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IDENTIFYING TOURISM DESTINATIONS AND ROUTES IN QUANG NAM PROVINCE

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THE AUTHOR'S LIST OF PUBLICATIONS

1. Tran Van Anh (2013), Linkage - the decisive factors for sustainable development in Central Vietnam, Journal of Viet Nam Tourism, No9/2013
2. Tran Van Anh (2014),Exploiting the interference and convergence properties in nature culture – economic of Quang Nam province in thee process of socio-economic development naowadays proceeding of the 8th National Geographic Conference, Published by HCM University of Education, 11/2014.
3. Tran Van Anh (2014), Reviewing clusters of villages in Quang Nam by quantitativem methods for tourism management and development, Journal of Science and Technology, Da Nang University, No 10 (95).2015
4. Tran Van Anh (2017), Evaluating the tourism route of the Thu Bon river by integrated grading method to contribute to the management and development of tourism, Journal of Science, Hue University, No 126, S7A (2017)
5. Tran Van Anh (2014), Using quantitative criteria to evaluate and classify the system of cultural and historical relics in Quang Nam province for tourism development, Journal of Science, Hue University, No 118,S4 (2016)
6. Tran Van Anh (2016), Analysis and evaluation of natural conditions for tourism developmentin Quang Nam province, HCM University of Education, No 6/2016
7. Solution exploiting resources of sea, island region in Quang Nam province to develop the tourism, Journal of Science and Technology, Da Nang University, No 8 (105).2016
8. Tran Van Anh (2016), Evaluation by quantitative methods in tourism route system in Quang Nam servicing tourism management and development, Journal of Science, Ha Noi University of Education, No 2/2016
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10. Tran Van Anh (2016), Developing the communty based tourism towards a sustainable development in Hoi An, Proceeding of the 9th National Geographic Conference, Published by Natural Science and Society.
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INTRODUCTION

1. Rationality

Quang Nam (QN) is located at the middle of the country, on the Central Heritage Road, on the East-West Economic Corridor - Culture - Tourism Corridor and closes to the international sea route, on National Highway 1A, North-South railway, Ho Chi Minh road as well as Trans-Asia Highway. In particular, QN has own two world cultural heritages (Hoi An, My Son), a biosphere reserve world (Cu Lao Cham) and long coastline with many beautiful beaches.There are more than 60 unique festivals, 100 traditional villages and hundreds of cultural and historical relics with a lot of cultural values of ethnic minority people.

In the recent years, the tourism industry of QN has achieved great achievements such as a rapidly increase in tourist arrivals, a great revenue from tourism which has contributed to changing the socio-economic circumstance of the province. However, beside the achievements, tourism activities in QN are still limited in some aspects such as a small scale of operation, socio-economic and environmental efficiency is not high; the number of tourist attractions are not much; the management of tourism destination and routes is not effective; the decentralization of destinations and routes management is not recognized in different levels of government; the link between destinations and routes inside and outside the province, the region as well as the country is poor.

What factors can affect the formation, development and exploitation of tourism destinations and routes in Quang Nam? In fact, are there tourism destinations and routes that Quang Nam province has exploiting have a scientific basis and effectiveness? What solution should be set to effectively exploit tourism destinations and routes in the near future? These are issues that need to be addressed to develop the tourism in the general and the tourism destinations and routes in the particular. Based on the above reasons, the fellow have selected and implemented the thesis "***Identify tourism destinations and routes in Quang Nam***").

2. Objective of the thesis

Based on the application of tourism theory and practice, identifying tourism destinations and routes, the main objective of the dissertation is to analyze affecting factors and to identify some tourism destinations and routes

in QN province on the scientific basis, from which to propose solutions to effectively exploit some substainable tourism destinations and routes in the research region.

3. Research limitation

The Content:

+ The dissertation analyzes the overview of tourism resources and socio-economic factors to serve the development of the tourism sector which highlights the strengths, weaknesses, opportunities and challenges of the development of tourism destinations and routes in various areas in Quang Nam province.

+ Based on the analysis and assessment of the current status of the development of tourism sector and tourism destinations and routes; the dissertation selects some representative destinations and routes to be identified, evaluated and classified according to the selected criteria. Tourism destinations are identified as groups: heritage sites, cultural relics,villages (trade villages, villages, cultural villages of ethnic groups), beaches, islands, streams and waterfalls. Routes are associated with road types (national highways, provincial highways) and waterways (river and sea routes), or are combined these types of traffic.

The period of time: The dissertation focuses mainly from 2005 to 2015 and orients by 2030

The spatial scope: focus on the entire territory of QN province. Besides, the dissertation also pays attention to the comparison with other provinces in the central key economic region.

4. Perspectives and study methods

4.1. Perspectives

The dissertation is based on scientific perspectives on system, territory synthesis economy, far-sighted history and sustainable development.

4.2. Methods

The dissertation uses research methods such as collection, analysis and synthesis of data, field method, map method (GIS), questionnaires, method of sociological survey, method of the scale synthesis and professional method.

