

베트남에 섬 및 해역 관광 개발에 관한 연구

트룽형님* · 장운재**†

*, ** 목포해양대학교 해상운송시스템학과

A Study on the Tourism Development on Islands and Sea Areas in Vietnam

Hoang-Nam Truong* · Woon-Jae Jang Prof.**†

*, ** Maritime Transportation System Department, Mokpo National Maritime University

Key Words : Tourism Development, Islands and Sea Areas, SWOT Analysis, Vietnam

1. Introduction

In recent years, tourism has played an important role in the economic development of every country, especially in terms of islands and sea areas. Profits from tourism activities contribute a significant portion to their total annual incomes. Countries bordered by the sea have strong potential to attract tourists. However, the development state of the industry is not in accordance with such potential in some areas, and Vietnam is one of them.

2. Methodology

In this study, a SWOT analysis of the islands and sea areas tourism industry of Vietnam is implemented. Using the statistics from 2000 up to the recent time, the development state of the industry is analyzed and compared with other neighbour countries. Factors that lead to the success of Vietnam's tourism industry and their mutual relations are also examined.

Furthermore, recommendations to improve the development of the industry in these areas are provided.

3. Research findings

3.1 Development situation

The total income from international tourists has increased roughly 30 folds during a seventeen-year period from 2000 to 2017. However, within the period, the growth rate experienced some fluctuation, especially in year 2003, 2007 and 2014. The explanations are provided with reasons further in this research.

3.2 SWOT analysis

(a) Strengths

The demand for travel to the world's islands and sea areas is increasing despite the impact of the global economic crisis.

The tourism development has always received government attention and has been identified as one of the four major marine economic sectors on Vietnam.

(b) Weakness

The experience of management, business and advertising of the islands and sea tourism in Vietnam is still limited.

In recent years, infrastructure has improved considerably but it has not developed in accordance with the needs of tourism development.

(c) Opportunities

Vietnam is currently a member of many international organizations. This is a favorable factor to create opportunities to attract various foreign investment as well as to learn from experience and technology development from other countries.

(d) Threats

The industry is also in fierce competition with that of other countries in the region. The limited awareness and education on environment protection will possibly cause a threat to the industry.

4. Conclusions

This research studied development status of Vietnam islands and sea areas tourism. A SWOT analysis was employed to investigate the characteristics of the industry as well as to draw recommendations for further stable growth.

* First Author : hoangnam.mmu@gmail.com, 010-9816-3007

† Corresponding Author : jwj98@mmu.ac.kr, 010-9431-4953