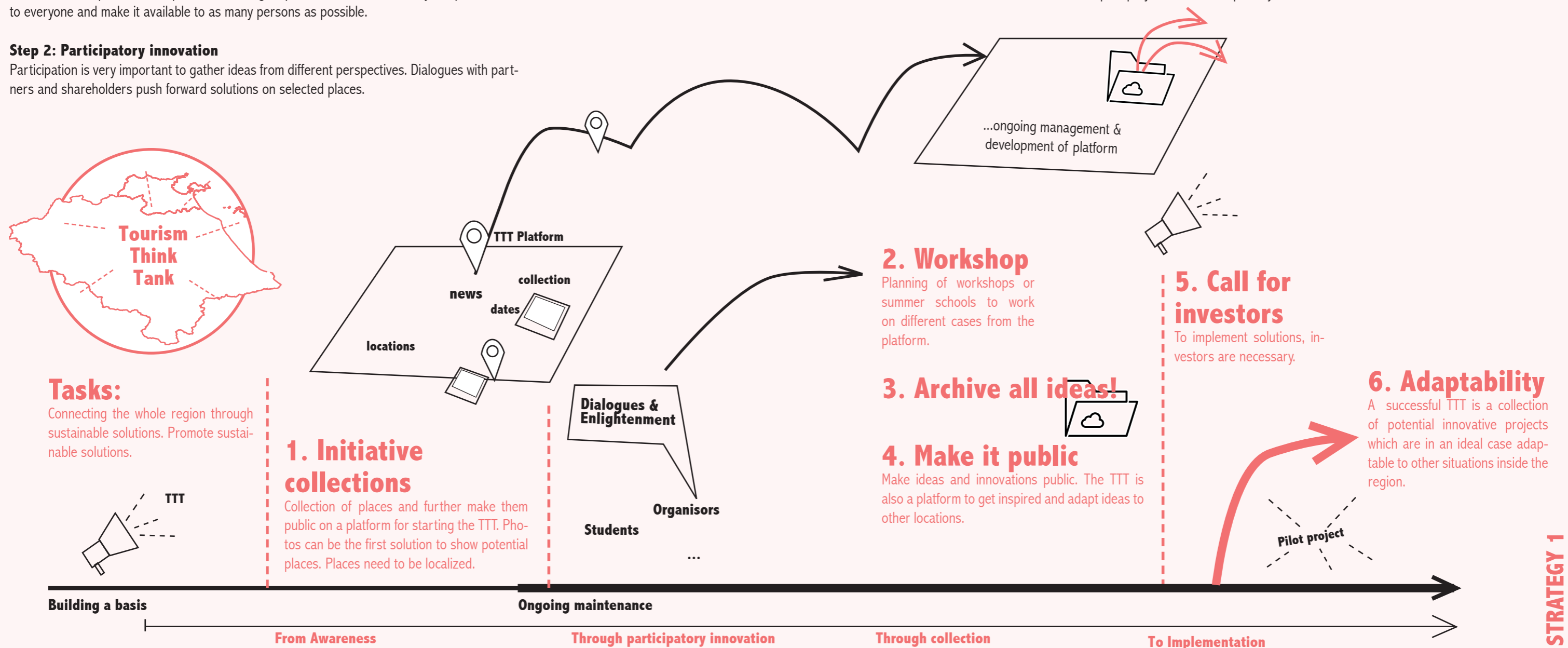
There is a need to update the TTT throughout the process.

Step 3: Collection

The step of the collection includes workshops where ideas are born. It is important that all ideas and projects are put into an archive and to make it public so that everyone can profit from innovative ideas.

Step 4: Implementation

A TTT is successful when there is the possibility to find investors and to put the idea into action. Created pilot projects can be adapted by other locations.



Set up partnerships: Fusion to touristic clusters for internal & external exchanges & spillovers

Fusion into potential areas to maximize the diversity and capacities for tourism and sharing tasks

The region already offers interesting spots like waterfalls or some small relicts from the past. The problem is, that these spots are too far away or not interesting enough to get the tourist attention they need. The strategy is, to merge potential partners like natural attractions, communities, villages, or cities together to establish touristic clusters in the region of Quang Nam and Da Nang to diversify the offer to tourists and maximize the effect for communities.

Profits of clusters

Through the fusion, the communities get the opportunity to preserve the areas together and to distribute touristic flows inside cluster. A positive contribution of clusters is the mitigation of flooding single spots and thus to prevent mass tourism.

The system empowers small environmental spots, like waterfalls, to get the chance to exist in a touristic network.

Concerning marketing strategies, a cluster has a great chance to promote itself as part of the region. Through merging the different clusters the region profits as well, by gaining sustainable touristic areas that maintain their own concepts, according to the locations specifics.

The cluster expresses a cooperating symbiosis created out of different usages. The respective strengths of the villages should be brought together inside the area. The goal behind this is, not to change the actual core of the village.

Another profit of touristic clusters is to make planning for large scale mobility systems easier.

They are the basis for the next strategies.

Criteria & modules for clusters

A basic criterion for the establishment of a cluster is a close distance between the spots or an adequate connecting structure.

- **In close distance.**
- **A basic infrastructure, like a river or street or a landscape zone.**

To implement different sustainable tourism approaches from eco-tourism, community tourism and creative tourism, the clusters should consist of the following modules:

- **Minimum of one community or maintaining village which offers accommodation and services.**
- **An existing integrated permanent attraction (Cultural, environmental)**

For longterm plannings, a permanent attraction is key. Temporary ones are necessary to keep the cluster alive.

The permanent attraction should be integrated into the localities.

Types of clusters

A cluster can include similar villages as well as completely different ones. According to the attraction, it is an advantage to provide different attractions and activities inside the scope of a cluster.

Through the fusion of tourism clusters, the communities can learn from each other and profit together. While the region's development of tourism is quite different on their status it is an advantage to combine known places with unknown sites to further spread tourism.

Examples for the extension of known places can be found in the strategy on local and regional tours.

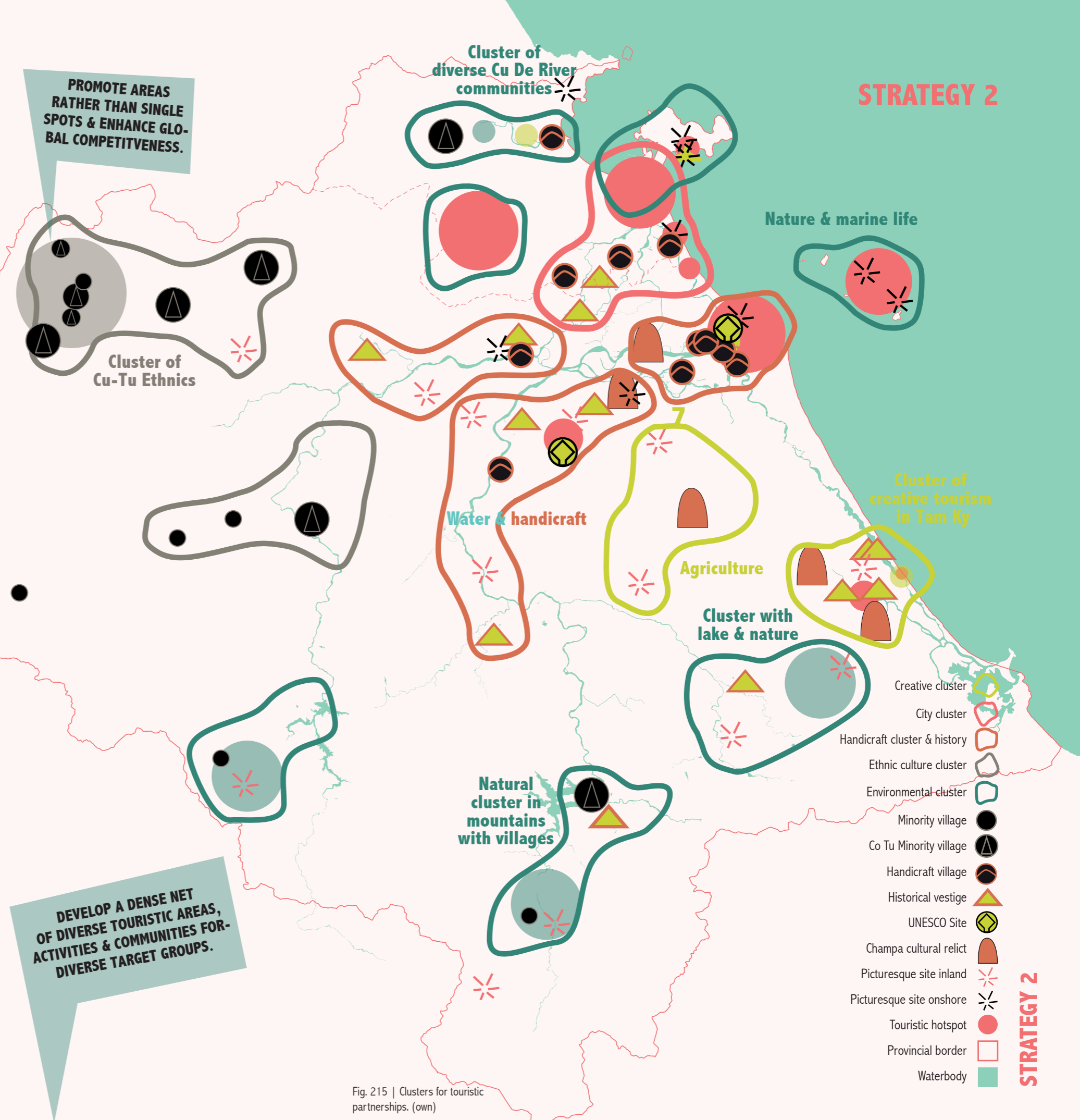


Fig. 215 | Clusters for touristic partnerships. (own)

Examples of potential clusters in the area

Cluster: Cu De River Valley

Landscape zone: Rural, mountains, forest, close to the city

Connection: Cu De River and roads

Offers: Minority villages, Cu De River, Agricultural village, Fishing villages

Cluster: Co Tu villages

Landscape zone: Rural, mountains forest

Connection: Cultural identity, natural paths, Ho-Chi-Minh Road

Offers: Minority Village Bho Hoong with existing tourism approaches, Prao Village, A Vuong River, ceremonies, typical architecture, ...

Cluster: My Son and Thu Bon River

Landscape zone: Thu Bon River and natural forest

Connection: Thu Bon River and roads

Offers: UNESCO World Heritage relicts, Dai Bin Handicraft Village (Fruit-Fields), Thu Bon River, Canyon spot, ...

Cluster: Tam Ky to Tam Thanh

Landscape zone: Beach location

Connection: Tam Ky River and Truong Giang River and roads

Offers: Art village Tam Thanh, Waterlily Lake (Bay Say Song Dam), Agricultural village, ...

Inside the clusters: solving tasks for tourism development together

The process of the fusion to specific tourism clusters in the region is an integrated planning strategy and includes a variety of actors inside the villages in the same process.

There are several steps inside the cluster to establish tourism. Parts of them can be shared, especially in the field of waste and sanitation.

Step 1: Set up partnerships

This step helps to reach planning goals in an efficient manner, by pooling resources & sharing risks. Partnerships have the advantage to ensure that various aspects and sectoral issues are taken into account in the process. Transparency of the clusters is key to enable sustainable planning.

Step 2: Establish synergies

Synergies can have a social, energetic, or environmental background or a combination of these. Synergies inside the tourism clusters can create valuable touristic products, like special activities and combinations.

Step 3: Solving together: consumption, trash and energy

Tasks of the cluster in case of sustainable energy can be solved together. General infrastructural needs to maintain the sites for tourism can be established together. Maintenance is also part of the sharing process.

The fusion to tourism cluster makes capacity-building easier because the process of mobilizing, adaptation and development of capabilities can be shared.

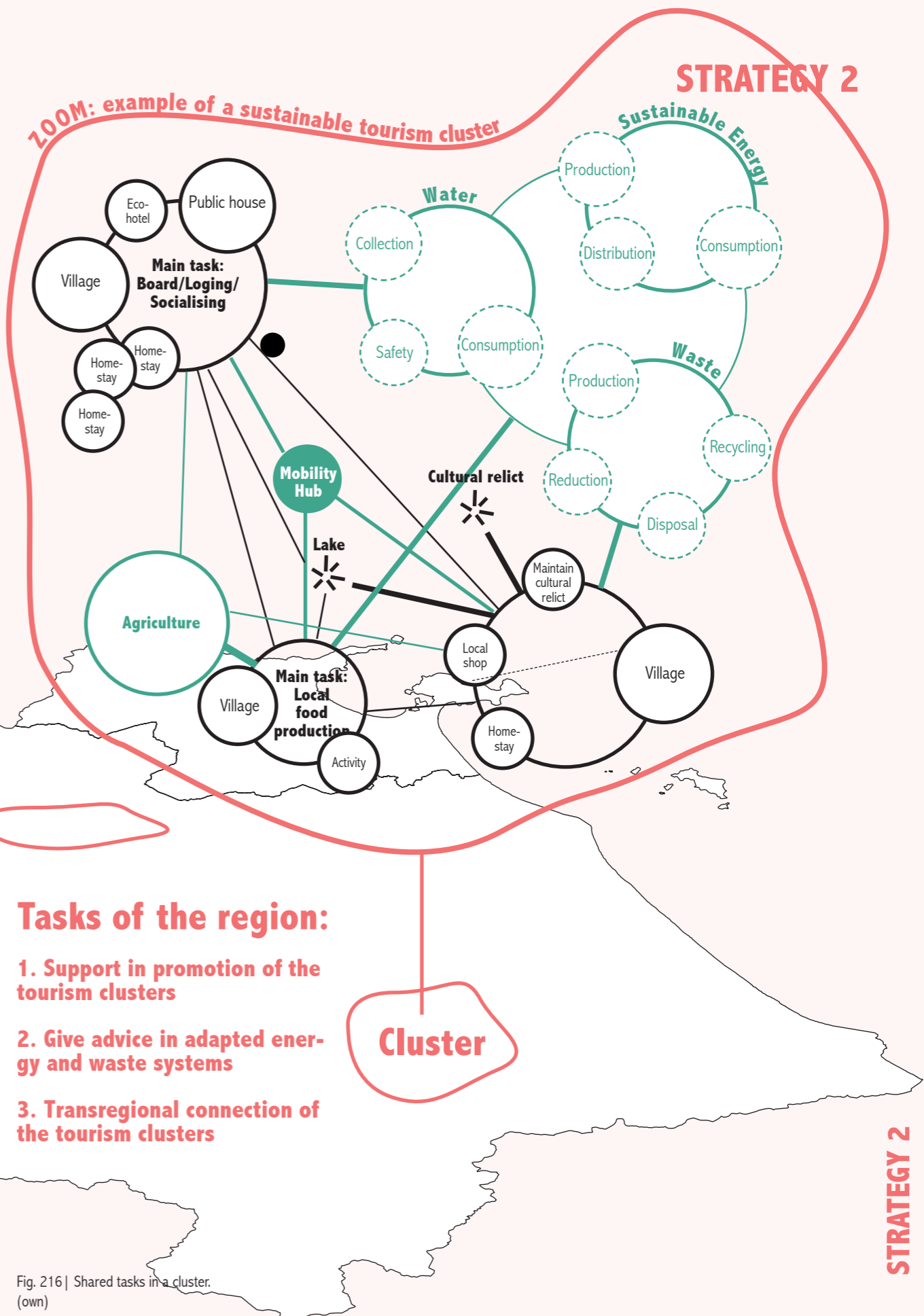


Fig. 216 | Shared tasks in a cluster. (own)

Working on capacity building for sustainable tourism development - Growing from the inside

The strategy is very important in the case of community and regional infrastructure development.

Capacity is the ability of people, organizations and societies to work on their own development. This includes recognizing obstacles to sustainable development, developing solution strategies and their successful implementation¹⁸⁰, while adapting to changing conditions. These are always endogenous processes of change.¹⁸¹

In the case of the strategies, capacity is not a separate strategy, but more the comprehensive development frame, what the region needs for development and what the communities need for development.

To include the task of capacity building the following proposal is a list of programs for the development of the regional capacities and on the community capacities.

Regional capacity-building programs for tourism development

Program on infrastructure:

- Public infrastructure to the rural areas
- Signs along roads and main paths
- A platform for public mobility (App, Webpage)
- Road security through road pavement or gravel
- Access points to potential rivers
- Stable internet access in the hinterland
- Access to basic medical treatment

Program on regional marketing:

- Skills for a promotion platform
- Fundamental vision for the region and knowledge about the areas

Community capacity building programs for tourism development

Community capacity building programs help underdeveloped communities to improve their ability to participate in the tourism processes. The process requires an analysis of the current status of the community. The tools provide the community to actively contribute to the field of tourism in a sustainable way.