5. Scientific significant an d practicality of dissertation

In scientific significant, the dissertation has inherited, completed and systematized the theory and practice on identifying tourism destinations and routes. The author has also developed, updated and improved the set of criteria and procedures in order to identify and assess tourism

destinations and routes for QN province.

In practicality, the dissertation has analyzed the factors and current status which impact on the forming, exploitation and development of tourism destinations and routes in QN province, the dissertation focuses on identifying and classifying the national, local tourism destinations and routes as well as the tourism potential in the QN province. At the same time, the dissertation has suggested the system of solutions to contribute to efficiently, reasonably exploitate the tourism destinations and routes in QN province in the future.

6. The structure of the dissertation

Apart from the introduction, conclusion, reference and annex, the dissertation is divided into 4 chapters:

Chapter 1: Scientific basis about tourism and tourism destinations, routes

Chapter 2: Some factors affect the development of tourism destinations and routes in Quang Nam Province

Chapter 3: The current status of organization and identification of tourism destinations and routes in Quang Nam Province

Chapter 4: Orientation and solution for the development of tourism destinations and routes in Quang Nam Province by 2030.

CHAPTER 1
SICENTIFIC BASIS ABOUT IDENTIFYING TOURISM DESTINATIONS AND ROUTES

1.1. The overview of research problem

1.1.1. In the world

In the world, there are many studies on tourism routes and destinations which have been carried out in various aspects such as studies on the criteria for assessment of resources, capacity and organization of territory of M.Klaus, I.U.A.Đôrômôxốp (1963), K.I.Eringhix and A.R.Budriunax, World Tourism Organization, UNESCO (1972), G.Cazes; R.Lanquar, Y.Raybnouard; Kostrovixki (1970) and Vacdunxki (1973), M.Baud Bovy; F.Lowson Stephen F.McCool and R.Neil Moisey (2001) (Montana University), Peter Zimmer, Simone Grassmann (1996), studies on the condition for the forming of tourism destinations and routes such as Lechoslaw Czernic, Halina Orlinska (Poland) và Edfrank (Netherlands), Liu

Xiao (2006*)*, International Labour Organization,....

1.1.2. Viet Nam

There are many studies on the assessment of resources, destinations and routes to serve the development of tourism such as Nguyen Minh Tue (1992, 1993), Nguyen Tran Cau and Le Thong (1993), Dang Duy Loi (1992), Nguyen The Chinh (1991), Ho Cong Dung (1996), Le Van Tin (1999), Pham Trung Luong (2000), Bui Thi Thu (2012). These studies have provided the procedure, method, criteria to assess resources, tourism destinations and routes in various levels.

1.1.3. Quang Nam

There are some monographs about tourism in Quang Nam of many authors such as Nguyen Tuong (1999), Truong Phuoc Minh (2003), Dinh Hai (2008),… These works studied about territory and assessed resources to serve tourism in the local and interprovincial region. In addition, there are some relevant studies such as The Geography of Quang Nam (2010), The Culture of Quang Nam – Specific Values (2001), Quang Nam – position and force in the 21st century...

The content have been summarized from the overview of these studies that is an important material in the term of theory and practice to contribute the research orientation for author during the implementation process.

1.2. Theoretical and practical basis

1.2.1. Relevant concepts

1.2.2. Tourism destinations and routes

1.2.2.1. Tourism destinations

a. Concept

The tourism destination is a geographical area or technical construction which is attractived by tourists. There are technical facilities, infrastructure, entertainment, guest shuttle services as well as accommodation services (depending on the scale of the destination with or without accommodation services). Tourism destinations have a different scale and area that are managed by agencies, organizations or individuals.

b. Classification

1.2.2.2. Tourism routes

a. Concept

In terms of territory, the tourism route is opened by territorial tourism organization with the form of corridor-axis on the basis of transport routes that is possible to connect tourism destinations and routes in urban areas,

centers, tourist areas and transportation hubs. In term of products, the tourism route is a special synthetic product, with full services from the tourism areas and destinations, accommodation facilities, souvenir shops, restaurant services, stops and gas station and so on. The tourism route is the foundation to plan a tour itinerary.

b. Classification

1.2.2.3. The role of tourism destinations and routes

The tourism destination is considered as the most fundamental and important nucleus in the organizational chart of tourism territory. The tourism route is considered as the backbone, the lifeblood of the tourist activities. The scope of the tourism territory depends on the number of tourism destinations and routes and their values that the department has.

1.2.3. Many factors affect the development of tourism destinations and routes

1.2.3.1. Geographical locations and territorial scope

1.2.3.2. Resources

1.2.3.3. Social Economy

1.2.3.4. Natural disasters and manmade disasters

1.2.4. The general procedure

1.2.4.1. Tourism Destination

a. Criteria

Đ01 - The attractions are evaluated generally through the possibility of development of the different tourism types and are commonly determined by both qualitative and quantitative.

Đ02 - Location and accessibility. Defining the distance from the main distribution center of tourist to the tourism destination is calculated in kilometers or travel time (hour, minute) or number / type of means...

