

Marine Tourism in Haiphong City: Reality and Solution

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Abstract—The city of Haiphong has many favorable conditions for the development of marine tourism and over recent years, Haiphong marine tourism has achieved certain success. However, the results are incommensurate with the potentials and advantages of the city: The number of domestic and international tourists coming to Haiphong is modest; The proportion of international tourists is small; Marine tourism revenue and labor productivity in marine tourism is low, etc. This article mentions potential advantages in the development of marine tourism in Haiphong, the reality of Haiphong marine tourism, namely: Marine tourism infrastructure; Marine tourism human resources; State management of marine tourism; Marine tourism products in Haiphong; Marine tourism promotion. Based on the orientations and objectives for tourism development in Haiphong up to 2020, with a vision to 2025, the article has proposed many solutions to the development of Haiphong marine tourism in the near future..

Index Terms—Marine tourism, marine tourism infrastructure, marine tourism human resources; State management of marine tourism, marine tourism products; Marine tourism promotion.

I. POTENTIAL AND ADVANTAGES OF MARINE TOURISM IN HAIPHONG CITY

Tourism is the practice of people to travel outside their permanent residence in order to meet the needs of sightseeing, studying, entertainment, recreation in a certain period. Marine tourism is the practice of tourism related to sea resources, tightly attached to sea including beach activities, recreation, sightseeing, water sports, etc.

Haiphong, one of seven important tourism areas of Vietnam, has advantages in sea, railway, road and air lines connecting to other provinces and foreign countries. Haiphong city is located in the North-Western of Tonkin Gulf with 125-kilometer coastline and over 400 islands, accounting for 5.4 percent of the area, with diversified natural conditions of typical tropical climate, with unique culture of more than 100 temples, pagodas, etc. Following are areas of high potential for marine tourism development:

- Do Son is a small peninsula founded by a dragon-shaped mountain chain with dozens of 25-130 meter high tops heading over 5 kilometers to the open sea. This urban tourism area plays substantial role in spatial organization of national tourism.
- Cat Ba archipelago has special value in ecology, landscape and geology - geomorphology of international stature. The archipelago was recognized by UNESCO as a World's Biosphere Reserve, as well

as national park and marine conservation of Vietnam. Furthermore, it is also a resort, entertainment center for fishing, scuba diving, golfing, sightseeing tours, a place for biosphere reserve study, etc.

- Bach Long Vy Island is located in the center of the Tonkin Gulf which is about 110 kilometer away from Vietnam inland and about 130 kilometer away from Hainan Island of China. Moreover, Thuy Nguyen and Tien Lang district also have potential in marine tourism development.

As such, Hai Phong has certain appropriate objective conditions which are necessary to generate demand for sea travel and to carry out successful cruise. Hence, it is possible to organize the exploitation and development of marine tourism to become a key economic sector of Haiphong in terms of creating new jobs and positively contributing to the socio - economic development of the city.

Haiphong has identified five tourism clusters, including Do Son, Cat Ba, Thuy Nguyen, Vinh Bao and the downtown area, of which Do Son and Cat Ba account for a large proportion of tourists to Hai Phong annually.

II. REALITY OF MARINE TOURISM IN HAIPHONG CITY IN 2011-2015 PHASE

A. Facts on Marine Tourism in Haiphong in 2011-2015 Phase

The Table I above data illustrates that:

- International visitors in total visitor arrivals to Haiphong accounted for a small proportion, ranging from 11.07% to 13.33%.
- The proportion of sea arrivals in total visitor arrivals in Haiphong made up a greater proportion, ranging from 68.45% to 84.09%.
- The proportion of marine tourism revenue in total tourism revenue in Haiphong ranging from 37.94% to 49.39%.
- Cat Ba tourism revenue accounted for a high proportion in total marine tourism revenue in Haiphong, ranging from 70.6% to 85.15%.
- Do Son tourism revenue accounted for a low proportion in total marine tourism revenue in Haiphong, ranging from 14.85% to 29.39%.
- Average revenue from one marine tourism arrival had an increasing trend, ranging from 183.355 VND up to 230.522 VND; Average revenue from one marine tourism arrival to Cat Ba ranged from 442.351 VND to 490.433 VND; Average revenue from one marine tourism arrival to Do Son ranged from 42.042 to 121.434 VND.
- It can be seen that the average revenue from one

marine tourism arrival to Do Son is lower than that of Cat Ba. The number of marine tourism arrivals to Cat Ba made up a lower proportion compared to that of Do Son, however, the proportion of revenue of Cat Ba accounted for a higher proportion to that of Do Son.