Program on tourism techniques:

- Training in the potentials & repertoire of touristic products for a sustainable
- Techniques in Agro-tourism
- Techniques in Creative tourism
- Homestay facilities training
- Cultural and promotion skills training

Program on social education: Promotion of languages and cultures:

- Teaching English
- Cultural discrepancies

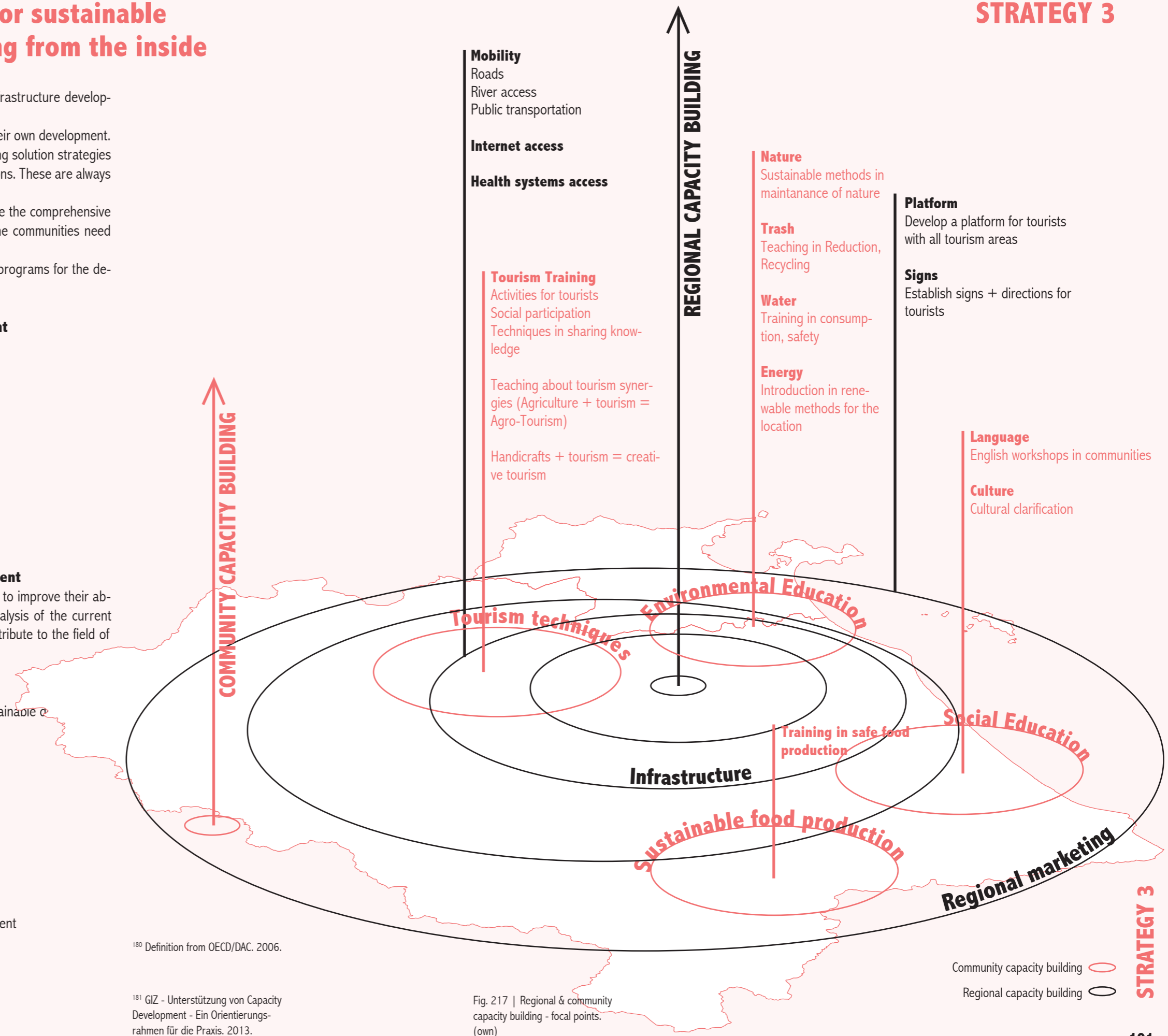
Program on environmental education:

- Information on natural risks and safety strategies
- Reforestation techniques inside the rural areas
- Knowledge on energy alternatives, sanitation, trash and water treatment

Program on food production & small-scale health:

- First aid techniques
- Techniques for secure food production

STRATEGY 3



¹⁸⁰ Definition from OECD/DAC. 2006.

¹⁸¹ GIZ - Unterstützung von Capacity Development - Ein Orientierungsrahmen für die Praxis. 2013.

Fig. 217 | Regional & community capacity building - focal points. (own)

Hop-on-Hop off towards the region: Implementation of integrated multimodal links and transport modes

Trains, buses, trams and metros can transport lots of people at the same time, with fewer carbon emissions than any private transportation system. Due to that reason, the existing bus stations and railway stations are the starting point for a sustainable regional transport system for both tourists and locals.

Public transportation as an alternative to private transport

As analyzed, tourism and especially tourists have diverse demands. The proposal for a transportation system for the Quang Nam and Da Nang region needs to serve those needs. Especially the case of transit between arriving points to the touristic locations are the key connections for tourists.

The proposal for a transport concept for the region is a combination of sustainable multimodal systems. The creation of mobility hubs inside the region makes it possible for tourists to switch easily different transport modes from local to regional systems and vice versa. Clear mobility hubs are also easy to understand for foreigners.

The status quo offers for long distances the north-south railway and bus routes serving parts of the central region like in Fig. 218 shown. The existing system can be integrated into a wider network by using extensions of public bus routes and the creation of alternative systems.

Criteria for an integrated and sustainable system:

- Short transportation routes for tourism should also **serve as an activity**.
- The transportation system must be **easy to understand** with signs on the arriving points and along roads.
- The transportation system needs to connect from **large distances to small distances**.
- And last but not least it needs to be **save and integrated** on the occurrences of the roads and locations.

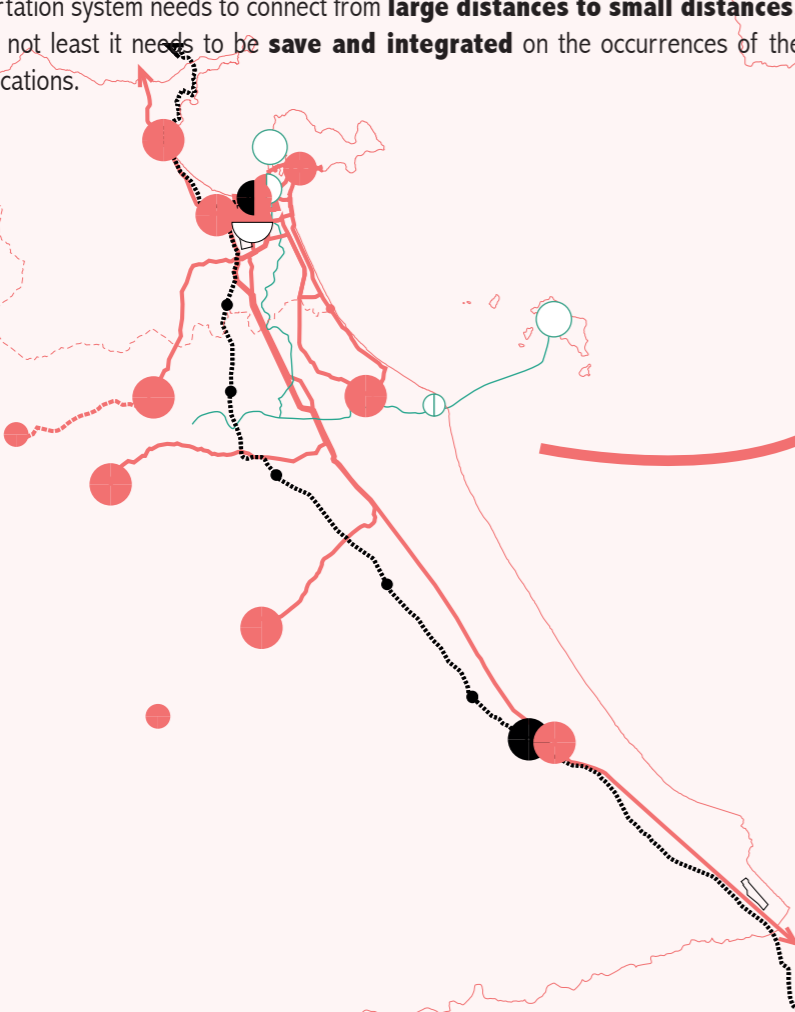
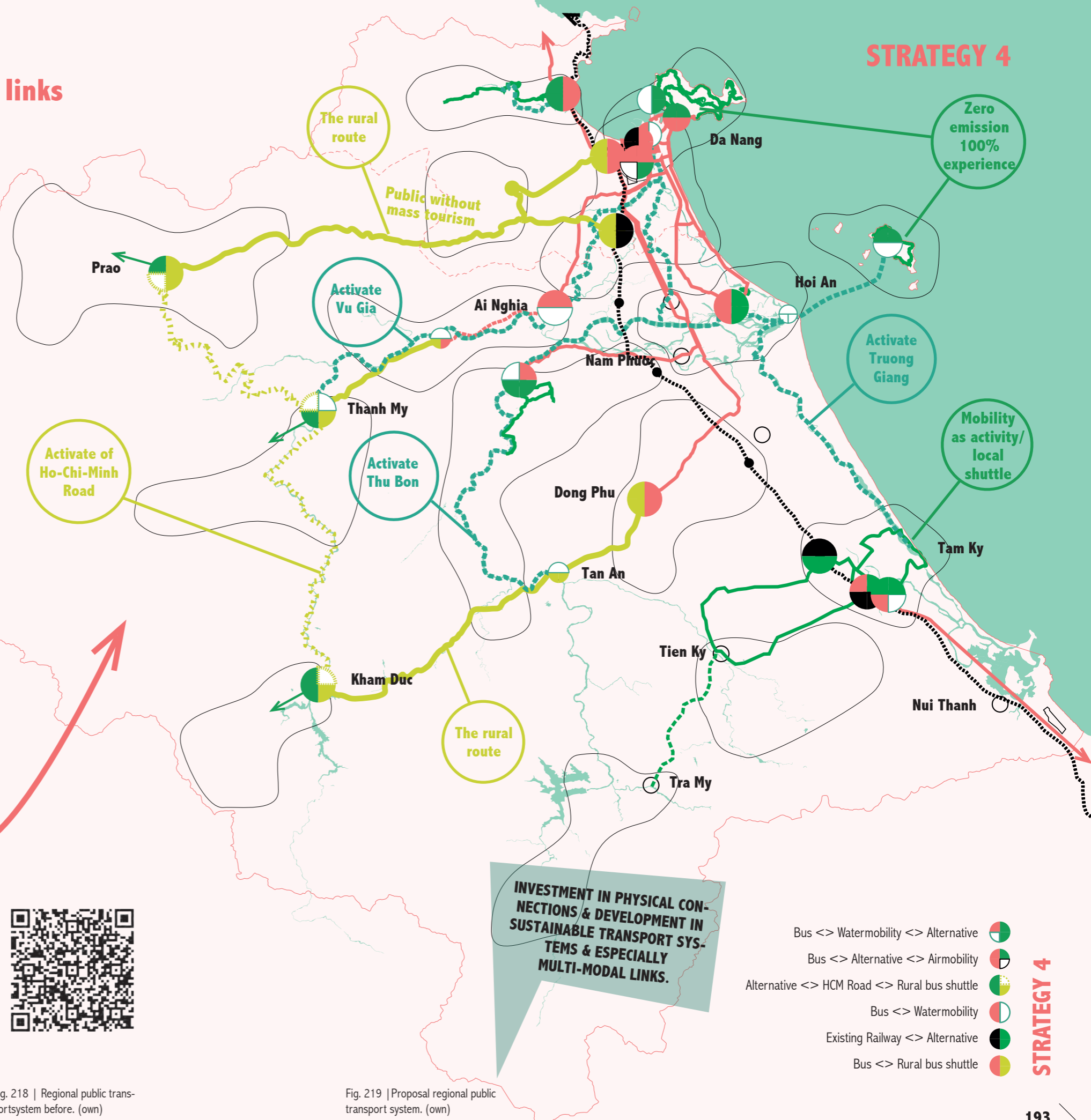


Fig. 218 | Regional public transport system before. (own)

STRATEGY 4



INVESTMENT IN PHYSICAL CONNECTIONS & DEVELOPMENT IN SUSTAINABLE TRANSPORT SYSTEMS & ESPECIALLY MULTI-MODAL LINKS.

- Bus <> Watermobility <> Alternative
- Bus <> Alternative <> Airmobility
- Alternative <> HCM Road <> Rural bus shuttle
- Bus <> Watermobility
- Existing Railway <> Alternative
- Bus <> Rural bus shuttle

STRATEGY 4

Fig. 219 | Proposal regional public transport system. (own)

Components of the mobility system

The rural shuttle bus route

To connect to the existing system, a rural shuttle bus route is proposed, which connects the rural cities Prao, Thanh My, and Kham Duc with the existing bus and railway network and the coastal cities. The inland cities are connected to Ho-Chi-Minh Road. Tourists can switch here on a ride on the historic and scenic road.

The existing bus station Ben Xe in Da Nang is used for connecting Prao with the city of Da Nang and the train station 'Ga Le Trach'. On the way, the hotspot Ba Na Hills is connected through the bus route. The bus station Ai Nghia is proposed to extend to connect the city Thanh My. The bus station in Que Son/Dong Phu which is already directly connected with bus route 06 to Da Nang, is the basis for a rural bus route connecting Kham Duc. For the implementation of the rural route it is important to start with smaller busses, less frequented to prevent mass tourism.

Combinations of road and river traffic and seasonal combinations

Due to the long river network in the central region and along the Truong Giang River into south, mobility hubs can offer changes between road and water mobility.

Inland waterway transport is a competitive alternative to road and rail transport. In particular, it offers an environment-friendly alternative in terms of both energy consumption and noise emissions. „Its energy consumption per km/ton of transported goods is approximately 17 % of that of road transport and 50 % of rail transport.“¹⁸⁰

The Thu Bon River and Vu Gia River can be used as a slow mobility alternative, and also as a potential to reach My Son Sanctuary for example, in a different way than usually. Depending on the boat sizes, water mobility can be used almost up to Than My. Depending on the lack of information about the water level, there is a need for further research for the whole route. But potentials for small boats and kayaks are still possible for adventure tours.

Starting with alternative mobility

The proposal of the mobility concept includes further concepts in alternative and sustainable mobility. The suggested boat and public mobility routes are more or less for longer distances. For the shorter distances, the concept is to implement transportation systems with bike-sharing, pedelecs, e-bikes, or small electric shuttle busses. Depending on the location these systems can replace all of the combusting engines as a pilot project on sustainable zero-emission mobility. For this concept, Cham Island offers great potential.

In Tam Ky, the mobility concept suggests pedelec and bikes at the train station and bus station, to drive to the different locations, without relying on a private transportation system. There is potential for Tam Ky to place a connected mobility system with activities all around the small city. Therefore, the case study Tam Ky is included in the following chapter as a proposed sustainable mobility concept.

Promotion of the transport system and its possibilities

Promotion is very important for transportation development. Through promotion, tourists get to know their possibilities in different locations. A marketing strategy into green mobility also functions as an advertisement for mobility as an activity.

Tourists should be encouraged to use public transport and alternative ways to explore their surroundings. Marketing strategies must attract tourists through easy access.

¹⁸¹ <https://www.government.nl/topics/mobility-public-transport-and-road-safety/public-transport-goals-of-public-transport/sustainable-public-transport> (retrieved on 04.03.2020)

¹⁸⁰ Europe Transport. https://ec.europa.eu/transport/modes/inland_en (retrieved on 20.04.2020)

A first step can be the implementation of a few bike stations and pedelecs on the main mobility hubs. The service should offer easy access to an app. Fig. 220 shows an example of a pedelec that active travelers can use especially in the area of Tam Ky for transporting their luggage. These pedelecs can also function as an advertisement board to attract sponsors.

Sustainable stations

Solar panels can produce energy for lights, lifts and escalators. When building new stations, there is a need of a careful consideration given to the choice of materials.¹⁸¹ Recyclable and natural products make those stations more attractive for the tourist's eye and establish sustainable future recycling processes.

Cleaner and more energy-efficient public transport

For the future development of a holistic mobility concept, some key concepts in energy-efficiency have to be established. In the long run, electric passenger trains have to be integrated. These represent trains which are powered only using green energy. Also, the bus system needs to get updated, so that they run on renewable energy. The government and the federal region have to set explicit goals to drive the change.

The eco-friendly mobility system with a multi-modal transportation network can significantly reduce the pollution of the area. Through the creation of rural transportation hubs, unecological long-distance transportation can be reduced.

A explorer ticket for the region

Establishing a explorer ticket for Quang Nam and Da Nang can be used on all transportation systems and is a great way to attract locals and tourists to use public transport systems more often. Even tour providers can pick up guests more easily on public transport stops and thereby reducing their mobility costs.



Fig. 220 | Proposal for a pedelec as alternative to private transport on short distances. (<https://www.radfahren.de>)

Fig. 221 | An example of a rural bus using electric energy. (<https://www.dailypost.co.uk>)

Create regional & local tours: Start green tours and local promotion

Tours are a great strategy to start connecting the rural to the coastal areas and to connect hotspots with potential spots. Tours can use the proposed mobility system to provide diverse offers for tourists. For the sustainable and integrated development it is crucial, to include regional tours to connect the hidden paths in a large loop. On the other hand, local tours are important to extend the touristic attraction of a current hotspot into the close surroundings. Tours have the great potential to bring tourists into remote areas and offer the possibility of surrounding villages to accommodate tourists.

Criteria in developing tours

The first criteria to implement tours is to **use sustainable transportation modes**. Different means of transport and choice are particularly sustainable, as they leave room for manoeuvre and do not bore tourists.

The second criteria is the need of **signage** along the trails and on the starting points to keep tourists on track.

A third criteria is to address as many **target groups** as possible, therefore different concepts of tours should be perceived. Independent travelers prefer tours into hidden communities and spots by self exploration. Other user groups prefer guided tours depending on the cultural and personal background.

Promotion of tours

Regional tours must not only be promoted digitally. Highly frequented hotspots and mobility stations like the airport, railway stations and bus hubs are in charge to promote the spectrum of different tours inside the region. The aim is not to guide tourists through the region from the coast to the back in one day, but to create suitable starting points to strengthen the rural back for different tour options.

Fig. 222 shows examples of potential tours for the region. The idea is, to collect interesting spots on the way of the tour. It is also crucial, that the tour network is involved into a network of tours.

Regional tours

Regional tours are a first step into connecting different tourism clusters from the beaches to the hinterland and create an comprehensive way for travelers. The regional tours are not mainly guided by locals, but more or less lead through signs and recommendations from the starting spot to new areas.