Đ03 - Technical facilities, infrastructure and services include transport systems connected to tourism routes, tourist distribution centers, road systems, signs, parking lots and the communication system... Facilities include accommodation facilities, restaurants, entertainment facilities and internal toilets.

Đ04- The ability to pick up and serve tourists of the tourism destination. The availability of shuttle service of the tourism destination can be determined by the response level of service, human resources, accommodation, the area of the tourism destination, or the visitors' satisfaction. The ability of shuttle service can be expressed in terms of the

capacity of the tourism destination.

Đ05-Environment tourism. The environmental factor is assessed by three types of environments: (1) natural environment; (2) socio-cultural environment; (3) tourism environment. The factor of the sustainable development is assessed through three aspects: (1) the sustainability of resources; (2) the level of sustainability; (3) the ability to maintain the tourism destination in the future.

Đ06-The duration of the tourism activity is the period at which tourism activities operate under the normal condition; natural disasters, floods, precipitation and socio-economic activities do not affect the activity of visiting

Đ07-The ability to link. Link ability is the level of connection between this tourism destination and other tourism destinations, tourism centers and neighboring tourism routes thanks to the transportation system and the convenient accessibility.

Đ08- The impact of socio-economy factor. Socio-economic impact indicators can be calculated through the tourism development which will bring incomes, job opportunities, and the output of the products of residential community.

Đ09-Organization management. Organization management of the tourism destination is the purposeful impact of organizations and individuals on the operation of the tourism destination aims to operate in a better direction to serve the needs of visitors, to maintain the normal operation and to protect the tourism resources in the best way.

b. Scale, coefficient

For the QN area, the scale has 15 points and 5 levels, each level is 3 points apart, each level is divided into 3 levels (high, average and low) and has three coefficients of 1.2, 3.

Table 1.9: Criteria, scale and coefficient to identify tourism destinations

Criteria	Coefficient	Qualitative and quantitative relationships in evaluation criteria									
		Level 1		*Level 2*		*Level 3*		*Level 4*		*Level 5*	
		Quantitative	Qualitative	Quantitative	Qualitati	Quantitative	Qualitati	Quantitative	Qualitati	Quantitative	Qualitati
Attraction	3	Attractive	13-15	Fairly attractive	10-12	Average	7-9	Less attractive	4-6	Unattractive	0-3
Infrastructure Facilities	3	Good		Fairly Good		Average		Fairly Poor		Poor	
Time	3	Long		Fairly long		Average		Fairly short		short	
Location	2	Convenient		Fairly convenient		Average		Fairly Poor		Poor	
Ability to	2	Large		Fairly		Average		Fairly small		Small	

welcome guest				large							
Ability to link	2	High		Fairly high		Average		Fairly low		Low	
Economy Efficiency	1	High		Fairly high		Average		Fairly low		Low	
Tourism Environment	1	Sustainable		Fairly sustainable		Average		Unsustainable		Unsustainable	
Management	1	Good		Fairly good		Average		Fairly poor		Poor	
Total		Level 1	**217-270**	Level 2	**63-216**	Level 3	**109-162**	Level 4	**55-108**	Level 5	**0-54**

The general score of each tourism destination is calculated by the formula:

$$X = \sum_{i=1}^{n} \mathrm{Wi.Si} \quad (1)$$

In there, Wi: coefficient is based on the criteria;

Si: a definite point is calculated by the level;

i: the order of criteria (from 1 to 9).

c. Component evaluation

d.Classiffication of the tourism destination

Table 1.10: Comprehensive assessment and classification

Level	Rating level		Mark	Percentage
Level 1	Tourism destinations are favourable and attractive	*****	217-270	**81 - 100%**
Level 2	Tourism destinations are fairly favourable and attractive	****	163-216	**61 – 80%**
Level 3	Tourism destinations are averagely favourable and attractive	***	109-162	**41 – 60%**
Level 4	Tourism destinations are less favourable and attractive	**	55-108	**21-40%**
Level 5	Tourism destinations are poorly favourable and attractive	*	0-54	**0-20%**

1.2.4.2. Tourism Routes

a. Criteria

T01- The attraction level. The attraction level of the tourism route is reflected in the value and the diversity of resources, the quantity and quality of tourism destinations per 100 kms or across the tourism route; whether or not there are international or national tourism destinations on the whole route.

T02- The exploitation level of the tourism route is evaluated by some coefficients, namely the number of tours/trips per month or the number of passengers traveling on the route in different forms or the percentage of

tourism destination to be exploited in the route.

T03-The advantage level of infrastructure is determined based on the component indicators such as the number, type of transportations, the travel time, the road quality and means of transport, the safety level of the route.

T04- The accommodation capacity is determined on the basis of component criteria such as the number of standard accommodation, star rating and the guest service capacity of the accommodation system.