- The percentage of marine tourism arrivals in total

marine tourism arrivals in Haiphong accounted for 68.45% up to 84.09% while the percentage of marine tourism revenue in total revenue made up from 37.94% to 49.39%.

The above analysis shows that marine tourism in Haiphong hasn't make use of its potential strengths, as such, revenue is limited.

TABLE I: SOME INDICATORS ON TOURISM OF HAIPHONG, PERIOD FROM 2011- 2015

No	Indicators	Unit	2011	2012	2013	2014	2015
1	Total visitor arrivals	1000 times	4.232	4.501	5.006	5.357	5.639
2	International visitors	1000 times	564	569	581	593	624
3	Total sea arrivals	1000 times	3.503	3.785	3.427	4.463	4.726
4	Arrivals to Cat Ba	1000 times	1.203	1.335	1.327	1.513	1.568
5	Arrival to Do Son	1000 times	2.300	2.450	2.100	2.300	2.520
6	Proportion of international visitor arrivals	%	13,33	12,64	11,6	11,07	11,07
7	Proportion of arrivals to Cat Ba compared to total sea arrivals	%	34,34	35,27	42,43	33,9	33,17
8	Proportion of arrivals to Do Son compared to total sea arrivals	%	65,65	64,72	57,56	51,54	53,33
9	Proportion of sea arrivals compared to total visitor arrivals to Haiphong	%	82,74	84,09	68,45	83,31	83,8
10	Haiphong tourism revenue	Billion VND	1693	1829	2053	1924	2166
11	Haiphong marine tourism revenue	Billion VND	645,0	694,0	790,0	950,3	1.053,5
12	Cat Ba	Billion VND	541,0	591,0	587,0	671,0	769,0
13	Do Son	Billion VND	104,0	103,0	203,0	279,3	284,5
14	Proportion of marine tourism revenue/ tourism revenue	%	38,10	37,94	38,48	49,39	48,64
15	Proportion of Cat Ba tourism revenue/ marine tourism revenue	%	83,87	85,15	74,3	70,609	73
16	Proportion of Do Son tourism revenue/ marine tourism revenue	%	16,13	14,85	25,7	29,39	27
17	Average revenue from one marine tourism arrival	VND	184.127	183.355	230.522	212.928	222.915
18	Average revenue from one marine tourism arrival to Cat Ba	VND	449.709	442.696	442.351	443.489	490.433
19	Average revenue from one marine tourism arrival to Do Son	VND	45.217	42.040	96.666	121.434	112.896

(Source: Haiphong Department of Tourism)

TABLE II: INFRASTRUCTURE FOR DEVELOPING MARINE TOURISM IN HAIPHONG IN 2015

No	Criteria	Do Son	Cat Hai	Bach Long Vi	Total
1	Accommodation providers	122	187	4	313
2	<i>Number of rooms</i>	2399	3278	35	5712
3	<i>Number of 3-star hotels and above</i>	3	4	0	7
4	Tourist attractions	12	35	5	52

(Source: Haiphong Department of Tourism)

TABLE III: MEANS OF TRANSPORTATION FOR TOURISTS

No	Criteria	Unit	2011	2012	2013	2014	2015
1	Transportation by ships	ship	69	79	83	83	77
2	in Cat Ba (Lan Ha bay)	ship	63	68	71	71	65
3	in Do Son (Nghieng port)	ship	6	11	12	12	12
4	Tourism ships to Bach Long Vi (73 seats)	ship	1	1	1	1	1
5	Fixed route ships (Haiphong – Cat Ba and vice versa)	ship	21	21	21	21	21
6	Ships for Ben Binh – Cat Ba route and vice versa	ship	7	7	7	7	7
7	Ships for Ben Binh – Cai Vieng route and vice versa	ship	5	5	5	5	5
8	Ships for Dinh Vu – Cai Vieng route and vice versa	ship	9	9	9	9	9
9	Transportation by car (from 8-47 seats)	car					224

(Source: Haiphong Department of Tourism)