A proposed regional tour is the interlinked hinterland loop between the city of Da Nang, passing the Ho-Chi-Minh Road and go on into the direction of Hoi An. There is the possibility to take a shortcut over Thanh My. This tour is linked to the rural bus shuttle, due to that fact, that it opens the possibility to choose parts of the tour or to switch between mobility. Inbetween the regional tours, there are linkages of local tours which connect on a smaller scale different hotspots in the region.

STRENGTHEN THE EXCHANGE & TRANSFER BETWEEN TOURISTIC LOCATIONS & CREATE DIALOGUES BETWEEN COMMUNITIES AND TOURISM OPERATORS AND GLOBAL PLAYERS.

ESTABLISH LOCAL & REGIONAL LOOPS & CREATE 'TOURISM VALUE CHAINS'.

STRATEGY 5

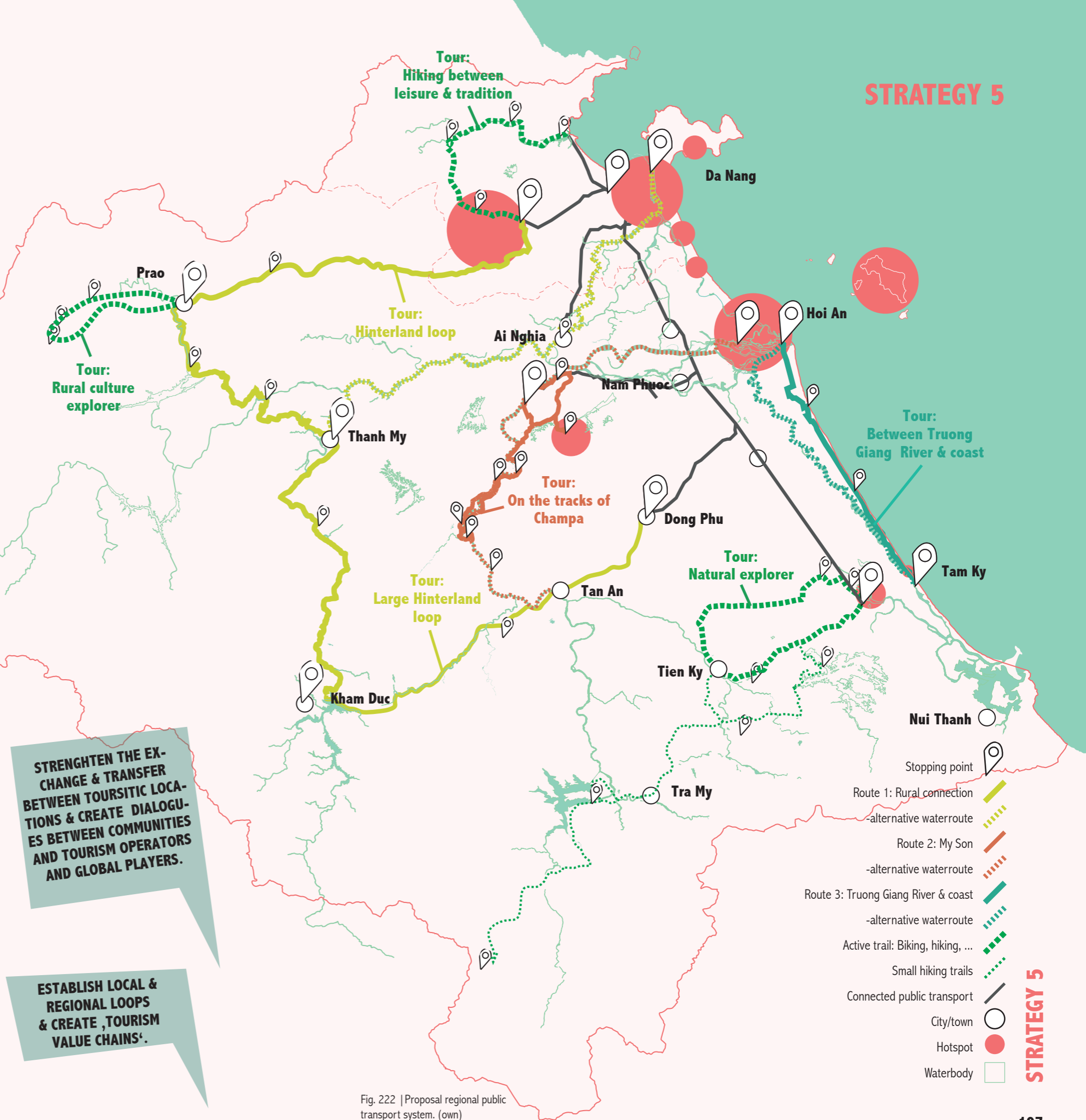


Fig. 222 | Proposal regional public transport system. (own)

Local tours

Local tours are great way to show traditions or nature to visitors and combine it with local product consumptions.

Walking and hiking tours are still not popular to the region, which is also caused by the heat. But still, it is a great opportunity for the rural areas to establish activities in the nature. Local tours should be combined with accommodations to prevent over-crowding of day tourists and to share the profit of the hotspot on all levels.

**Tour proposal 1:
Hiking between leisure and tradition.**

Da Nang - Ba Na Hills - Villages of the Cu De River Valley - Da Nang.

A potential tour is to connect Ba Na Hills with the Ta Lang Ethnic community and the Cu De River Valley with a loop starting from Da Nang. This type of route gives a high potential to the communities in the Cu De River Valley as this would be a great chance for accommodation next to the more expensive hotels on Ba Na Hills.

The loop creates a cooperative of a a holistic and diverse tourism loop, starting from a booming hotspot into traditional life.

The starting point is Da Nang bus station Ben Xe which connects the Ba Na Hills bus station. From there, tourists can walk up the 5km. As there is a road, there is potential for a sustainable shuttle or transport mode. The tour offers amazing views of the area of Ba Na Hills. The stopping station of the waterfall is a great option to take a bath. There is yet no connection for the next hiking sequence, between the waterfall and the ethnic villages, but there are possibilities to transform small forest trails into hiking trails with signs along the way.

At the ethnic village Ta Lang, there is potential to stay the night, get involved into the village and get dinner.

On the next day, tourists can go on and explore the Cu De River Valley with its diverse vil-

lages from agriculture to fishing procedures. A bus station at Nam O village connects the bus station in Da Nang Ben Xe bus station to return into the city.

**Tour proposal 2:
Between Truong Giang River & coast:
Coastal cycle and river path between
Hoi An & Tam Ky**

Hoi An/Tam Ky - Beaches - Hoi An/Tam Ky
A second tour possibility (which is shown on the previous page) is the connection of the hotspot Hoi An with the less frequented Tam Ky area.

The proposal is to create a tour using the Truong Giang River and the costal paths which already exist. The less frequented streets between the two cities on the coast are a perfect brand to attract cycle tours where tourists

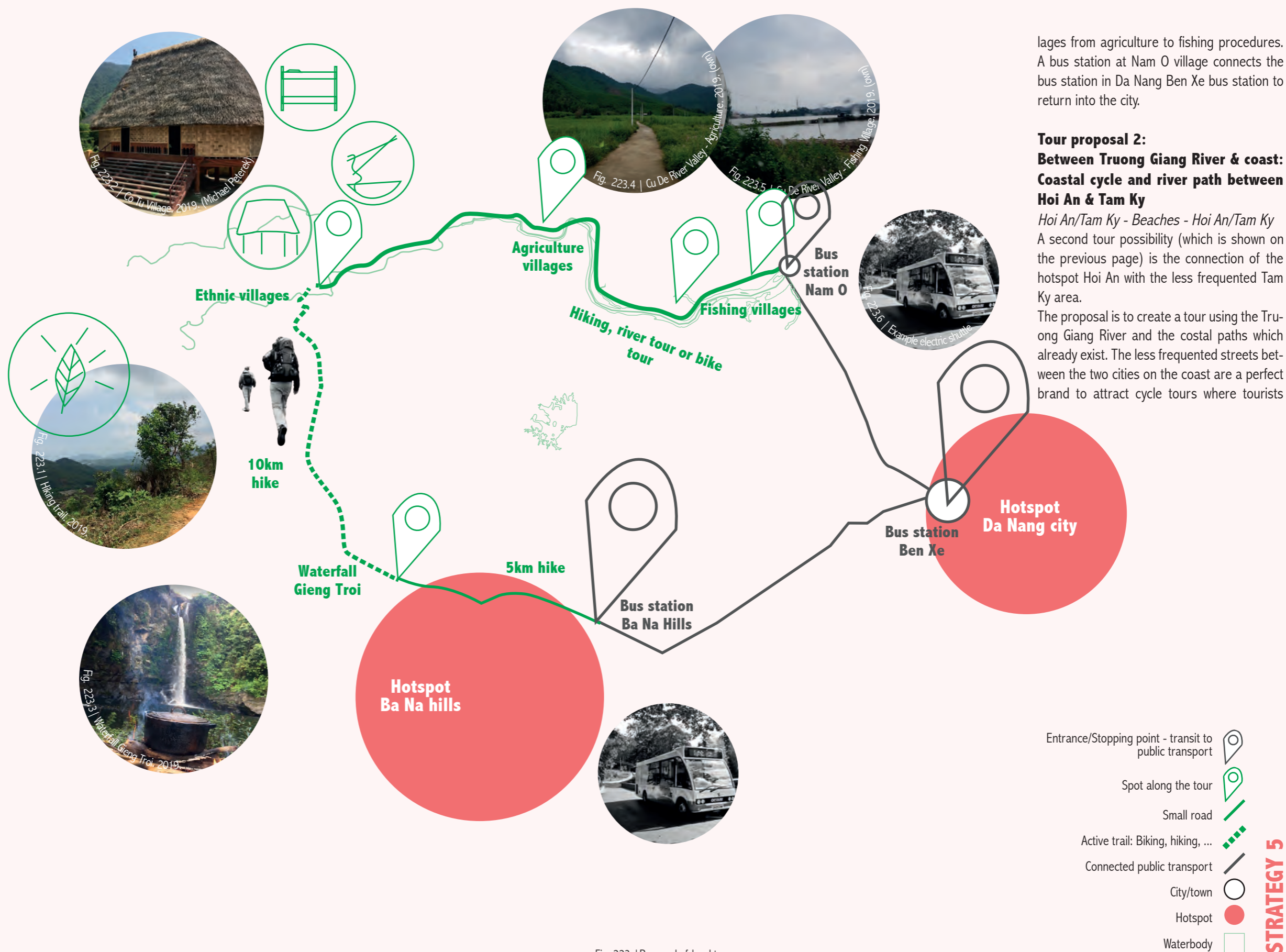


Fig. 223 | Proposal of local tour from Ba Na Hills to Cu De River Mouth. (own)

can stop at the remote beaches. For that, a bike path with a total length of 36 km is suggested for tourists who want to be active and stop by the beautiful and remote beaches along the way. To fulfill that tour in Tam Ky as well as in Hoi An there is need of bike rental stations and a collaboration between both cities.

To leave the tour flexible, there is also the possibility to use the river for the way back. As the Truong Giang River has a very low current, this is a possibility for both directions.

The key behind this tour is to connect especially the beach village Tam Thanh, also for overnight guests and to start activate the area between Hoi An and Tam Ky with the small villages inbetween. The small villages offering the basic needs like beverages and restaurants. There is also need for stopping stations, offering the possibility to maintain the bike, with air pressure.

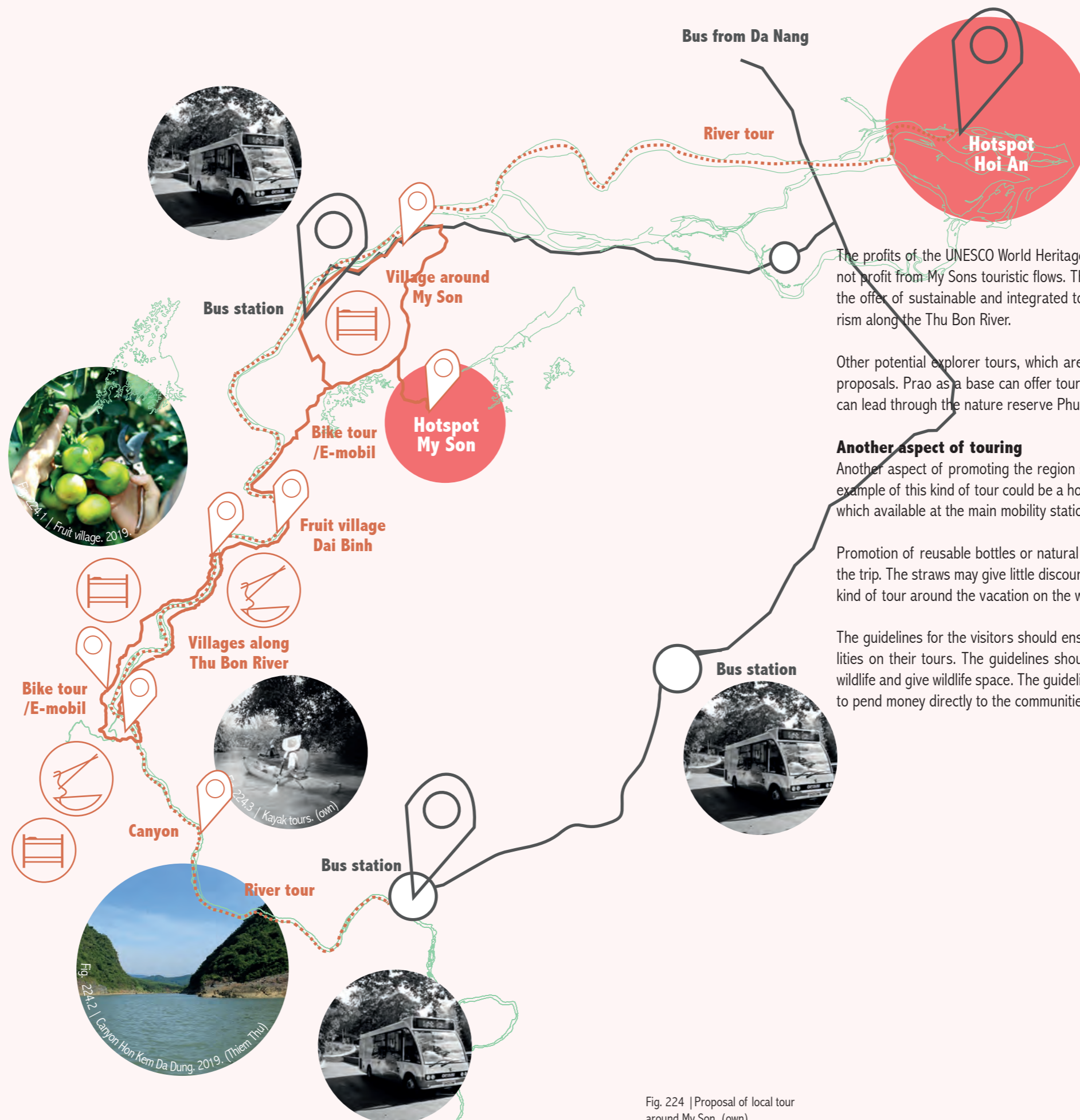
On the river tour, tourists can learn about typical land uses like aquaponic water treatment plants and agriculture, which is part of the river scenery.

This kind of tour type is very flexible. Tourists can do it in one day. A bike ride, depending on the condition of the tourist, takes approximately about 3 hours. The boat tour can be done in both in one day or two days.

**Tour proposal 3:
On the real paths of Champa. My Son as a base for exploring Thu Bon and villages.**

Da Nang/Hoi An - Village around My Son - My Son - Thu Bon River - Dai Binh Fruit village and other villages - Canyon Hon Kem - Hoi An/Da Nang

The idea is to distribute tourists around My Son Sanctuary and to bring profits to the surrounding communities and new perspectives on the area and Cham culture.



The profits of the UNESCO World Heritage Site should be guided into the villages, which yet do not profit from My Sons touristic flows. The tour should reduce day trips to My Son and extend the offer of sustainable and integrated touristic concepts like community tourism and eco-tourism along the Thu Bon River.

Other potential explorer tours, which are also shown in Fig. 222 are small rural cultural tour proposals. Prao as a base can offer tours to explore Co Tu cultural villages. Tam Ky as a base can lead through the nature reserve Phu Ninh on the way of exploring nature.

Another aspect of touring

Another aspect of promoting the region sustainably are guiding principles for the vacation. An example of this kind of tour could be a holistic promotion of a guide for the responsible traveler which available at the main mobility stations like the airport or other arrival points.

Promotion of reusable bottles or natural straws can be purchased already at the beginning of the trip. The straws may give little discounts on events or activities on the vacation and shape a kind of tour around the vacation on the way to be a better tourist.

The guidelines for the visitors should ensure that visitors do not harm the environmental localities on their tours. The guidelines should include aspects of respecting the inhabitants and wildlife and give wildlife space. The guidelines should reinforce prevention of waste and suggest to spend money directly to the communities and small companies to support them.

- Entrance/Stopping point - transit to public transport
- Spot along the tour
- Bike tour/e-mobil tour
- Boat tour/ kayak or mediumsized boat
- Connected public transport
- City/town
- Hotspot
- Waterbody

Fig. 224 | Proposal of local tour around My Son. (own)

Invent the digital connected region: Technology against distances in the region

Vietnam has already a decent WiFi and mobile network infrastructure in place. Technical digitalization, especially in Asia, offers a huge opportunity to bring remote areas as close as possible to tourism.

For the promotion of the diverse region, there is the need for an App and Website giving the ability to tourists to get to chose what they want and need on their trip.

Digitalization enables the region to find ways to spread news quickly. Smartphones enable fast communication between the tourist location and the tourist. It therefore makes sense to keep the tourist locations agile to draw attention to activities, festivals and other updates concerning the locations.

There already exists official webpages, but they lack in a comprehensive summary of the location itself and show mainly the most attractive and known places to visit.

The basis for this is the connection to the network, even in the remote regions, or the intermediary administration of the individual villages.