T05- The ability to meet tourism services on the route is determined by indicators such as food and drink stores, souvenir shops, station stops, refueling stations, vehicle repair, rescue, health facilities and entertainment.

b. Scale, coefficient and fomula

Table 1.15: Criteria, scale and coefficient to identify tourism routes

Criteria	Coefficient	Qualitative and quantitative relationships in evaluation criteria									
		Level 1		Level 2		Level 3		Level 4		Level 5	
		Quantitative	Qualitative	Quantitative	Qualitative	Quantitative	Qualitative	Quantitative	Qualitative	Quantitative	Qualitative
1. Attraction	3	Attractive	13-15	Fairly attractive	10-12	Average	7-9	Less attractive	4-6	Unattractive	0-3
2. the exploitation level	2	High		Fairy high		Average		Low		Very low	
3. Infrastructure	2	dvantage		Fairly advantage		Average		Disadvantage		Very disadvantage	
4. Accommodation	1	Complete		Fairly complete		Average		Poor		Very poor	
5.Service	1	High		Fairly high		Average		Low		Very low	
Total		Level 1	**109-135**	Level 2	**82-108**	Level 3	**55-81**	Level 4	**28-54**	Level 5	**0-27**

The general score of each tourism destination is calculated by the formula:

$$P = \sum_{i=1}^{n} \mathrm{Wi.Si} \quad (2)$$

In there, Wi: coefficient is based on the criteria;

Si: a definite point is calculated by the level;

i: the order of criteria (from 1 to 5).

c. Component evaluation

d. Classiffication of tourism route

Table 1.10: Comprehensive assessment and classification

Level	Rating level		Mark	Percentage
Level 1	Tourism destinations are favourable and attractive	*****	**109-135**	**81 - 100%**
Level 2	Tourism destinations are fairly favourable and attractive	****	**82-108**	**61 – 80%**

Level 3	Tourism destinations are averagely favourable and attractive	***	**55-81**	**41 – 60%**
Level 4	Tourism destinations are less favourable and attractive	**	**28-54**	**21-40%**
Level 5	Tourism destinations are poorly favourable and attractive	*	**0-27**	**0-20%**

1.2.5. Practical basis

Chapter 2
SOME FACTORS AFFECT THE DEVELOPMENT OF TOURISM DESTINATIONS AND ROUTES IN QUANG NAM PROVINCE

2.1. Geographical locations and territorial scope

QN is very convenient in terms of traffic, there are the trans-Vietnam highway passing through National route 1A with the total length of 85 km, Ho Chi Minh road and North-South railway; National Road 14 connecting to the Central Highlands; near the seafront; located on the East-West Economic Corridor, is an important part of the *Central Heritage Road*.

2.2. Resource

2.2.1. Natural resources

a. Landscape morphology

Landscape morphology is very diverse and unique (islands, beaches, high mountains, waterfalls, lakes…) which create the natural space with an aesthetic and fancy value to attract tourists. That contributes to promote effectively the development of the tourism activities in QN pronvince. Every island, every beach, lake, waterfall, mountain peak has the ability to exploit to form a tourism destination.

b. Climate

Climatic conditions in the natural environment have greatly facilitated tourism activities such as the rain-free period, the appropriate time for long-lasting human health. The division of climate and terrain has created different characteristics of nature and cultural values between the delta and the midland.

c. Hydrological network

The system of lakes, streams, hot springs and rivers is not only a source of water to maintain tourism activities to better serve tourists but also an attractive tourism destinations and routes such as Phu Ninh, Khe Tan, Deo

Le, Grăng Waterfall…

c. Biodiversity

Biodiversity and landscape of forest, biosphere reserve…will be many sustainable ecotourism products in order to attract tourists.

2.2.2. Humanities resources

a. World cultural heritages and historical-cultural relics

QN has a large number of historic and cultural heritage sites, relics with two world cultural heritages, 60 national historic sites and 300 provincial historic relics. The number of historic and cultural sites is large with the high value becoming the attractive tourism destination for visitors.

b. Festive culture

QN is a land of many ethnic groups and interferes with many local and foreign cultures that create a festive picture, diverse, unique cultural activities and blend into a unified and diverse cultural flow.

c. Cuisine culture

QN is a land of agricultural products and a unique, diverse cuisine culture, each cuisine has cultural values, customs, knowledge, and experience of the peoples.

d.The culture of village, craft villages, villages of ethnic groups

There are more than 100 traditional craft villages in the province; dozens of cultural villages are high valuable for the development of community-based tourism, culture-based tourism and rural tourism.

2.3. Socio-economy

2.3.1. Infrastructure

a. Network and means of transportation

Nowadays, the province has all kinds of transportation such as roads, railways, waterways (rivers, sea) and airways with the good quality.

b. Communication and telecommunication

c. Electricity, water supply system

2.3.2. Policies, institutions and environment for tourism development

The policy system of Quang Nam tourism development is quite diverse and comprehensive including planning and adjusting the master plan for the tourism development of Quang Nam province to 2010 with a vision to 2020; the Resolution No. 06-NQ/TU dated 25/6/2007 on boosting the tourism development of QN province to 2020.

2.3.3. Population and labor force

Up to 2015, the population of Quang Nam is 1.46 million with a

population density of 139 people / km2; the workforce is plentiful with over 887,000 people and has 12 ethnic minorities.