TABLE V: SOME INDICATORS OF HUMAN RESOURCES FOR HAIPHONG MARINE TOURISM IN 2011 – 2015 PHASE

No	Criteria	Unit	2011	2012	2013	2014	2015
1	Total labor on tourism	person	10.400	10.900	10.940	12.600	12.850
2	Total labor apart from marine tourism		2230	2360	1276	1840	1040
3	Total labor on marine tourism	person	8170	8540	9664	10760	11810
4	Number of long-term labor on marine tourism	person	7210	7450	8524	9490	10710
5	Number of short-term labor on marine tourism	person	960	1090	1140	1270	1100
6	Proportion of marine tourism labor in total labor/ in tourism sector in Haiphong	%	78,55	78,34	88,33	85,39	91,9
7	Proportion of long-term marine tourism labor/ total marine tourism labor	%	88,25	87,23	88,2	88,19	90,68
8	Proportion of short-term marine tourism labor/ total marine tourism labor	%	11,75	12,77	11,8	11,81	9,32
				2012/2011 1	2013/2012 2	2014/2013 3	2015/2014 4
9	Growth rate on tourism labor			4,8	0,36	15,17	1,98
10	Growth rate on marine tourism labor	%		4,52	13,16	11,34	9,75
11	Growth rate on long-term marine tourism labor	%		3,32	14,41	11,37	12,85
12	Growth rate on short-term marine tourism labor	%		13,54	4,58	11,4	-13,38
13	Average productivity of marine tourism over years	million VND/per son/year	78,9	81,2	81,7	88,3	89,2
14	Average productivity of tourism apart from marine tourism	million VND/per son/year	469,9	480,9	989,8	529,1	1.069,7
15	Proportion of average productivity of tourism apart from marine tourism compared to productivity of average productivity of marine tourism over years	time	5,95	5,92	12,11	5,99	11,99

(Source: Haiphong Department of Tourism)

A. Marine Tourism Infrastructure

From the Table II and Table III, it can be seen that car is the most common means of transportation in Haiphong. Though Haiphong has advantages in marine tourism, the number of ships has been small and declined in the year 2015.

Currently, Haiphong has not had a specialized port for ships. Large vessels could not dock, so tourists have to use canoes or tourism boats instead, which takes up a lot of time and effort of visitors. Physical infrastructure of the wharf has not been invested properly, the service is limited and does not meet the need of a large number of tourists. There is also a lack of planning on anchoring at sea.

In order to develop marine tourism of the city, accommodation provider system has been developing at 52 tourist attractions of Haiphong, which mainly located in Cat Ba, Do Son and Bach Long Vi. Up to now, there have been 313 licensed accommodation providers, bringing the total number of rooms up to 5712. All the rooms are basically equipped with necessary equipment and facilities to meet the needs of tourists and ensure adequate space and sanitation, of which there are seven 3-star hotels and above, one luxury villa. However, Haiphong currently has not had any hotels with Presidential Suite and the number of suite rooms is limited. There are the factors that restrict Haiphong tourism from welcoming senior visitors as well as opportunities for international conferences and workshops. Moreover, the number of 3-star hotels and above in total accommodation providers is too small.

B. Human Resources for Marine Tourism

Follow is the Table IV on some indicators on human resources for Haiphong marine tourism in 2011 – 2015 phase. It can be seen from the table that:

- The number of labor in the city has increased over

the years, of which there are about 550 people joining in tourism sector each year. This number is not high compared to the whole number of the city's labor.

- The number of labor in marine tourism tends to increase over time with growth rate ranging from 4.52% to 13.16%. This means that marine tourism has been attracting more labor involved and creating more jobs
- The number of labor in marine tourism in the city accounted for the largest proportion in Haiphong. In terms of geographical region, marine tourism in Haiphong is well-known for Cat Ba and Do Son area, which belongs to two administrative divisions of Cat Hai district and Do Son district respectively. Marine tourism labor in total labor in tourism sector over the years made up a large proportion, ranging from 78.34% to 91.9%. This shows that marine tourism is important in solving employment for Haiphong.
- The number of long-term marine tourism labor also experiences an increasing trend over the years with the growth rate ranging from 3.32% to 14.41%. The proportion of long-term marine tourism labor in total marine tourism over the year accounts for a large part, ranging from 87.23% to 90.68%. And the proportion of short-term marine tourism labor in total marine tourism over the year ranges from 9.32% to 12.77%. This shows that the marine tourism workforce is relatively stable.
- Average productivity of marine tourism over years tends to increase stably from 2011 to 2015, ranging from 78.9 million VND/ person/ year to 89.2 million VND/ person/ year. However, average productivity of marine tourism over the years is less than the

average productivity of tourism apart from marine tourism from 5.92 to 11.99 times. This shows that the average productivity of marine tourism over the years is too low, and Haiphong has not taken advantages of all its strength in marine tourism. Human resources in marine tourism has not created high added value.