The digital platform and app should make sure that public transport is connected to the tourist locations. The local providers should also have the opportunity to exchange information on the platform and thus better manage tourism flows. Through networking, trends can be passed on more quickly and the entire region can benefit from this and distinguish itself better from competitor countries and regions.

Potentials on digital promotion

Through the new platform smaller and less known places can establish themselves and support the distribution of tourism flows. Tour operators as well as guides can use the platform to quickly manage their tours and activities for the tourists.

Digital mobility information

Real-time information on the mobility concept such as capacity utilisation can be passed on and thus easily integrated into the journey. Besides, tickets can be booked easily and quickly via the applications. The digital ticket also allows to plan special routes where all mobility offers can be used interchangeably. All mobility providers benefit from this and do not have to manage their tickets in a complicated way by using their systems.

**CREATE NON-PHYSICAL
CONNECTIONS & PLATFORMS
FOR EXCHANGE.**

STRATEGY 6

Use of technology to connect straight with the hosts in real time.

Use of technology to get information about the host community or general activities of the area.

Use of technology to get information during tours and suggestions on sights or restaurants along the way.

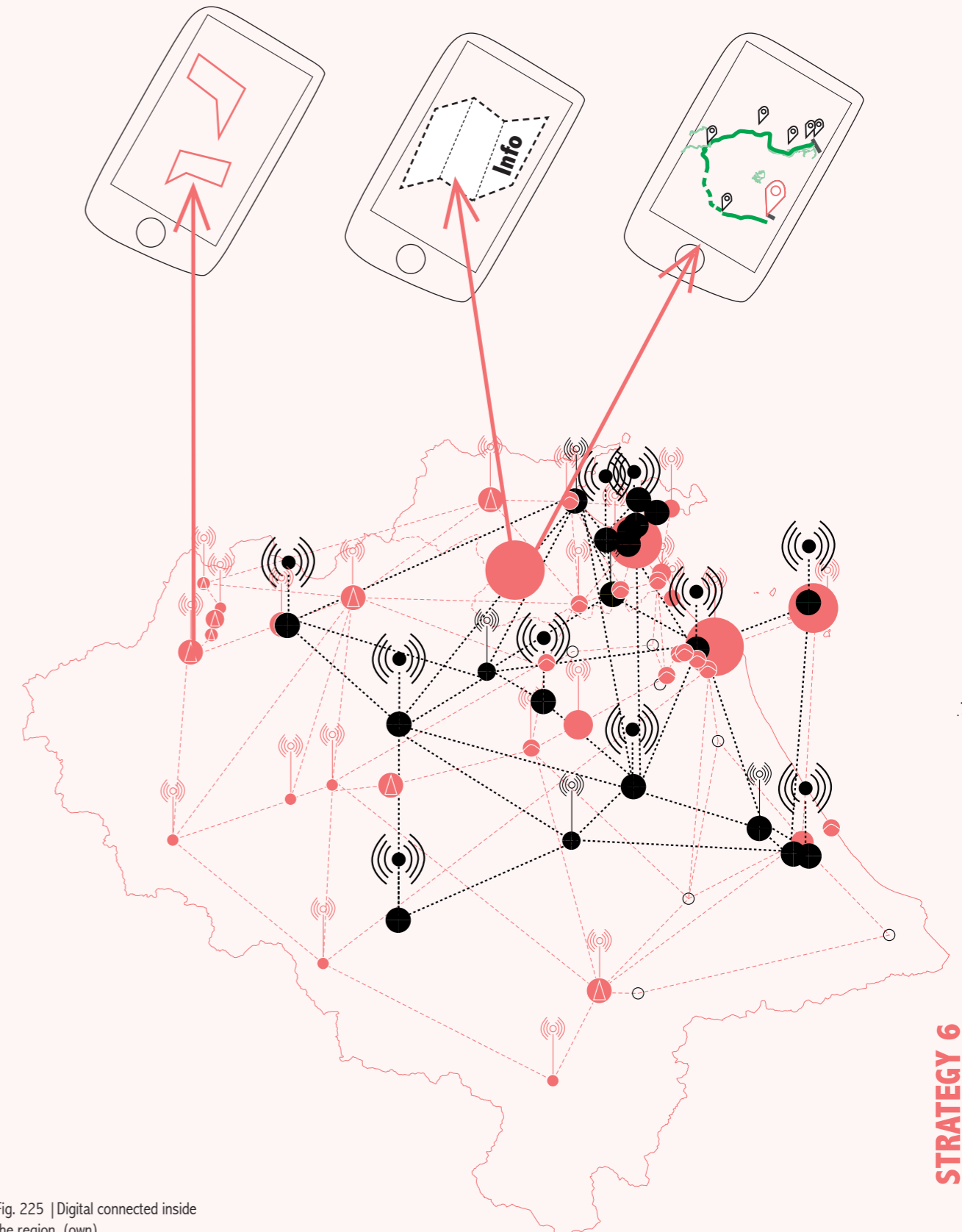


Fig. 225 | Digital connected inside the region. (own)

6.2. Small-scale actions

Tourism as a tool for small-scale actions!

The regional strategies of the previous chapter are medium to long-term plans to reach the defined goals for the whole region and to connect the touristic places in the future. To develop the region, measures on a smaller scale are also required.

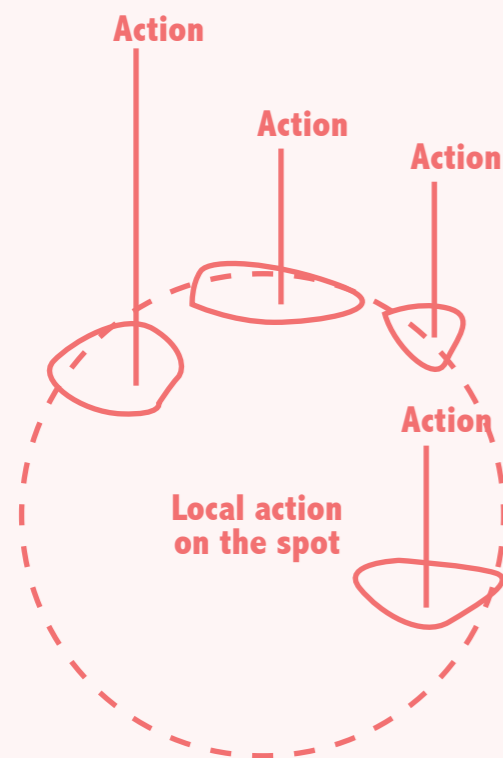
The local case studies are characteristic excerpts that have strong potential for the possible sustainable development in tourism in the region.

The next pages show some exemplification and visualization of the regional approach in selected local case studies.

The implementations in the case studies build on a status quo of the selected spot and uses in fact an integrated planning approach in the given structures. First touristic approaches are great opportunities to built on. A goal of the work is to show that tourism offers a ideal opportunity for the region without losing its original charm and identity and at the same time protecting the communities.

To be able to demonstrate the largest possible repertoire of sustainable measures within the region, the local case studies were selected according to the focus fields to show examples of diverse spots in location in the region, size, status of touristic developemnt and potential types of future tourism.

The concept ideas can be adapted to other areas and are just a short cut of the regions potentials.



Tourism as a tool for local cases

Case study: Cham Islands

- Focus field natural conditions

As an island structure and its status as biosphere reserve the focus on Cham Island is to develop prototype ideas on natural environment protection through tourism eco-trails and potentials on waste reduction and zero emission mobility solutions.

Case study:

Tam Ky to Tam Thanh

- Focus field mobility, typical landuse agriculture, local identity & culture

The focus field is a sustainable mobility concept to attract tourists and to connect the potential touristic spots. For the mural village Tam Thanh, also known for its community paintings, further ideas for integrated community tourism in combination with public chances for the inhabitants and the visitors area created. Another spot inside the Tam Ky area is the development of the Waterlily lake (Bay Say Song Dam Lake), which some use for boat tours, but more points of action are needed for a future development of recreation and protection.

Case study:

A cultural hub in Prao for the ethnic-village-ranges in the rural remote districts

- Focus field local identity & culture

The focus of the conceptual work is on the prevention of local identity and culture inside the backbone with the help of community tourism center. Tourism is the key to develop sustainably in those rural areas and to protect its surroundings.

Case study: Cu De River Valley in Hoa Bac commune

- Focus field typical landuses

As a collection of different focus villages in the Hoa Bac community along the Cu De River, the concept focuses in a community based tourism approach by connecting the different kind of villages to promote a close communal and natural getaway from Da Nang city in close collaboration and cooperation in-between those villages.

The concepts differ in their focus and are processed to different degrees. The degree of detail also varies greatly, as the focus of the work is on the regional development and is limited to the most important statements due to similarities of the concepts inside the area.

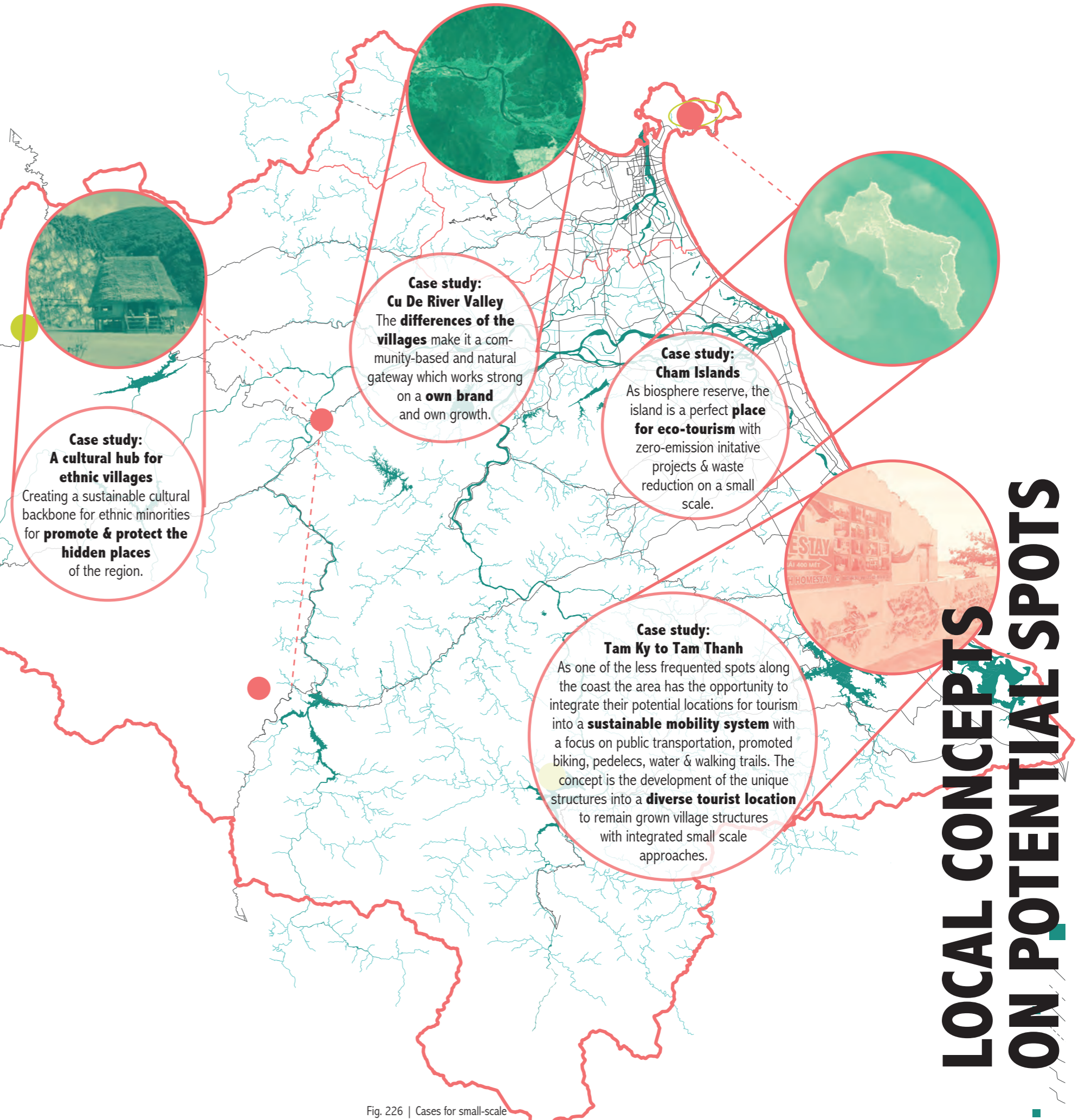


Fig. 226 | Cases for small-scale implementations. (own)

LOCAL CONCEPTS
ON POTENTIAL SPOTS

6.2.1. Eco-trails for Cham Island

Focus field on natural conditions + tourism

Rationale for the choice of the site

The chosen location offers great potential to demonstrate the implementation of eco-trails on small-scale and low emission initiatives to protect the island sustainably. One of the major weaknesses is the fact, that there exist more day-trippers compared to overnight stays on the island. To develop the economy on the island and to strengthen the income by accommodation services, the concept is to upgrade the natural area on the island and educate about environmental protection.

Starting point for development & main idea

The location already welcomes tourists, as described in the analysis. Especially for snorkeling and marine life exploration activities.

Cu Lao Cham tourism must be a tourism of conservation, tourism of involving fisherman activities, farmer s' tourism with forests and fields, and tourism of a green economy. The educational aspect to learn about the environment brings more tourists on the island who want to participate in the process of 'going green'. The idea is to promote Cham Island as eco-island and gateway from Hoi An to explore and learn about nature and get involved in zero-emission and plastic reduction initiatives.

Potentials of the area

The island is a self-contained system and separated from the direct influences of the mainland. This offers a perfect location for small-scale eco-touristic proposals and initiatives as a kind of real laboratory. The concept is to establish natural eco-trails to combine the touristic chances and natural spots of the island and to attract more people walking, cycling and enjoying nature, while getting educated along the way. Through the main ownership of homestays, the community has a great chance to get involved in these initiatives.

Potentials for the region

The whole region can profit from the labeling of the island and gets a pilot project which can be adapted to other parts of the region. Islands always attract throughout their location, but by empowerment of sustainable ideas and activities, where people get involved into nature, double that effect. Due to the existing tourism approaches along the coasts of Da Nang and Hoi An, a future eco-island is a great contrast program and underlines the vision of a diverse region.

LINK TOURISM TO PREVENT, IMPROVE & TO DRIVE INNOVATION FOR ENVIRONMENTAL PROTECTION & PROMOTION ON SENSITIVE AREAS.



Fig. 227 | Overview case study Cham Island. (bingmaps.com)

Project: Zero-waste initiative

Inspired by the reference project of Bom Bom Island, Cham island can develop as a zero-waste island as well as a zero-emission island.

The initiatives can attract visitors who want to actively participate in projects of cleaning the ocean and to protect marine wildlife. Visitors can also participate in building eco-trails, made out of local materials. For that, there is a need for a protection center in the main village of the island.

Active eco-tourism

Eco-Loops to educate in an active way

As tourists are on their vacation, the best way to educate them is to combine it with an active activity.

The concept proposes 4 different eco-trails which all start in the main village. Through the implementation of activities on the island, overnight stays can be maximized and short trips can be reduced. There is great potential to combine eco-tourism with sports activities like running or cycling.

The loops have different targets, but the common goal is to educate about the environment and to use slow mobility alternatives. The second objective of the eco-trails is to attract different target groups, from nature lovers to families and sportive tourists.

Loop 1: The island ,circumcycler‘

The street leading around Cham Island is a 19 km long loop. Through the promotion of cycling in stunning scenery with forests, cliffs and views on the ocean attract active tourists. There is also the potential to mark the route as a running circle, as half-marathons get more popular. Signs lead around the island with educational info after every 2 km of the trail. The stopping stations also include wooden benches to sit down or to relax the muscles. The concept presupposes that at least in the villages, exists a possibility to fill up the water bottle and on two further stations.