2.3.4. The economic development

QN is a province with a relatively rapid socio-economic development, with an average annual growth rate of 11.5% in the period of 2010-2015, the budget revenue in 2016 reached 20,600 billion. Socio-economy has created a motive force for the tourism development.

2.3.5. Urban network

The urban system of the province is quite developed, there are two cities, one town, 15 districts, in which Hoi An is a tourism city.

3.3.6. State management of tourism

The state management of culture has carried out quite well through the management of tourism activities, organizing events, checking the tourism, as well as promotion…

2.3.7. Investment

In 2015, there are 210 investment projects with total registered capital of VND17,991.7 billion and USD 501.23 million. Among them, 113 projects have been put into operation, 23 ones are being implemented; there are 189 domestic investment projects and 21 foreign investment projects

2.3.8. Science and technology

Quang Nam province has applied science and technology in the preservation and restoration of monuments in My Son, Khuong My, Chien Da, Bang An; the ancient houses in Hoi An, Thanh Ha pottery village…

2.4. Natural disasters and manmade disasters

Stormy weather associated with sloping terrain, hydropower discharge, climate change, sea level rise have caused the phenomenom of sliding, landslides, flash floods, floods in many mountainous districts and deltas that left Ho Chi Minh Road shut and isolated residential areas

2.5. The general assessment

2.5.1. The strength in developing of tourism destinations and routes

Tourism resources in QN province are diverse, unique; many types of resources have a high quality and good geographical locations. Facilities, infrastructures are relatively synchronous and modern. The policy system and the socialization in developing tourism have succeeded. QN tourism and some products associated with tourism destinations have confirmed their position and brand. The preservation of historical and cultural relics, craft villages, the protection of natural and human tourism resources is effective.

2.5.2. The weakness in developing of tourism destinations and routes

The growth of tourism activities within a territorial scope has unbalanced. Products and destinations of tourism are not really unique. Human resources at the tourism destination is still lacking, the quality is not high to meet the demand development. The administration at some destinations and routes are not good, many tourism destinations and routes have not been managed with a spontaneous development. The system of infrastructure and facility at the tourism destination and route in the Western region has lacking with a low quality and the lackage of basic services.

2.5.3. The opportunity to develop tourism destinations and routes

Very large scale integration and simplified immigration procedures will extend the tourism market in QN. The increasing demand for tourism will increase the number of visitors to Quang Nam. The development of information technology, Internet and social networking has opened the possibility of promoting tourism destinations and routes. The traffic system in Quang Nam has upgraded. It is easy for visitors to Quang Nam with the favorable location of the airport and the gate. Foreign investment projects and the socialization process to promote the tourism led to many developing opportunities in the tourism destination and route, especially community-based tourism in the western area.

2.5.4. The challenges of tourism development in the destination and route

With such intense competition at the tourism destinations and routes domestically and internationally, the requirements of tourists for the quality of tourism services will be a pressure for the tourism destinations and routes in Quang Nam. Human resources have lacking in quantity and quality. Climate change, natural disasters have threatened the safety of visitors and the nature. The degradation of historical heritages, relics, traditional craft villages, the breakup countryside scene and environmental pollution has had a profound impact on the tourism in general and the marine tourism in particular.

Chapter 3
THE CURRENT STATUS OF ORGANIZATION AND IDENTIFICATION OF TOURISM DESTINATIONS AND ROUTES IN QUANG NAM PROVINCE

3.1. The current status of the tourism development

3.1.1. The general of tourism development

Quang Nam is one of the tourism centers with a large scale development. The system of facilities, infrastructure and services to serve visitors is invested quite synchronous and modern. The revenue from tourism is quite large. Tourism is contributing to the socio-economic changes of Quang Nam province. Some tourism products have confirmed the position and brand name for domestic and foreign tourists such as Hoi An ancient town, Cua Dai beach and so on.

31.1.1. Tourist

The total number of visitors to Quang Nam ranks 4 in comparison with other provinces in the central key economic region. From 2005 to 2015, after 10 years, the number of visitors to QN has increased 2.8 times, from 1,362,126 visitors in 2005 to 3,850,000 visitors in 2015.

The chart 3.1: The number of visitors to South Central Coast and Thua Thien Hue

3.1.1.2. Tourism revenue

In 2015, tourism revenue of QN province ranked 4 in the region with VND 6,039 billion (a 11.6% increase over 2014). In the revenue structure, income from accommodation is the largest, accounting for 64.6%, followed by dinning (17.8%), visiting (7.4%). Other revenues have a low profit percentage.

3.1.1.3. Tourism labour

The total number of direct and indirect employment in the tourism industry is 52,109 people. The direct labor force focuses on hotels, resorts and restaurants in Hoi An; many large tourism destinations (Acient town,

My Son, Cu Lao Cham).