C. State Management on Marine Tourism

Marine tourism activities are under the management and guidance of Haiphong Department of Culture, Sports and Tourism. There is an office of Culture and Tourism Information, or office of Culture, Sports and Tourism working directly on tourism management in each district. Furthermore, in some key areas there is also another tourism association such as Cat Ba Tourism Association, Do Son Tourism Association. Total number of officials, civil servants of state management of tourism in Haiphong Department of Culture, Sports and Tourism has reached 50 people. Do Son district and Cat Hai district are two destinations for marine tourism. Local management units are the information - culture offices of Do Son district and Cat Hai district.

Regarding the planning of marine tourism, the city governors has appointed Department of Construction, Department of Natural Resources and Environment to cooperate with Department of Tourism and People's Committee of Do Son district, People's Committee of Cat Hai district and directly assigned to Haiphong city Planning Institute to carry out planning on construction, renovation of urban infrastructure in the key tourist destinations in recent years. The 2005-2020 phase has experienced many city projects for developing city's tourism investment, which has brought a new face for tourism landscape of the city. Besides the city formed Cat Ba Archipelago Biosphere Reserve, organized the opening ceremony for tourism each year, formed Haiphong Tourism Vocational School, opened new international flights and upgraded Cat Bi domestic airport to international airport, constructed new Hanoi - Haiphong Highway, created new infrastructure to develop marine tourism related activities, contributing to generating revenue for marine tourism.

City People's Committee assigned to related districts which has marine tourism activities to directly manage and operate and take responsibility before People's Committee and City Council.

City People's Committee assigned the task to Department of Culture, Sports and Tourism who are specialists in the field of tourism and Department of Planning and Investment, Department of Natural Resources and Environment, Department of Commerce, Department of Communications to coordinate and control the business activities of the stakeholders involved in tourism. These units have responsibility in the inspection and quality monitoring of all means of marine tourism transport in order to ensure the safety for them as well as check all the required equipment on those ships.

Though gaining some success in state administration on marine tourism, the state management activities in marine tourism in Haiphong also face some limitations: Overlapping in management of marine tourism among bureaus, leading to

low-efficiency; Limitation in the management of accommodation providers; The violation in price, food safety, environment of tourism businesses is popular. The urban spatial planning in Cat Ba Archipelago is still messy, related services are not consistent, fish farming cage, etc. cause environmental pollution, destruct marine ecosystem and cause loss of natural landscape beauty.

D. Marine Tourism Products in Haiphong

From its potential in marine natural resources, human resources, advantage of terrain, geographical location of the coastal districts, beaches and economic and technical infrastructure systems of the local region, Department of Tourism cooperated with Do Son district, Cat Hai district and Bach Long Vi to identify and invest in the construction and development of marine tourism products: Marine Ecotourism, resort; Combined marine tourism and seminars, conferences, trade fairs; Combined adventurous sports in marine tourism and local cultural exploration... These marine tourism products have been organized and developed.