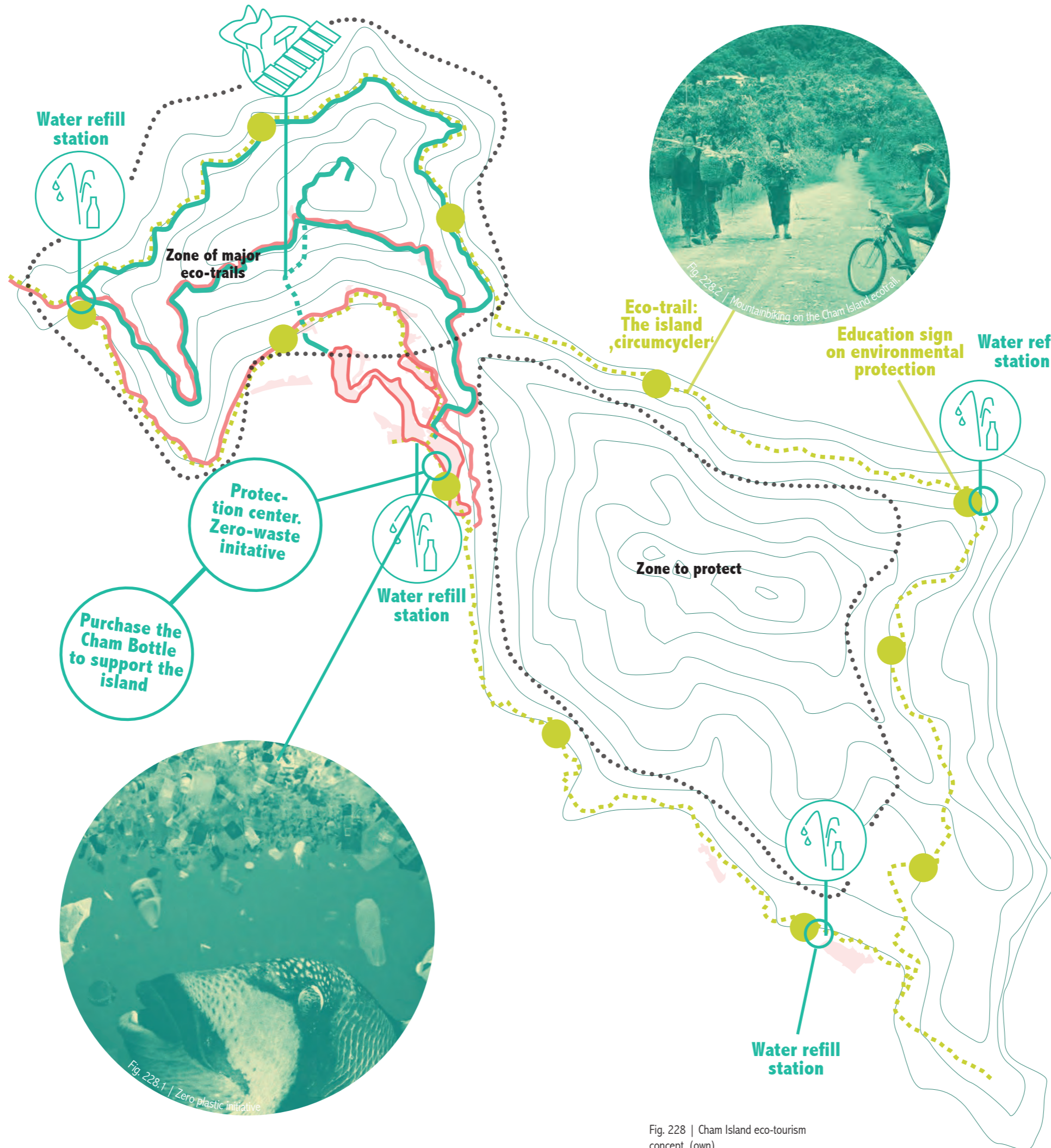
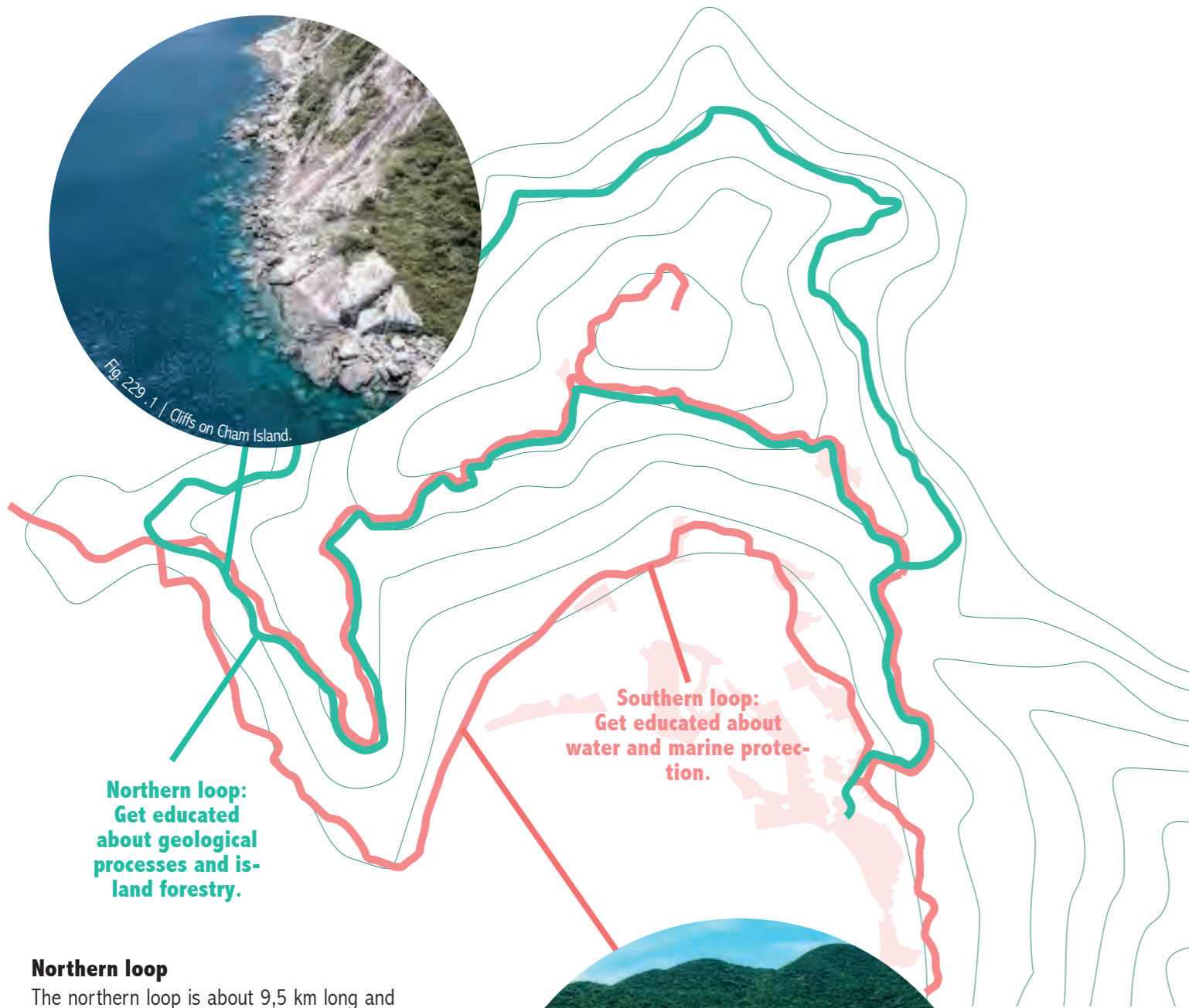


Fig. 228 | Cham Island eco-tourism concept. (own)

Action fields

- Action
Reduce day trips & extend overnight stays
- Action
Create large loops to explore the island
- Action
Minimise plastic with water refill stations, glass bottles and the Cham Island bottle
- Action
Environmental education & participation in the villages through eco-activities
- Action
Promotion of slow mobility



Northern loop:
Get educated about geological processes and island forestry.

Southern loop:
Get educated about water and marine protection.



Northern loop

The northern loop is about 9,5 km long and leads through the northern parts with views on the cliffs of Cham Island. The trail is for both, hiking and cycling.

Southern loop

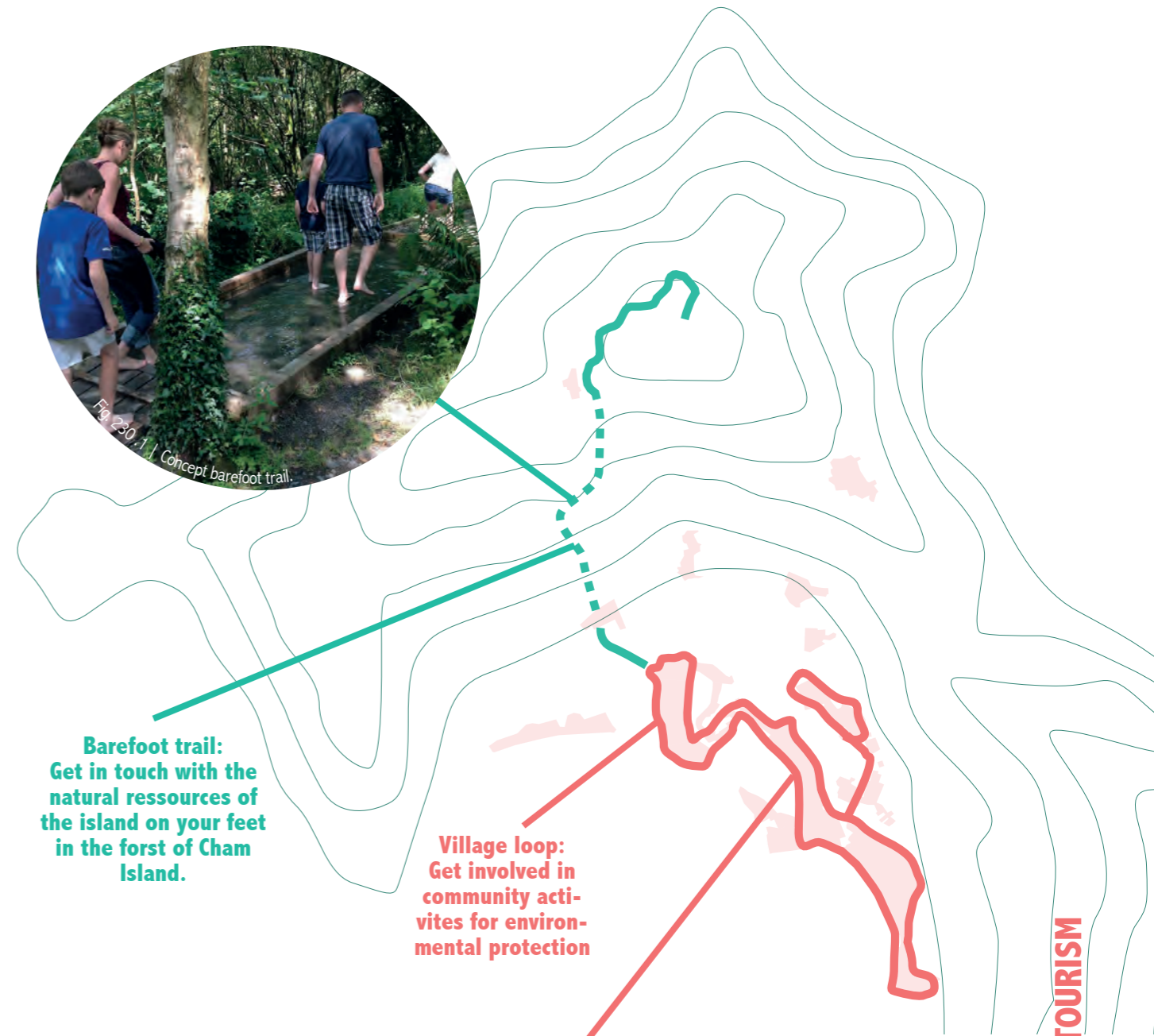
The loop offers a mix of forest walk and beach access. Especially on the western peak, visitors can enjoy the sunset.

Village loop

A walk around the village should promote active participation in the villages activities with the promotion of community tourism. The walk stops at stations like the protection center for zero-waste initiatives and informs about the practices in ecological preservation and news of the island.

The walk also invites for the evening and night to enjoy nature and the silence of the island.

Fig. 229 | Southern loop & northern loop Cham Island. (own)



Barefoot trail:
Get in touch with the natural resources of the island on your feet in the first of Cham Island.

Village loop:
Get involved in community activities for environmental protection



Barefoot trail: Back to nature
To attract more people to actively participate in nature, a barefoot park promotes the 'back to nature feeling' and is the first step into raising awareness of the vulnerable resources. Walking through local materials like wood, stones, mussels, and even plastic, show the importance of natural protection in a contrast program for the feet.

Fig. 230 | Village loop & barefoot trail Cham Island. (own)

6.2.2. Sustainable mobility for Tam Ky & local spots

Focus field on mobility + tourism

Rationale for the choice of the site

The concept shows how a place can develop sustainably by implementing a mobility concept to embrace more tourists using regenerative mobility options. There are also potential areas to implement agricultural use into touristic activities as well as potentials in developing creative tourism and recreation.

Starting point for development & main idea

The starting point is the lack of second mobility transfer for tourists from the railway station and bus hubs.

The further step is the touristic development of the beach village of Tam Thanh as well as further development of the first homestay approach in the Agri-village. The Waterlily Lake is an example of further connections into the surrounding villages and potential transformation into a recreational area.

Potentials of the area

Tam Ky is highly capable to become a diverse touristic region with cultural, eco- & agro-touristic approaches. The area can develop their capabilities through the integration of the communities and by using their daily life in combination with tourism.

Potentials for the region

As one of the cities along the coast in Quang Nam which is not well known by tourists, the area can be a visit card for a holistic approach to sustainable mobility development for tourism in Da Nang and Quang Nam. As infrastructure is not trafficked, there is the starting point to turn into future mobility to welcome tourists in an alternative way, compared to the other locations in the region to establish further diversification.



Fig. 231 | Overview case study Tam Ky. (bingmaps.com)

CASE STUDY:
TAM KY TO TAM THANH

FOCUS FIELDS: MOBILITY / TYPICAL LAND USES & ECONOMY / LOCAL IDENTITY & CULTURE + TOURISM

Concept: A sustainable local mobility proposal connecting tourism spots

The location offers at the moment a poor public transportation system on the local scale. The railway station and bus station in the south of the area are the starting points for a sustainable and integrated mobility concept. Multimodal systems are to be offered at the station to provide both tourists and residents with new opportunities for transport over an overall area of around 60 square kilometers. The concept ties in with the tourist locations that are to be developed to create preventive sustainable mobility for the future. The tourist locations are strongly linked to the mobility stations.

Start vacation with an activity

The concept proposes mobility stations at the arrival points where tourists can already start their vacation with an activity. Depending on luggage sizes, there is the possibility to use an electric minibus, which drives the 12 km up to Tam Thanh and back.

For the more experiential seeking tourists, there is an offer of the 'Tam Ky Pedelec' where tourists can easily transport luggage and experience the area immediately.

The goal for the transportation concept is, that it functions as a tool for activities combined with the trend of the slow region.

The mobility system must be easy to understand. Payment services can be done with the help of their own smartphone, as almost every tourist has one.

At the stations themselves, there are information boards that inform about the route network. Shop owners at the railway station and the bus terminal can be trained in how to use the system to help tourists if they do not understand the system.

The mobility network includes bike paths to explore the whole area. A special contribution of the mobility concept is the development of the carfree zone in Tam Thanh.



Mobility station.

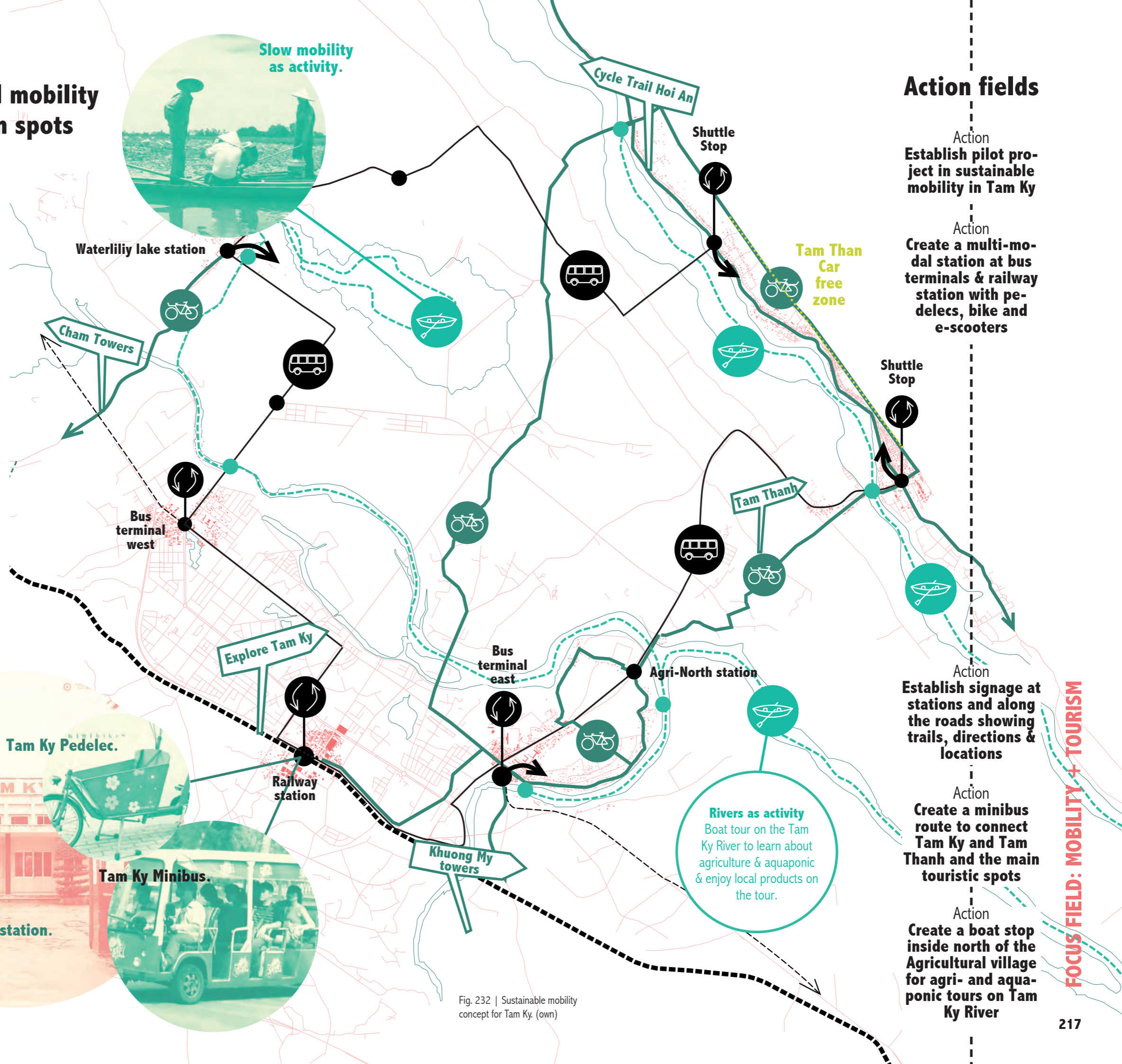
Tam Ky Pedelec.



Tam Ky Minibus.



Slow mobility as activity.



Action fields

Action
Establish pilot project in sustainable mobility in Tam Ky

Action
Create a multi-modal station at bus terminals & railway station with pedelecs, bike and e-scooters

Action
Establish signage at stations and along the roads showing trails, directions & locations

Action
Create a minibus route to connect Tam Ky and Tam Thanh and the main touristic spots

Action
Create a boat stop inside north of the Agricultural village for agri- and aquaponic tours on Tam Ky River

FOCUS FIELD: MOBILITY + TOURISM

Rivers as activity

Boat tour on the Tam Ky River to learn about agriculture & aquaponic & enjoy local products on the tour.