3.1.1.4. Facilities and Services

a. Accommodation

In 2015, QN has a large number of accommodation (motels - hotels) with 612 establishments including more than 6,800 rooms. In addition, QN has developed a homestay accommodation (228 homestays with more than 891 rooms, accounted 10% of rooms in the province) and villas (53 villas with 492 rooms) which is mainly in Hoi An area.

b. Service

The total number of commercial, tourism services (hotels, restaurants, other services) is 57,638 establishments. The province has 65 travel agencies, including 31 international travel agencies and 27 domestic travel agencies; 6 branches, representative offices in QN; 1 travel agent and 12 transportation businesses, of which 3 units are outside the province but they have branches in QN.

c. Entertainment and other services

Recreational activities for visitors mainly focus on the system of beaches, squares in Hoi An, Tam Ky but they are very monotonous. There are 299 medical facilities in the province, including 25 provincial hospitals, 12 general clinics and 18 district hospitals.

3.1.1.5. Tourism programs and products

The tourism industry has invested in exploring and developing many types of tourism products in order to better meet visitors' needs. Some types of tourism products are effectively exploited as tourism products which is to visit and study the heritage; marine island tourism products and the ecology resort; cultural community, ethnic village, village tourism products; food products serving the tourism.

3.1.2. The current status of the operation of tourism destinations and routes

3.1.2.1. The tourism destination

3.1.2.2. The tourism route

3.2. Identifying tourism destinations and routes

3.2.1. The ground to identify tourism destinations and routes

3.2.2. The result of identifying tourism destinations and routes

3.2.2.1. Selecting the destination and route

- *Selection rules:*

+ Tourism destinations and routes must be representative of the type of resources, the type of tourism products and the regional development.

+ Tourism destinations and routes must reflect the current status and the

trend of tourism exploitation and development in Quang Nam province.

- *The result of selecting the tourism destinations and routes:* from the above result, the author selected 34 tourism destinations and 17 tourism routes to identify, assess, classify and rate.

3.2.2.2. The result of identifying the tourism destination

+ *The tourism destination is level 1:* There are 7 tourism destinations with very favorable conditions for the tourism development including Hoi An Ancient Town (255 points), Cua Dai Beach (247 points), My Son Relic (238 points), Cu Lao Cham (236 points) Tra Que (220 points), Thanh Ha (222 points), Hoi An Ancient Town‘s Night (222 points).

+ *The tourism destination is level 2.* There are 6 tourism destinations including The Vietnamese Heroic Mother Monument (212 points), Phu Ninh lake (207 points), Kim Bong carpentry village (190), Tam Thanh (188 points), Bai Rang (183 points) Ha My (175 points).

+ *The tourism destination is level 3.*There are 22 tourism destinations.

+ *The tourism destination is level 4.* There are 3 tourism destinations including Hon Kem – Da Dung, Pring Village and Ngoc Linh Nature Reserve

Level 1	1 	2 	3
	4 	5 	6
Level 2	7 	8 	9
	10 	11 	12

Level 3	13	14	15
16	17	18	19
20	21	22	23
24	25	26	27
28	29	30	31
Level 4	32	33	34

The chart 3.2: the result of the assessment of tourism destinations

The chart 3.3: the general result of the assessment of tourism destinations

3.2.2.3. The result of identifying the tourism route

- *The tourism route is level 1:* There are 5 tourism routes namely QT-01, QT-02, QT-04, QT-03, QT-05.

- *The tourism route is level 2:* There are 3 tourism routes namely LV-01 (108 points), LV-02 (102 points), LV-03 (82 points).

- *The tourism route is level 3.* There are 7 tourism routes including NT-QN01, NT-QN03, NT-QN04, NT-QN05, NT-QN06, NT-QN07, NT-QN08.

- *The potential tourism route:* There are 2 tourism routes namely NT-02, NT-QN09.

Belonging to 17 tourism routes, there are 15 road routes and 2 river routes combined with other types of transportation.

<table>
<tr><td rowspan="2">Level 1</td><td rowspan="2">1
</td><td>2
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<tr><td colspan="2">Level 4</td><td>16
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The chart 3.4: the result of the assessment of tourism routes

The chart 3.5: the general result of the assessment of tourism routes

3.2.3. Results of the survey based on the evaluation of tourism enterprises, managers, visitors

a. The evaluation of managers, enterprises and inhabitants

On the basis of the criteria system has been established, the author carried out the evaluation with the evaluation table of three partners: (1) tourism lecturer, (2) international tourguide, (3) director of travel agency – domestical tourguide. The analysis of the assessment of leaders in the tourism industry shows the similarity in the result of evaluation and assessment.

b.The evaluation of visitors

According to the results of visitors' evaluation, Hoi An is ranked at the highest rate in all criteria, followed by Cu Lao Cham and Thanh Ha. Phu Ninh is evaluated at a relatively high level in some criteria such as attractiveness, environment and sustainable development.

