

Economic tourism development for local area on the East-West Economic Corridor



Dr. Luc Tran Tu, Dr. Chung Nguyen Van
Quảng Bình University

Outline

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- I. The East-West Economic Corridor**
- II. Opportunities and advantages of tourism development**
- III. Limitations of tourism development**
- IV. Possible solutions**

The *East-West Economic Corridor - EWEC*

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- ❑ It is a corridor based on 1,450 km long of
- ❑ the road, crossing 13 provinces of 4 countries
- ❑ include: **Myanmar, Thailand, Laos and** Mawlamyine (Myanmar) to Quang Tri, 1 (Vietnam).
- ❑ (EWEC) was launched for the **first time** and officially adopted by Ministers of the Greater Mekong Subregion (GMS) at the 8th Conference, held in Manila (Philippines) in October 1998 in order to promote economic development for Laos, Myanmar, Thailand and Vietnam.



The role of the East-West Economic Corridor(EWEC)

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- An important strategy that links nations in this region to promoting economic cultural exchanges, especially trade, tourism services cross-border.
- EWEC pass through lands with diversity cultural, unique potential tourism resources as well as nature and humanity resources.
- It is estimated that the international visitors to EWEC will reach 55 million by 2020; Central Vietnam and Central Highlands (Vietnam) to 5 million in 2020



The role of EWEC in tourism development in localities in Vietnam

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- Exploiting tourism potential, attracting tourists, especially international visitors;
- Attracting foreign investment in tourism development, upgrading infrastructure, transportation and tourism infrastructure;
- Training for local residents such as: serving, transporting , selling food and drinks;
- Expand cultural exchanges, raise awareness for local people;
- Linking tourism development among localities, developing regional cooperation strategies, integrating tourism products.

Opportunities for local area to development tourism on the corridor

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- Products, tour services, routes will be upgraded and refreshed.
- Building a common strategy for market share, tourism promotion; Signing joint venture contracts between tour operators - transportation - providing services.
- Countries will actively cooperate bilaterally, exchange information, experience to support the development of human resources; Priority training professional guides, proficient at least two languages: Vietnamese, Thai.

Characteristics of localities in Vietnam on the corridor

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- Da Nang, Hue and Quang Tri are in Central Vietnam located on the East West Economic Corridor with total area 10856.32 Km² hilly country and coastal plain occupying 80% of natural land area. These localities have favorable transportation position, located on National Highway 1A and North-South railway.
- Quang Tri was a pioneer province in the bringing tourism along the economic corridor east-west to exploit.

Advantages of tourism development at localities in Vietnam on the corridor

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- Tourism potential
- Infrastructure
- State policy

Tourism potential at localities in Vietnam on the corridor

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Huế: the complex of Hue monuments and Royal Court music "World Cultural Heritage", Thiên Mụ Pagoda.

Quảng trị: Vinh Moc Tunnel, Ho Chi Minh road System, Quang Tri Citadel, Hien Luong bridge on the 17th parallel, Con Tien – Doc Mieu with electronic fence Macnamara, Road 9 - Khe Sanh, La Vang festival

Đà Nẵng: Linh Ung Pagoda Da Quan, Ngu Hanh Son Festival, Fish Festival



Technical infrastructure for tourism development at localities in Vietnam on the corridor

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- These localities are located on national
- transportation systems, road, sea and rail.
- International Airport (Da Nang), Phu Bai
- Airport (Thua Thien Hue) and international border gates such as Lao Bao (Quang Tri), Cutai (Thua Thien Hue) Benefit for the development of tourism along the East-West corridor.
- the port system in this area is quite thick: Cua Viet port, Cua Tung (Quang Tri); Thuan An Port, Chan May (Thua Thien Hue) and Tien Sa Port, Han River (Da Nang). These are very favorable conditions for these local economic exchanges and tourism development)



State policy mechanisms at localities in Vietnam on the corridor

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- The State has proposed to build more favorable policy for investors such as: issue preferential policies on land rent and tax; Develop infrastructure to encourage and attract investment in tourism.



Restrictions on the development of tourism at localities in Vietnam on the corridor

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- Organization exploitation of tourism potential
- The infrastructure
- Human resources
- Market

Possible solutions

- **Planning management of tourism development:**
 - Determining international travel via Road 9 - Lao Bao International Border is an important tour of the region
 - Intergration the tourism development planning with socio-economic development planning
- **Regarding investment in developing infrastructure for tourism:**
 - Have good policy on capital, Human resource, tax and land
 - The state should has a policy of prioritizing localities on EWEC in distribution infrastructure capital investment

Possible solutions

- **Regarding infrastructure in tourism:**
 - Improve the quality of service at tourism accommodation
 - Planning and development the high-class resorts.
 - Encourage local communities participate development for tourism infrastructure.
- **Regarding diversification and improvement quality of tourism products:**
 - Building regional cooperation strategies. cooperation tourism with Thailand, Laos, ...
 - Focus on building tourism products suitable to the tourism market

Possible solutions

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- ❑ **Regarding tourism promotion:**
 - Focus on Promoting the tourism-specific products
 - Provide more information and guidance tourists at Lao Bao International Border Gate.
- ❑ **Regarding training and development human resources:**
 - Training s tour guide to adopt well-qualifie
 - Encouraging economic sectors to participate in training and development of tourism human resources in the form of semi-public ...

Possible solutions

❑ **Regarding the State management:**

- Planing and development each locality as well as the whole region in order to achieve the objectives.
- Remove barriers, especially administrative procedures

❑ **Regarding policy mechanism:**

- The government should continue to upgrading infrastructure such as transportation, telecommunications, and keep promotion traditional cultural and historical values.
- Local authorities should improve policy in order to attract businesses to invest, expand trade as well as promote tourism.