Fig. 232 | Sustainable mobility concept for Tam Ky. (own)

Status quo. 2019.
Tam Thanh village & beach



Fig. 233 | Shop in the village. 2018. (Michael Peterek)



Fig. 234 | Drawing of beach activities. (own)

Fig. 235 | Drawing of the moon on a private house. 2019. (own)



Fig. 236 | Beach and beachwalk next to the sanddunes on the left. 2019. (own)



Fig. 237 | Hat booth on the way to the beach. 2018. (Michael Peterek)

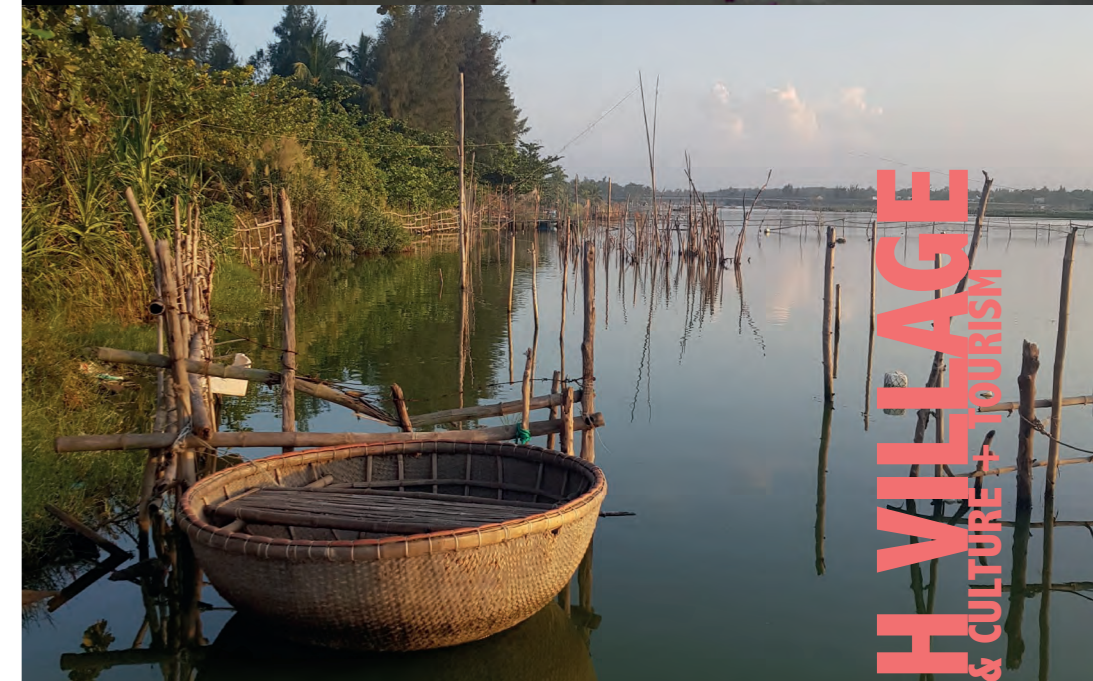


Fig. 238 | Truong Giang River with a basket boat. 2019. (own)



Fig. 239 | View on the arrival point in the east of the village. 2019. (own)

Concept: Creative tourism for Tam Thanks community

Get active & involved

The basis for sustainable and integrated tourism development in Tam Thanh is the still intact village structure, the beaches and the community life.

Approaches like community and creative tourism are a chance for Tam Thanh to integrate tourists into the small-scaled village.

The starting point is the paintings along the villages' main road, showing the community and family life of the inhabitants.

The concept proposes to use the drawings to generate activities to create more interconnection to tourists and the daily life of the inhabitants. Several families produce fish oil in their backyard. Fishing is still one of the major activities in daily life. The traditional basket boats remain as art along with the village.

There are three zones for touristic development in the field of creative, community and recreational tourism.

The next step for Tam Thans Tourism development uses the mural village as a key concept for integrating activities into daily life.

For the connection between tourists and inhabitants, there is the possibility to create public spaces. One for community and events the other for a center of the drawings as public arts house of Tam Thanh and space for activities.

There are 3 bridges in total, the middle one is just under construction. The main part of the tourism development zone is between the two bridges in the west.

The two outer bridges are used as signs of recognition for watersport. It is suggested to use them for the main entry and exit zones for SUP or kayak tours on the Truong Giang River.

The two public spaces located on the middle and south bridge are the stopping stations for the Tam Ky Shuttlebus. In between there take many activities place inside the community life and activities with locals.

Development zones

Zone A: Beach walk & beach zone

Approach: Involvement in sportive activities, beach-walk recreation and sand dunes protection

Zone B: Village

Approach: Creative Tourism & community involvement: Art Courses & Lifestyle

Zone C: Truong Giang River

Approach: Recreational & Experience Tourism

Truong Giang access

Bike trail

Public space:
Art place

Public space:
Market & events place

Relax spot

Relax spot & campsite

Truong Giang access

Action fields

Action
Put art into action. Use the paintings for as activity potentials with the locals

Action
Create a community public space in the south of Tam Ky for markets & events

Action
Establish a community hostel place next to homestays to contribute to the community pot

Action
Use the river and beach for recreational activities like SUP, biking, walking & sports

Action
Create camping facilities to empower the location

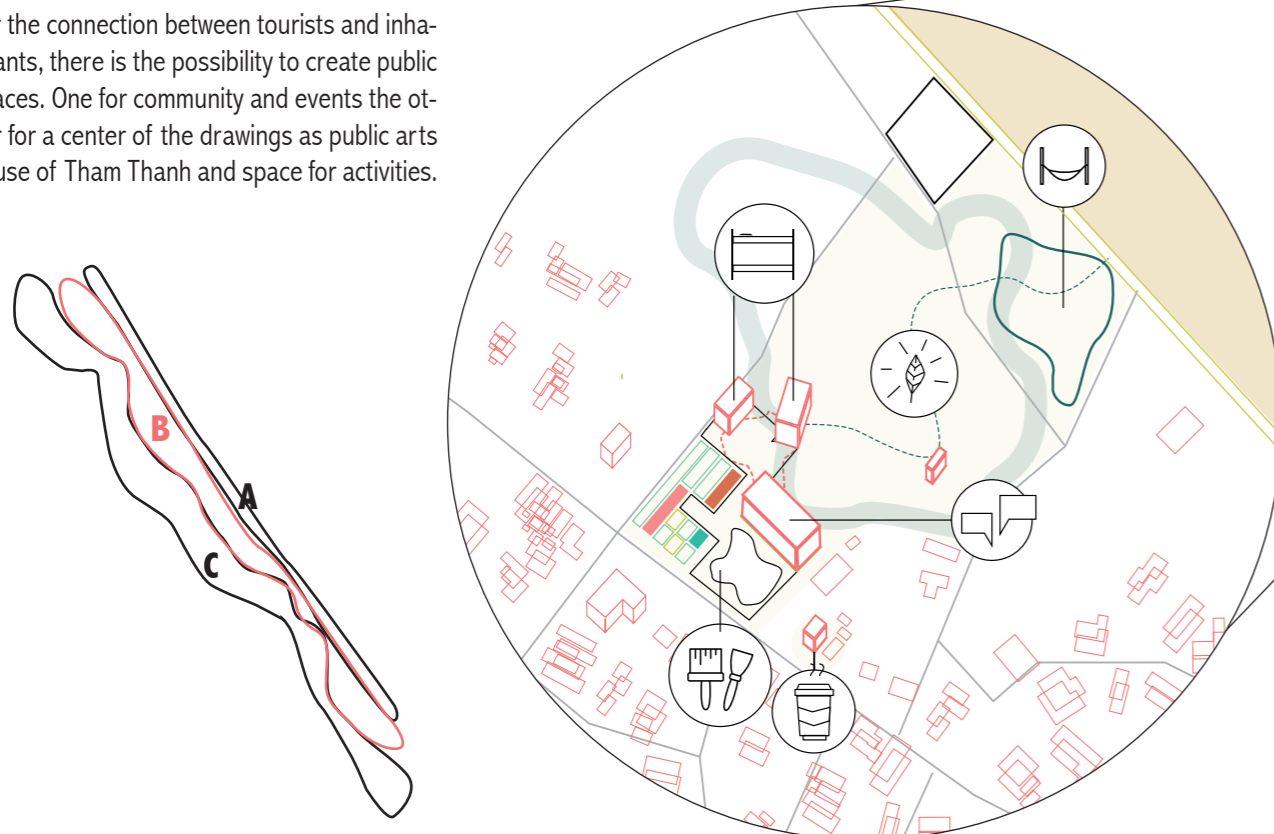


Fig. 240 | Zones of Tam Thanh. (own)

Fig. 241 | A creative tourism place for Tam Thanh. (own)

Fig. 242 | Concept for the touristic zones of Tam Thanh. (own)

Village zone: Turn paintings into local activities

A basis for the concept of the community tourism approach for the area is the existing paintings, which show daily life situations of the location and their inhabitants. The idea is to transform the paintings into activities to integrate tourists into the community. The holistic creative tourism concept proposes activities like the involvement of the fishermen's culture, where tourists can attend fishing traditions with the local fishing people.

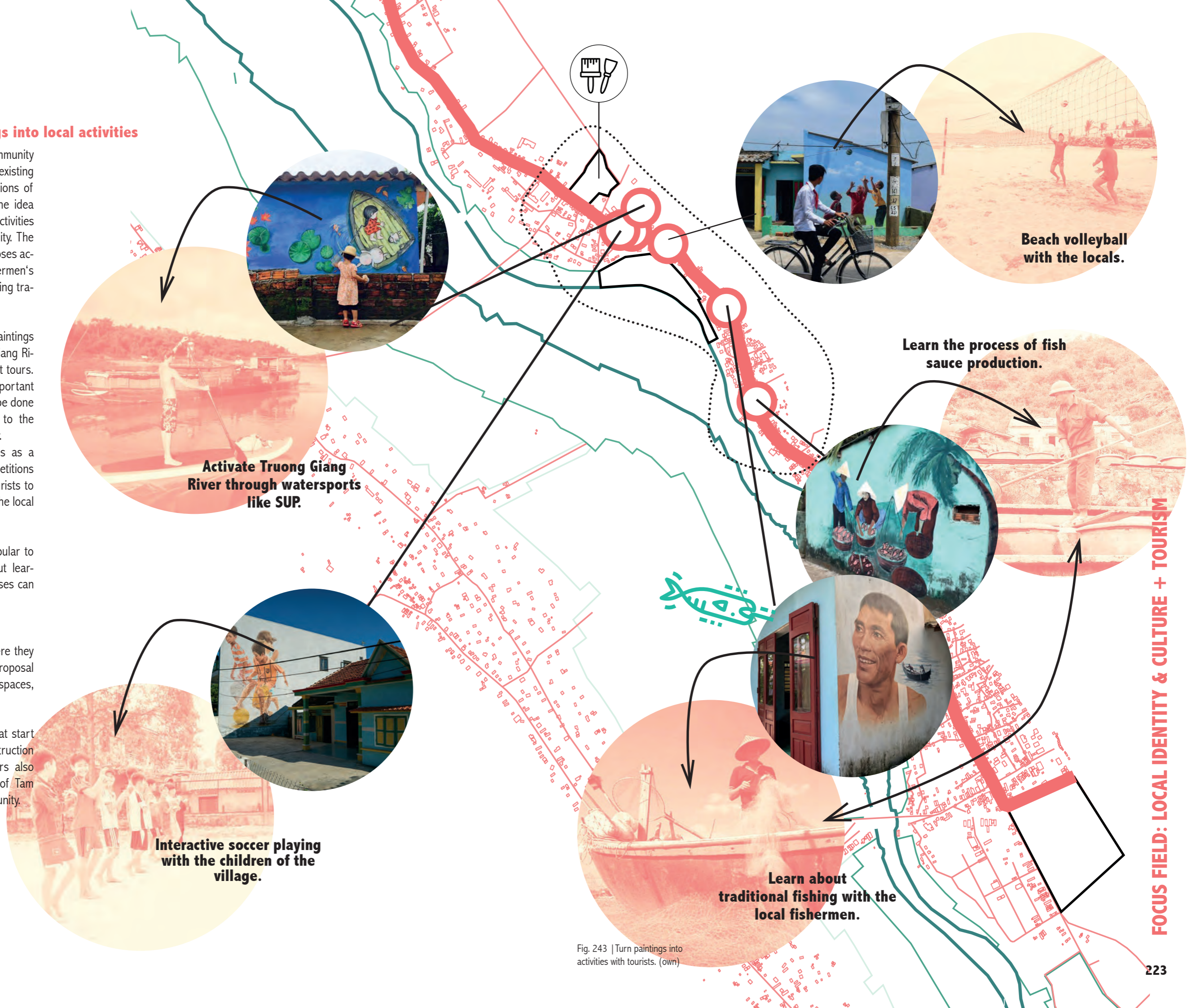
The appearance of boats in the paintings leads to activities along the Truong Giang River for Stand-up paddling or little boat tours. The integration of local children is important to exchange cultural values. This can be done through sports activities, according to the drawing of the children playing soccer. Also, the activity of volleyball games as a weekly or daily activity and little competitions along the beach can attract more tourists to Tam Thanh, with high involvement of the local community.

Last but not least, Tam Thanh is popular to fish sauce production. Courses about learning the traditional production processes can be done at the homestays backyards.

A place for gathering activities

General activities need a location where they can take place. Therefore the next proposal for the area is the need for public spaces, where tourists and locals exchange.

As the drawings are in general a great start to further develop drawing and construction courses, the following proposal offers also a space for beautifying the location of Tam Thanh in collaboration with the community.



Activate Truong Giang River through watersports like SUP.

Interactive soccer playing with the children of the village.

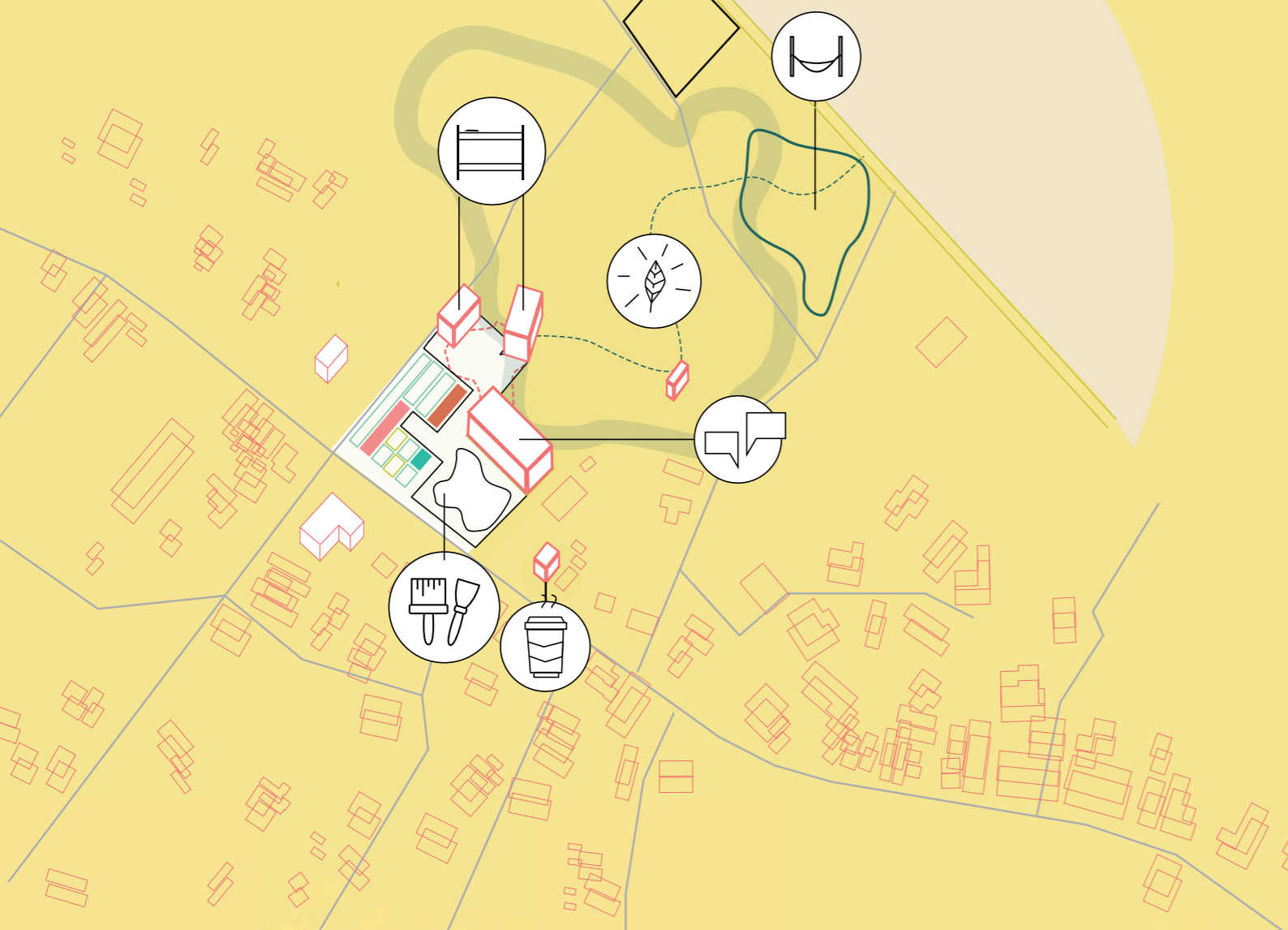
Learn about traditional fishing with the local fishermen.

Learn the process of fish sauce production.

Beach volleyball with the locals.