The analysis of the evaluation of traffic quality and services of customers showed that National Route 1A is evaluated the highest, followed by the HCM highway. In terms of quality of service, Hoi An – Cu Lao Cham route is rated the highest, followed by Hoi An - My Son route.

c.The evaluation of travel agency

The travel agency rated very high with 3 tourism destination namely Hoi An, Cu Lao Cham and Thanh Ha, followed by Phu Ninh, the Vietnamese Heroic Mother Monument. NH1A and Ho Chi Minh Highway are rated the highest. The Hoi An - Cu Lao Cham route and Hoi An - My Son route are rated the best, others are average.

CHAPTER 4
ORIENTATION AND SOLUTION FOR THE DEVELOPMENT OF TOURISM DESTINATIONS AND ROUTES IN QUANG NAM PROVINCE BY 2030

4.1. The basis

4.2. The opinion, objective and orientation for the development

4.2.1. Opinions

4.2.2. Objectives

4.2.3. The general orientation

4.2.4. The specific orientation

4.3. The solution to exploit tourism destinations and routes

4.3.1. The general solution

4.3.1.1. The policy mechanisms

Continuing to concretize the Resolution of the XXI congress by developing guidelines and resolutions for the tourism development. People's Councils and People's Committees of QN province continue to promulgate mechanisms, policies and tourism development projects as well as administrative reform, the renovation of management mechanism, licensing and consultancy and the direct support for businesses and people in the tourism development.

4.3.1.2.Planning, preserving and developing tourism resources

- Conducting the tourism plan of tourism destinations and routes with the detailed process after 2020.

- Building projects to preserve many ancient buildings in Hoi An, to restore My Son relic, Cham towers in the area.

-Developing architectural, cultural works, transportation routes to create tourism destinations and routes in the future in Hoi An, Tam Ky, Nui Thanh.

4.3.1.3. Facility and infrastructure

- Make a list of projects, tourism destinations and routes to invest in facilities, infrastructures within a short-term, medium-term and long-term framework.

- Mobilize funds from the new rural development projects and programs, developing the craft villages...

- Promote the transportation infrastructure, transportation facilities and set up many transportation routes, bus routes.

- Build the rest stop, service establishments along National Highway

1A, Ho Chi Minh Road; enterprises and people invest in the construction of tourism destinations to form tourism products and services to serve customers.

4.3.1.4. Promote the products and branch

- Develop the group of tourism products and tourism product brand.

- Develop the specialty agricultural areas; restore and develop some traditional handicrafts village and its products, protect the nature reserves, tourism biosphere reserves.

- People create many products to provide the tourism industry such as vegetables, corn, pepper, cinnamon, calf, fish, bird nest and specialties and so on.

4.3.1.5. Connecting to booster the tourism

-To establish the connecting mechanisms for the development of Central Coastal provinces, Northern Central Highlands provinces and provinces in the East West Economic Corridor.

- To promote the expansion of relations and the tourism market, promote tourism activities, destinations and routes as well as work with airlines to establish many routes to Chu Lai Airport.

4.3.1.6. Promoting and popularizing tourism destinations and routes

- Promote the tourism by building the website, produce books, brochures; participate in events, international and national travel fairs.

- The media agencies, the website of local authorities in the area have the content to reflect and promote the tourism destinations, Quang Nam land and people. Quang Nam people actively build the image of a land with friendly, hospitality culture and human.

4.3.1.7. Visitor Market

Carry out a lot of activities to expand effectively the domestic and foreign market; open representative offices, overseas agents and travel centers as well as connect to the international travel agencies to attract visitors to QN.

4.3.1.8. Training human resources

Building a plan to recruit and training the professional skill for the management staff at management agencies, tourism destinations, local communities, restaurants, hotels and business establishments in the area. People who work for tourism and people living in the tourism destinations improve their knowledge and skills in tourism to be able to participate in tourism activities.

4.3.1.9. Organizational management

- To carry out a recognition of tourism destinations and routes at all levels according to the Tourism Law.

- To set up the management board of tourism zones, routes and destinations to manage generally tourism routes and destinations in the province as well as in the district.

4.3.2. The solution to promote tourism destinations

4.3.2.1. Tourism destinations level 1

- Build a project to develop seven national tourism destinations; invest to upgrade into the key tourism destination of the province.

- Invest in facilities, infrastructure, human resources training, building the model of organizational management suitable for each tourism destination.

- Enterprises and people invest in tourism infrastructures, services and products in Tra Que, Thanh Ha, Cu Lao Cham.

4.3.2.2. Tourism destinations level 2

- Build a project to develop six tourism destinations within a medium-term and long-term plan to prioritizing the investment and call for investing.

- Upgrade bridges and roads linking with tourism destinations.

- Protect resources and beaches, restore traditional crafts. At the same time, mobilize local resources to invest in facilities and infrastructure to serve the needs for local people and foreign tourists to rest and entertain.

4.3.2.3. Tourism destinations level 3

- Build a project to develop tourism for each specific destination. The tourism business in QN focus on creating their products to serve visitors at these destinations. Local people in the tourism area can directly invest and manage tourism destinations such as Giang Thom Stream, Loc Yen Village, etc.

4.3.2.4. Tourism destination level 4

Carrying out the classification of resource destination for planning and suggest the plan to conserve resources at tourism destination aim at limiting degradation in order to exploit the tourism when the conditions permit.

4.3.3. The solution to develop tourism routes

4.3.3.1. Tourism route level 1,2

Linking provinces in the development of tourism to form a rational structure of tourism products in the whole route, minimizing duplication and competition. Localities focus on investing in building the system of rest stops to meet the tourists' need. QN province upgrade the main highway route, speeding up highway construction; railway systems, airports, seaport systems, gateway

system in order to create channels, set up the gateway to welcome guests in the most convenient and safest way as well as building the image, the brand of tourism products for the whole region.

4.3.3.2. Tourism route level 3

To draw up the plan and list of tourism destination to exploit, upgrade and promote the provincial road route linking tourism destinations.

4.3.3.3. Tourism route level 4

-To building projects and plans for the conservation of resources on the system of these routes.

4.4.Recommendation

4.4.1.Viet Nam National Administration of Tourism

- Boost the tourism linkage network with countries in the region, especially Laos, Thailand and Cambodia to form a unified tourism policy, cross-country tourism routes in order to increase the level of convenience in migration and immigration procedures.

- Increase in support to Quang Nam in tourism planning, promotion of tourism product, holding national and international events, preservation of cultural heritage.

4.4.2. Quang Nam Provincial People's Committee

- Building tourism planning and development for 2020, with a vision to 2030 in accordance with national tourism planning and socio-economic master plan of the province.

- Formulating socialization mechanisms and policies, mobilizing resources for the development of the tourism destinations and routes system to meet and keep up with the trend of the tourism development.

4.4.3. Quang Nam Department of Culture, Sports and Tourism

- Coordinating with relevant sectors in planning and developing transportation systems, projects, scheme and socio-economic development programs to ensure the harmony and sustainability in the development of transport systems.

- Organizing the events for evaluation and recognition of tourism routes and destinations under the 2005 Tourism Law.

4.4.4. Tourism business

To take the initiative in building and developing a system of tourism routes and destinations in the province in order to efficiently exploit the resources and create touris, products for tourists, avoiding the situation of exploiting only the existing ones.

4.4.5. Communication Agencies

- Strengthen the promoting plan to advertise tourism destinations and routes in Quang Nam.

- Frequently update and convey information about Quang Nam tourism products and activities to the world.

- Provide exactly some information on tourism activities to meet the needs of visitors.

4.4.6. Resident

Actively participate in local tourism activities. Each citizen must have appropriate behaviors and actions that contribute to the formation of a healthy, friendly environment. For example, the local can participate in providing tourism services.

CONCLUSION AND RECOMMENDATION

1. Conclusion

1.1. Tourism destinations and routes are the form of territorial organization that plays an important role in the tourism development. This type has been studied both inside and outside the country in many aspects such as resource assessment, capacity, territorial organization, etc. Many other studies have been developed the criteria set of evaluation what are compatible with the purpose of research and the development of each stage.

1.2. Quang Nam is one of the provinces with great potentials to develop tourism, form a diverse tourism types and products. Many tourism resources in Quang Nam are valued at national and international level. In addition, natural conditions, socio-economic conditions, infrastructure facilities and favorable policies have created opportunities for the fast and substainable development of tourism destinations, routes and tourism industry.

1.3. Quang Nam tourism industry has achieved great achievements. The number of visitors, the pace of development and tourism revenue always rank among the top provinces in the country. Tourism has contributed to change the socio-economic appearance and the life of the Quang Nam people.

1.4. The tourism route system are quite diverse with different types, sizes and products. Many favorable tourism destinations have become national and international tourism destinations, capable of attracting domestic and international tourists in large numbers, and acted as a force for the tourism development in Quang Nam, the central and Viet Nam, had the

ability to compete with other countries in the region. In addition, there are also regional, local and potential tourism destinations and routes. Tourism destinations and routes have become the resources and a motive force for tourism and socio-economic development of Quang Nam in the future.

1.5. Tourism territorial organization in Quang Nam has a distinct imbalance in space. Planning and investment in the construction and the development of the system of tourism destinations and routes in the West should be considered and implemented in the long term as the most feasible solution. This will reduce the exploitation pressure on the island's heritage, simultaneously diversify the product and expand the area for tourism activities.

1.6. To develop tourism, it is necessary to synchronously develop some solutions including general development solutions for the tourism industry and specific solutions for each type and the scale of tourism destinations and routes; focus on the organizational management of destinations, routes, building facilities, infrastructure, human resource training, promotion, destinations and routes planning; call and attract investment, developing cooperation, etc. At the same time, it is necessary to mobilize the support from many sectors, local authorities and people of Quang Nam with the participation in investing of domestic and foreign enterprises, as well as the support and the trust of tourists.

2. Recommendation

The scale and number of tourism destinations and routes in Quang Nam have been rapidly and diversely developing; therefore, those things need to be further studied in terms of the relationship between zones, destinations, routes, and the impact of destinations and routes on socio-economic localities, management models of different stages to form the basis for the appropriate management policy.