FOCUS FIELD: LOCAL IDENTITY & CULTURE + TOURISM

Fig. 243 | Turn paintings into activities with tourists. (own)



The art place of Tam Thanh

To activate the village also in cases of the building structure, the proposal is to establish a place in the western part of the village. The art space offers a hostel and involves activities in community life. Hostels are a great opportunity to attract young travelers and flexible target groups on the way of the place-making process.

Drawing courses can be held. Organic painting color grows in the own garden of the place. The place activates surrounding cafes and protects the sanddunes in the backyard of the area. Here people can relax and enjoy the vibes of Tam Thanh.



Fig. 244 | Impression public space with creative space and hostel. (own)



Revitalize the beach walk & beach zone

The concept of the beach walk is to push forward walking and cycling activities. The trail is connected to the local Hoi An-Tam Ky Loop and offers several beach accesses along the way.

Through using the concept of the paintings, the beach walk can include colored guidance on the concrete to show linkages and routes in north-south direction but also in the village direction to the left.

Fig. 245 | Impression beach walk for activities. (own)



Status quo. 2019.
Agricultural village.

Fig. 246 | Restaurant inside the village. 2019. (own)



Fig. 247 | Typical house with integrated agricultural field. 2019. (own)



Fig. 249 | Traditional haystack. 2019. (own)



Fig. 250 | Temple close to the restaurant. 2018. (Michael Peterek)



Fig. 251 | Entrance street inside the village, next to the restaurant. 2019. (own)



Fig. 252 | First homestay next to the temple. 2019. (own)

AGRICULTURAL VILLAGE
FOCUS: FIELD: TYPICAL LAND USES + TOURISM

Concept: Agro-tourism to preserve tradition

Agricultural land use is a great opportunity to develop a symbiosis between tourists and agricultural activities. The traditional agricultural village in Tam Ky is a potential showcase on how to implement tourists into small-scaled structures of the village, with proposals on the combination of integrated living and agriculture.

For the proposal, the village can be divided into an active area in the south and a relaxing and calm area in the north.

The southern part offers a restaurant and is a potential point to start a food tour through the central parts of the village. Stopping stations are diverse families' homes that offer different agricultural products. The tour tries to include many families with their agricultural fields and follows the concept of community-based tourism. The turning point of the tour is the large agricultural fields, where further products can be harvested and collected from the participants. The end of the tour is again in the public part of the area, where an open-air cooking class takes place with the collected products from the village. The sports field right next to the location offers potential for further activities with the locals after the cooking class.

Large agricultural fields

Especially agricultural loops for running and activities like fiests of the whole community can take place on the larger fields.

Aquaponic fields & education

The Tam Ky River offers potential for a guided boat tour along the valley to learn more about agriculture and water. The stop of the short tour is in the north of the peninsula where the water treatment plants are located. There is potential to extend the topic of agriculture, by learning more about the growing and production process and the traditional family life.

Woofing is a great chance to participate in the farmer's daily life and can be included in the activities.

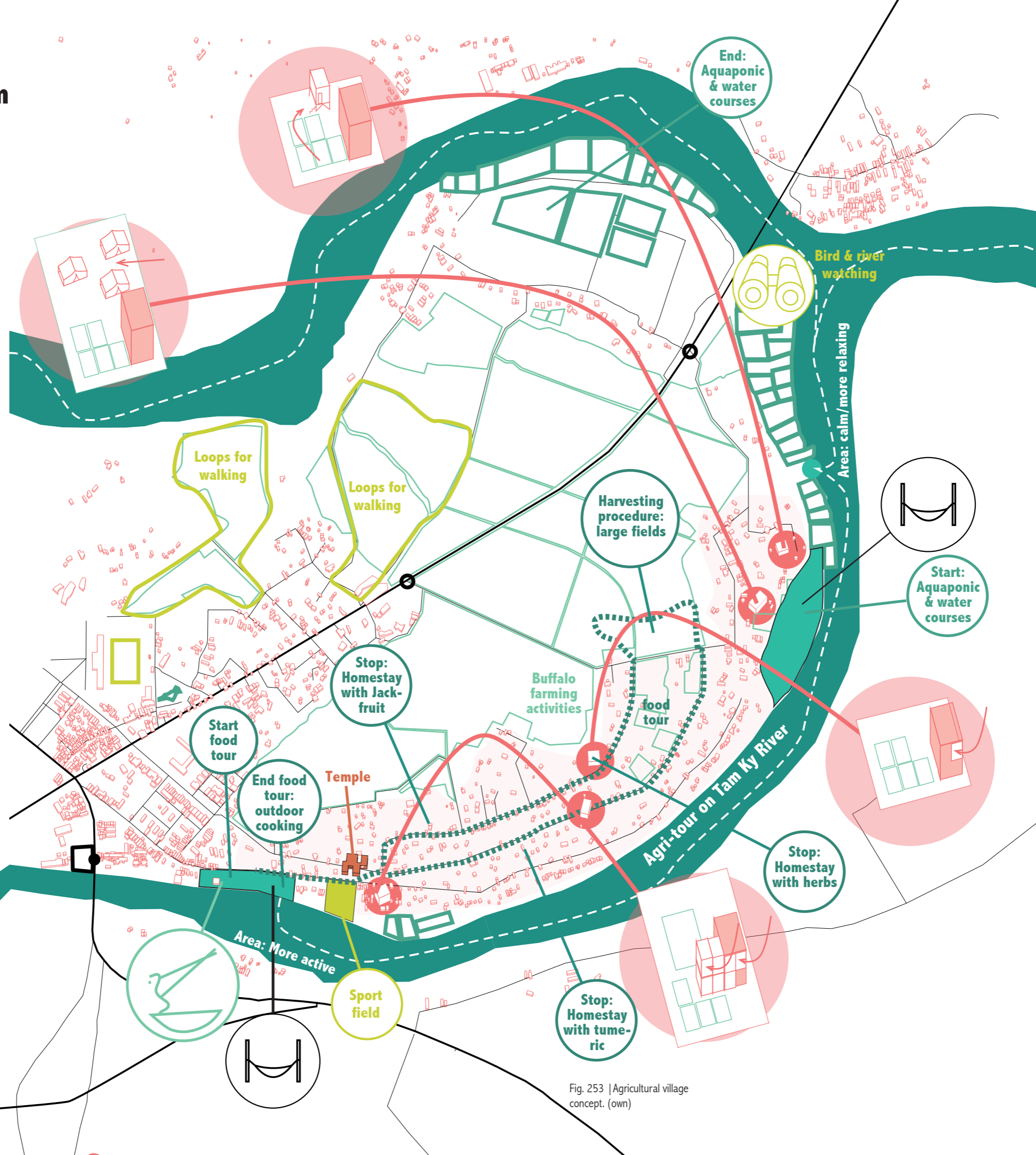


Fig. 253 | Agricultural village concept. (own)

Action fields

Action
Agro-Aquaponic Tour

Action
Integrate different-homestays into the different zones of the village

Action
Outdoor cooking classes with local products from around the area

Action
Traditional farming classes & activities, eg. with buffalos

Action
Agro-loops as small trails

Action
Activities by the community

FOCUS FIELD: TYPICAL LAND USES + TOURISM

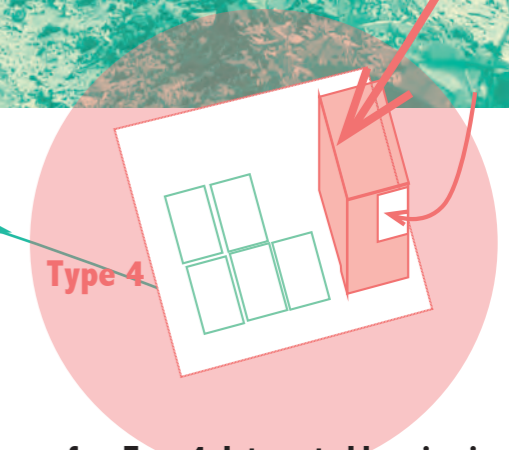
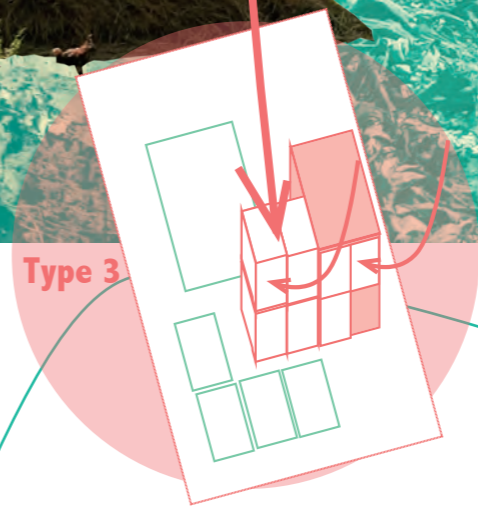
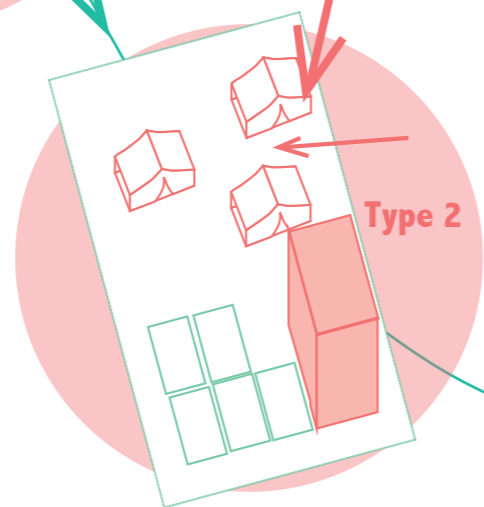
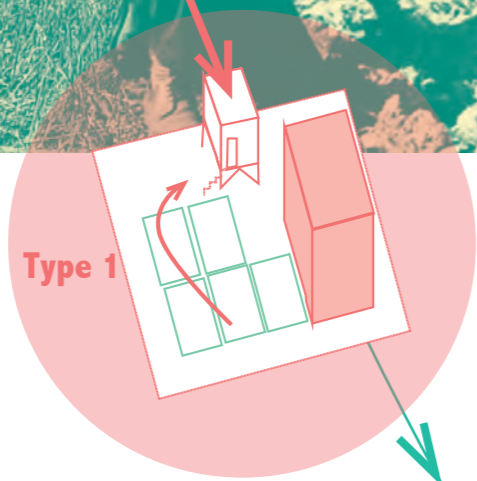


Integrated homes - Outside & inside

To involve tourism in the given structures homestays are a great chance to further develop concepts for the village. As the private agricultural gardens are pretty common, there are four potential types of accommodating people without harming the small-scaled traditional houses inside the village. An easy way to promote homestays offer platforms like Airbnb.

Type 1: Permanent tent/little hut

This kind of homestay is for people who need their privacy. This option is a great way to get involved into the agricultural fields with little impact. Houses on stilts are recommended to protect against floods during the rainy season.



Decrease of privacy

Type 2: Tents as flexible structures & temporary accommodation

Tents have almost the same effect, but with less comfort. Usually, the bathrooms must be shared. Tents are a good solution with a minimum of investments.

Type 3: External Homestay/House extension

The existing homestay is a kind of external homestay. This concept is great to accommodate more people in one place with sharing facilities (Agro-hostel).

Type 4: Integrated housing in a private room

The mother of all homestays is the integration into the family's home. This concept offers less privacy than the others, but also causes no impact on the environment. It is a great chance for families to get started in the business of tourism.

Fig. 254 | Homestay types for integration into the private agricultural fields. (own)

Status quo. 2019.
Bay Say Song Dam/Waterlily lake



Fig. 255 | View from the bridge on the lake into south-west direction. (own)



Fig. 256 | Traditional house in the east of the lake. (own)

Fig. 257 | Little path along the boating site. (own)



Fig. 258 | Flooded agricultural fields inside the lake. (own)



Fig. 259 | Typical boats of inhabitants for the waterlily lake tour. (own)



Fig. 260 | Village close to the lake. (own)

Fig. 261 | Industrial park Tam Ky in the west of the lake. (own)

Concept: Lake vitalization as contrast to industrial development

The Lake Bay Say Song Dam which widens up from the Dam River is a potential example to compensate the current development of the Tam Ky Industrial Park Zone.

Within an eco-based development, there is potential to start integrating the surrounding villages step by step.

The concept is to vitalize the lake with the help of recreational activities for tourists and at the same time for the inhabitants of Tam Ky. The concept demonstrates only a first input into a direction of development.

Step 1: Boat tour extensions

There already exist boat tours from the village at the lake mouth. Here the offer can be extended to alternative water activities like kayaking.

Step 2: Activating the northern villages

The area around the villages offers potential development of an eco-based nature center for lake and water protection and an integra-

ted cafe. The concept of the cafe is to contribute to water protection in the area of Tam Ky while educating people about the importance of the lake for a future time.

The nature center can be constructed out of local resources and build inside the wetlands of the lake. Through building the center, villagers come together during the construction process.

Step 3: Waterlily festival and further development

The next development step is the vitalization of the villages in the east of the lake. The southern part has the potential to include general facilities. To vitalize the lake, a festival all around the waterlily is proposed to raise awareness of the whole area, next to the developing industrial park.

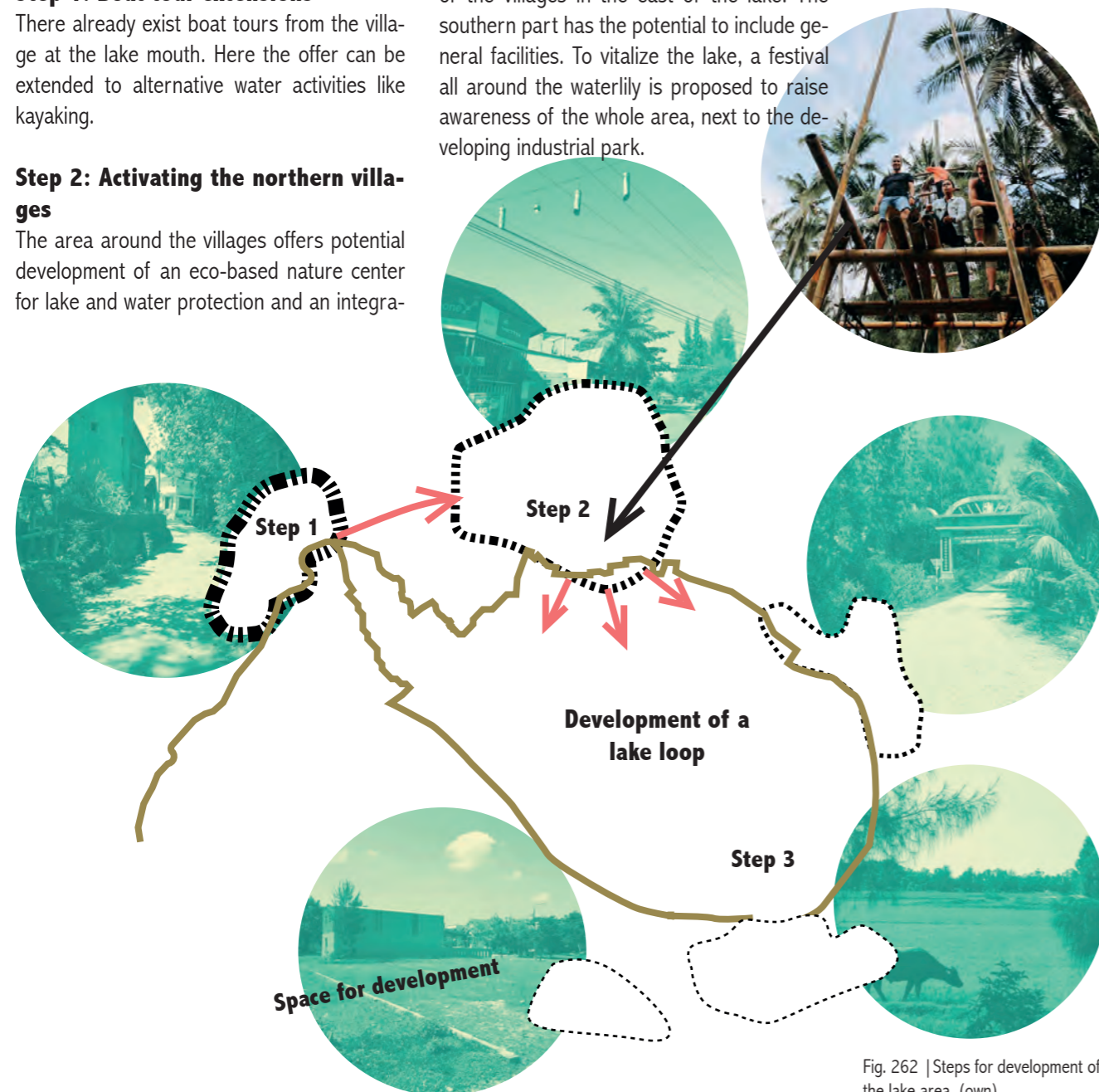


Fig. 262 | Steps for development of the lake area. (own)

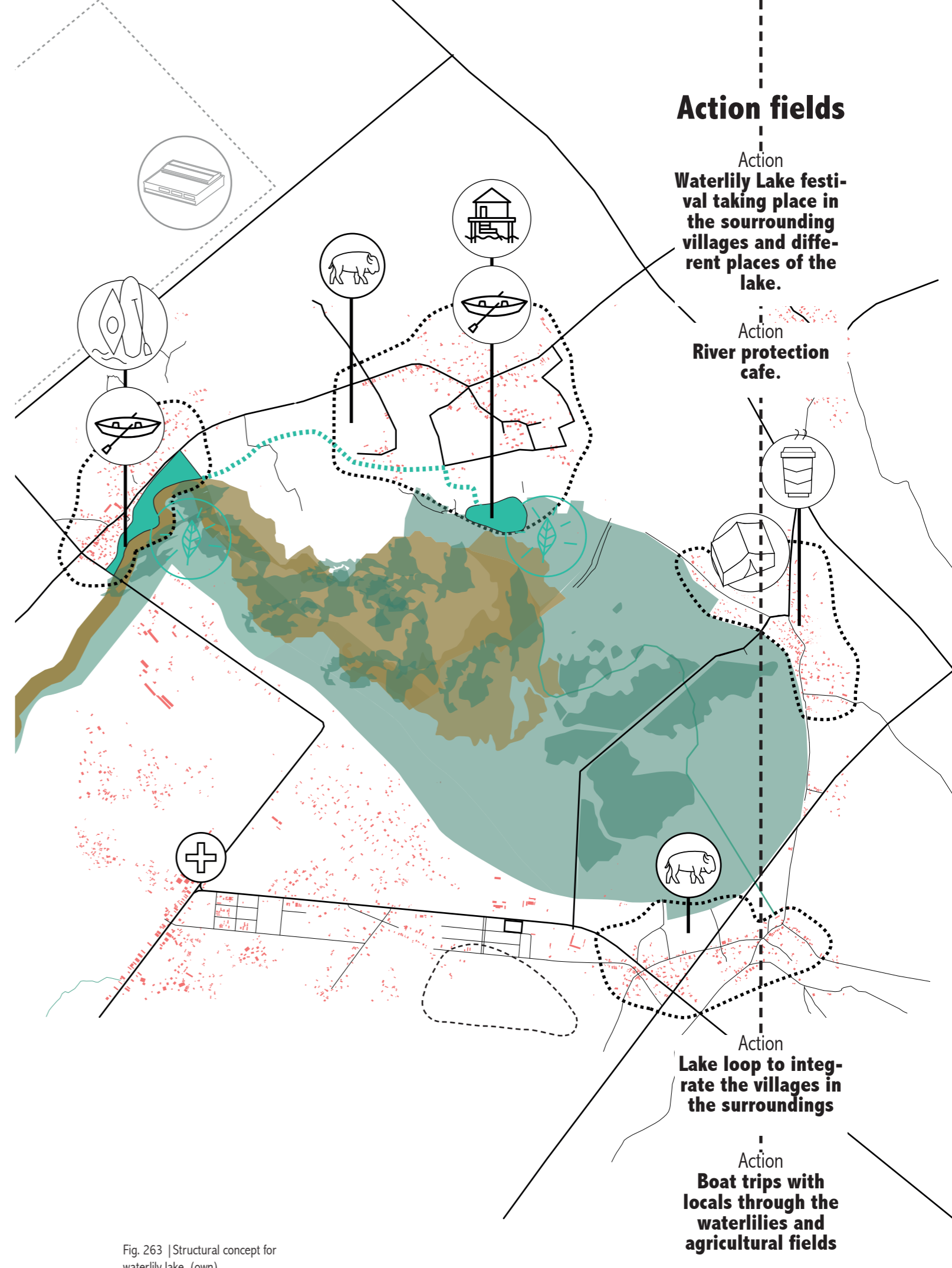


Fig. 263 | Structural concept for waterlily lake. (own)

6.2.3. A cultural place for Co Tu Ethnic Minorities Focus field on local identity & culture + tourism

Rationale for the choice of the site

There is a huge chance to establish a cultural backbone in the rural parts with the collaboration on Co Tu Ethnic Minorities which offer a perfect base to get started for identity and cultural preservation.

Starting point for development & main idea

The area in the Tay Giang district has the highest number of traditional Co Tu Minority villages. Some of them already started their small business to invite tourists. The starting point for the concept is the city of Prao. The city which also counts several Co Tu inhabitants has a great location to promote the Co Tu Minorities in the surroundings through a community center for both, tourists and the community.

Potentials of the area

A huge potential is the high density of cultural villages of Co Tu. The area has also a great potential to combine traditional community tourism with eco-tourism and adventures inside the forests of the region.

The location of the city of Prao has great opportunities to function as a cultural center for the Co Tu ethnic minorities. Due to that fact and the location, the proposal is to establish a well-promoted cultural center for tourists as well as for the Co Tu ethnics as an information center and distributions center to the different villages in the area.

Potentials for the region

A strong back of local ethnic minorities is a huge chance for the region to promote local identity next to the concepts of leisure tourism. It is also a great advantage that rural communities can fight poverty and develop their village with the help of tourism. Tourism is a chance to help with environmental protection in the region through a new source of income, generated through tourism.

**CASE STUDY: A CULTURAL PLACE FOR
TOURISTIC INTERACTION WITH CO TU**
FOCUS FIELD: LOCAL IDENTITY & CULTURE + TOURISM

Concept: A cultural place to promote & distribute the Co Tu Ethnic Minority

The concept envisages developing the small town of Prao as a kind of distribution hub for the rural villages in the hinterland.

The center can be used to give tourists choices about villages and can organize the transfer. The center is also a spot where community capacity building workshops can be held in the field of language education and tourism techniques. It is also a place to exchange between the different villages and to strengthen their community. Educational skill training through cooperation strengthens the region's inhabitants. The community center is a basis for inhabitants to establish community tourism initiatives.

Besides, the center of the city, which so far has little to offer for tourism, serves as a mobility point to easily bring visitors from the community center station to the villages in the area for tours and longer stays. The aim is to avoid mass tourism and to leave opportunities open for tour offers from the villages themselves. The concept of distribution is to use the unique characters of the villages and provide different cultural experiences on the spots.

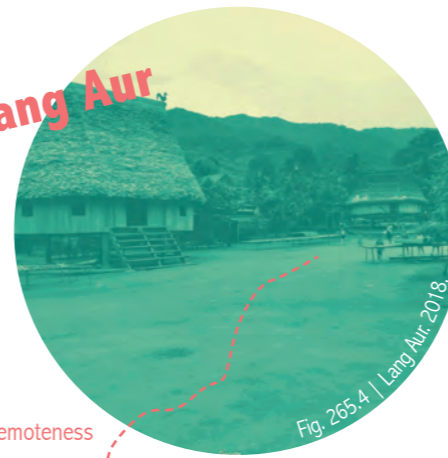
A Roh and Lang are the great gateway for traditional fiests of Co Tu.



Driving the Ho-Chi-Minh Road and spent a night in A Lang.



Lang Aur



Bho Hoong



Da Nang

English <=> Vietnamese Cultural & language exchange

Enjoy remoteness

Hiking

Adventure

A tour for the adventure seekers.

The village Lang Aur has no direct street access. The location is one of the **remotest ones** offering different building structures of Co Tu culture. A high potential is to hike and **get of the beaten tracks**. There is only one connection to the village on a path which is about **20km long**.

Prao

Rural information center of Co Tu for tourists in Prao

Action fields

Action
Building a base center for the ethnic minorities in the rural area.

Action
Guide for rural villages how to establish tourism in their village with information required capacities.

Action
Make aware of the different villages through marketing.

Relax on the center and exchange

Tasks of the center

- Bring communities together!
- Maintains connections with tourists and operators!
- The exchange between other villages along the way!
- Make aware of the characteristics of the villages and the potential activities!
- Avoid mass tourism by helping of managing tourists!
- Educate in sustainable tourism development!

Biking along villages



Community place to start explore Co Tu culture

Ho-Chi-Minh Road

FOCUS FIELD: LOCAL IDENTITY & CULTURE + TOURISM

6.2.4. Exchange in the Cu De River Valley

Focus field on typical land uses & economy + tourism

Rationale for the choice of the site

The Cu De River is a great potential to show a concept of creative tourism with villages working together to develop a touristic brand.

Starting point for development & main idea

The starting point for the development is the existing traditional activities of the different villages. In Ta Lang village (in the west), there exists already a newly built homestay and an intact community building of the Co Tu culture.

Potentials of the area

The villages have great opportunities to develop together a brand of a cultural valley by sharing parts of their products and resulting from activities all around the brand of Cu De River. The sharing villages in the valley can create a perfect getaway close to Da Nang, with the prevention of culture, environment and local life.

Potentials for the region

As the area is close to the city, the Cu De River Valley can be a perfect brand for tradition and community-based tourism, next to the hotspot areas Ba Na Hills and Da Nang city. It can be the first step to develop hidden parts of the region, still very close to the city.

Agricultural Villages

Co Tu Minority Villages

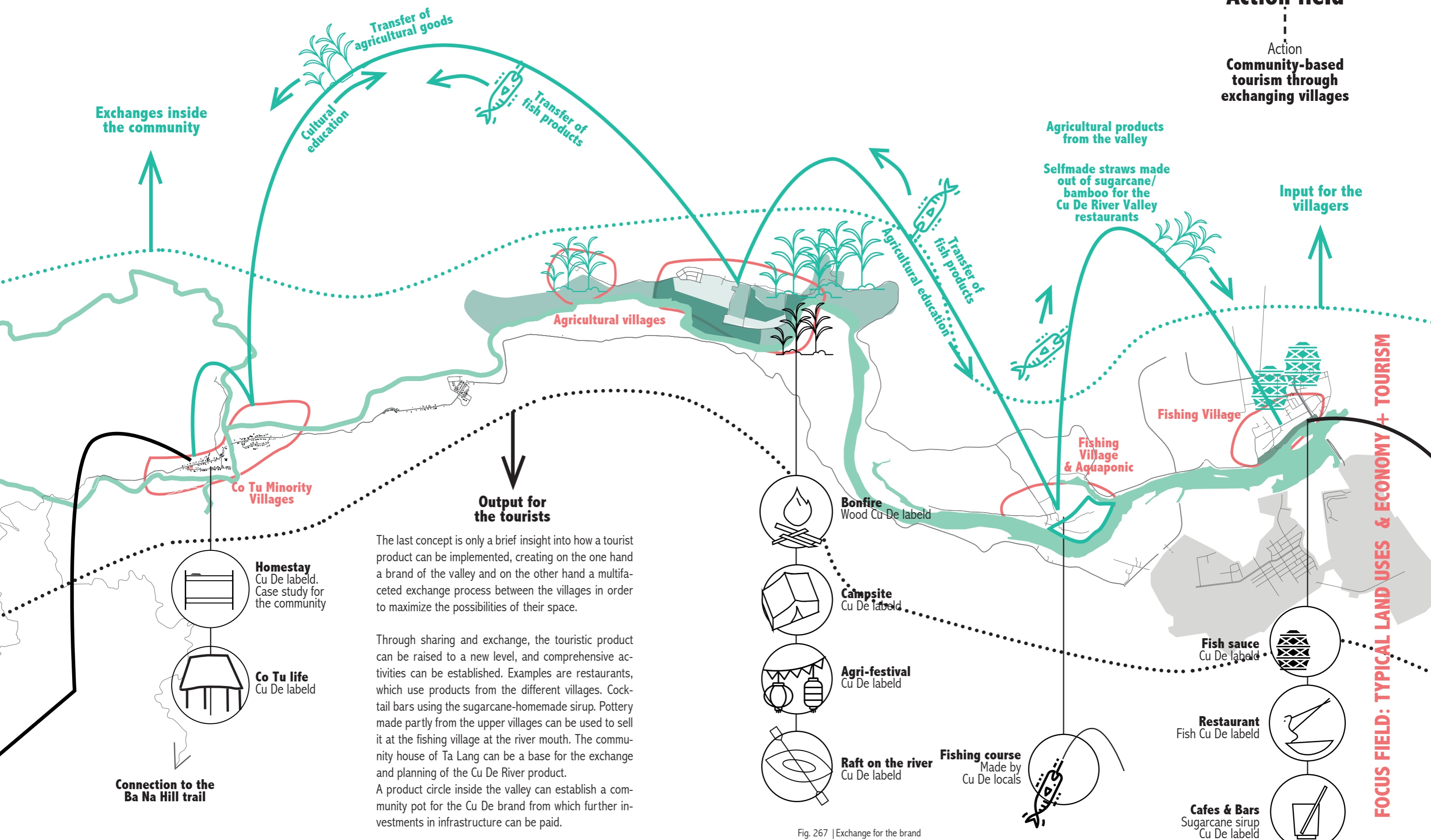
Fishing Village

Fishing Village & Aquaponic

CASE STUDY: CU DE RIVER VALLEY
FOCUS FIELD: TYPICAL LAND USES & ECONOMY + TOURISM

Fig. 266 | Case study Cu De River Valley. (bingmaps.com)

Concept: Exchange for the brand 'Cu De River'



Action field
 Action
Community-based tourism through exchanging villages

The last concept is only a brief insight into how a tourist product can be implemented, creating on the one hand a brand of the valley and on the other hand a multifaceted exchange process between the villages in order to maximize the possibilities of their space.

Through sharing and exchange, the touristic product can be raised to a new level, and comprehensive activities can be established. Examples are restaurants, which use products from the different villages. Cocktail bars using the sugarcane-homemade sirup. Pottery made partly from the upper villages can be used to sell it at the fishing village at the river mouth. The community house of Ta Lang can be a base for the exchange and planning of the Cu De River product. A product circle inside the valley can establish a community pot for the Cu De brand from which further investments in infrastructure can be paid.

Fig. 267 | Exchange for the brand Cu De River Valley. (own)

Conclusion - Adaptivity of concepts

The local case studies demonstrated potential development directions on how to implement tourism into existing local structures and to empower them, in their current state of development without harming the local facilities.

The toolkit pointed out, that there are similar crosslinks between the conceptualization of case studies. Adaptability in the field of tourism is a chance to establish a framework which offers a loose grid, that can be filled with the local specifics to create easily touristic products.

Inside community-based tourism, quick solutions are very important due to low impacts on investments and fast changes. The impacts of the local cases inside the implementation process are mainly small, compared to general urban planning. This fact is important, because punctual improvements can be handled by the communities and wrong direction plannings get clear very fast.

The system of small-scale implementations in the field of tourism has also the advantage of enhancing diversity as a contribution to regional development, as the solutions always co-exist with grown fabrics. In the focus field of nature, for example, eco-trails can be easily implemented with adequate marketing and less effort, which encourages tourists to use sustainable mobility.

Transferability inside the region

The showed case studies can be partly adapted to other parts of the region in case of similar circumstances. An example is Cham Island and Son Tra Peninsula, which are both very unique and fragile structures in the region. Through their natural potential, both can develop similar concepts as they function for the cities as a green lung.

The different handicraft potentials and agricultural products of the whole region can be transferred into creative tourism concepts, as they are active contributions by the inhabitants.

Modules in cultural and local identity are in their core zone similar to other cultural values as they always bring different rituals or traditions within. To create adaptable modules it is necessary to break the local characteristics first down and then diversify new concepts through connecting parts of the scattered characteristics.

Especially built-up structures like homestays are potential modules and therefore adaptable to different local cases. As there is potential to integrate homes and nature through the implementation of campsites next to agricultural fields, the adequate counterexample for culture is to integrate homes into the traditional buildings of the Co Tu culture.

The key is, to find out, what the unique character of a site is. After that, sustainable and integrated development can be successfully implemented, on advantages for the community and therefore for the region.

REFLECTION & FURTHER RESEARCH

7

Reflection & further research

The master thesis reflects the regional planning and urban-rural linkages in the field of tourism with a focus on sustainable and integrated development. As coastal tourism still grows, methods for local tourism are in charge to co-exist next to the hotspots.

As a result of the work, the region's tourism development appears with a strong focus on the coastal areas and the UNESCO World Heritage Sites, forming a narrow square of action. The work proved that potentials on further tourism approaches can be extended into the hidden parts of the region, as the quality of nature, local culture and communities are given.

As shown, integrating these grown structures and communities into the plannings, alternative local tourism approaches can work as effective countermovements inside the system.

Through the creation and combination of the local facilities, creative tourism approaches can establish and empower communities throughout the region.

Key concepts of community-based tourism and eco-tourism with the implementation of cultural, traditional, natural, and typical land use assets, are drivers for the region's sustainable and integrated development.

In order to provide a basis for these developments, 3 different backbones of the region on mobility, identity, and nature resulted through the scope of the work as main zones for connected development.

As a basis for a holistic connection inside a tourism network, mobility concepts with alternative transportation modes offer rural-urban connections for long and short distances and empower sustainable tourist flows.

As results have shown, local differences in the region are important factors for sustainable and regional tourism development, as it enhances the diversity of a region and therefore extends the product of tourism. An integrated touristic approach only works with deep participation and close collaboration of local communities.

The process of sustainable planning is twofold. On the one hand, the region's task is to provide basic infrastructure to empower communities. On the other hand, the tasks of the communities are to grow from their inside, to maintain uniqueness and independence to contribute to poverty reduction.

Urban-rural linkages between hotspots and future areas are one of the key concepts to establish diversity in a region. Through the cooperation of the stakeholders in the region and the collaboration with communities, Quang Nam and Da Nang can implement different touristic approaches in their regional planning to prevent the loss of local identity. Through the implementation of a Tourism Think Tank collaboration of different stakeholders leads to innovative ideas in the field of local tourism. Through the concept of clustering the region into potential tourism zones, the effect of partnerships can be raised and tasks can be shared.

The strategic structure of the master thesis sets a frame for guiding a sustainable and integrated development with tourism.

The work made a decent stop in further details of development to guarantee adaptable approaches to the system.

For further research, there is still the potential to diversify the characteristics of each focus field. In cases of agriculture for example, there is much more scope in differentiated fields of farming animals or forestry as well as growing rice. A holistic diversification of characteristics would go beyond the scope of this master thesis and is therefore a task for further research.

Due to travel limitations in March 2019, intensive field research needs to be done in the next step. Thinking beyond the scope, the next step must involve exemplary interviews held with local stakeholders of homestays or hotels to establish a deeper knowledge about the practices which can be established.

For further development of concepts of the locations, there is a need for deeper research in the identification of the target groups, especially in the field of domestic tourists for the promotion of local tourism concepts. In future work, alternative concepts for the use of hotels, homestays, and tourist attractions should be considered.

Declaration

I hereby declare truthfully that I have done the submitted work independently and without unauthorized aids. Only the aids listed in the bibliography were used as well as personal experiences on-site in 2019. External input was identified as such.

All institutions and people who supported me in the preparation and production were named. The work has not yet been submitted to any other institution for review.

Melissa Dopf

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