- 1) *Scuba-diving*: There are coral reefs along the coastline of Cat Ba archipelago. Coral reefs range from South China Sea to Hang Trai – Dau Be, mainly concentrate in Ang Tham, Cat Dua, Mui Hong, Ba Trai Dao islands, Dau Be – Hang Trai, Long Trau island group ... Coral reef depth is mainly from 5 – 6 meters. Scientists have discovered 193 species of coral in Cat Ba up to now. Cat Ba has more than 10 areas that can be used up for diving. However, diving in Cat Ba is not common and tourists often dive for a short time, generating unsubstantial revenue.
- 2) *Climbing*: There are dozens of climbing points on the islands of Lan Ha Bay, inland and the surrounding areas of Cat Ba, highlighting for the tourist attractions with crags like Dau Be Island; Ben Beo; Hon But; Van Boi; Hang Ca; Three brothers cliff. Most tourists who use this service are healthy and adventurous foreigners.
- 3) *Kayaking*: Kayaking to Lan Ha Bay is an attracting marine tourism product. Kayaks can take tourists to the foot of mountains, passing small islands and caves, admiring the beautiful limestone islands at a near distance will be an interesting experience for adventurous visitors.
- 4) *Bike picnic*: Bike picnic helps us to take longer distance than walking and climbing, we can reach rough roads and trails where motorized vehicles cannot reach. Cat Ba has good conditions to develop bike picnic.
- 5) *Complex amusement center*: Sports – recreation centers are limited in the whole city in general and Haiphong marine area in particular. This is *one* of the reasons that the city cannot attract visitors to stay for a long time. In addition to swimming and taking a sightseeing tour around the Bay, visitors coming to Haiphong still have a lot of free time. Although there are some recreation centers such as Do Son golf resort, Do Son Casino (only for foreigners), Hon Dau amusement parks, discos, but they can only partially meet a specific target of the rich or young visitors. There is almost no form of entertainment for mass people.
- 6) *Services for fishing, squid fishing*: Fishing or squid

fishing at night isn't well-organized to make them become a tourism product. This service is usually organized by fishermen when needed, so the safety measures are not guaranteed, especially in the evening, state authorities couldn't control.

- 7) Other services such as swimming, resort combined with enjoying cultural cuisine, *sightseeing* tours of historical sites, scenic places; tours to the villages, festivals; conference or seminar and tourism combination have been provided at Cat Ba, Do Son to meet the needs of travelers.

In brief, tourism products in Haiphong basically meet the needs of domestic and foreign tourists. However, the marine tourism products in Haiphong is not diversified in content and lack of large scale and concentration; The linkage between tourism destinations and tourism products is not so good to form a series of continuous attractive and distinguished tourism products; Facilities are not yet invested to meet international standard, high standard hotels and restaurants are limited and not distinguished compared with marine tourism products of other cities; The handicraft products, products from seafood processing in traditional villages in Haiphong have not been organized and promoted to tourists in a centralized way; There are no tourism products in winter as well as no effective propaganda programs to promote the difference image of Haiphong...

E. Marine Tourism Promotion

The tourism promotion and propaganda have received great attention from all levels and sectors of the city. Actively participate in Tourism Promotion Organization for Asia Pacific Cities (TPO); Pan-Tonkin Gulf Economic Cooperation Forum; Establish relations with Korean General Tourism Board; Hold conference to promote tourism linkage between Haiphong, Quang Ninh, Hanoi, Da Nang and Ho Chi Minh City to strengthen the linkage, cooperation in tourism development and promotion activities, building brand as a common destination for key tourist attraction of the country and the local region... with an aim to promote cooperation, cultural exchanges, tourism promotion.

Haiphong center for investment promotion - trade - tourism, Haiphong tourism information center, Department of Culture, Sports and Tourism have carried out design and printing of billboards, posters to introduce and advertise marine tourism destinations, prepared introductions for cruise tour; Published travel guidebooks in Haiphong, hotel directory, maps, travel reportage on Cat Ba tourism (Cat Ba Island, Cat Ba Today, Impressive Haiphong, Cat Ba Ecology...); Coordinated with UNESCO Vietnam to make an introductory film named "Cat Ba World Biosphere Reserve" which was shown in Japan ...

In general, promotion activities of Haiphong marine tourism in recent years has experienced positive changes, the number of tourists has been increasing, accounting for a large proportion of visitors to Haiphong. Professional in organizing marine tourism events has been improved in both the content and appearance; Cooperation in tourism development with local and foreign regions is enhanced. However, a tourism promotion activity has certain limitation as follows:

- 1) Market research is limited and doesn't clearly define target markets while tourism promotion doesn't focus on

the needs of each group of visitors; Doesn't extend the special characteristics associated with the unique cultural value of Haiphong, are unable to build a strong brand of Haiphong marine tourism to make it familiar with public; Funds for the promotion of marine tourism is limited, the promotion programs which are implemented on a small scale can only have certain influence within the region and have been unable to reach national and international market.

Thus, the above analysis shows that Haiphong marine tourism in the last years has achieved remarkable success, has been actively exploring and promoting the advantages and potential of the city. However, marine tourism in Haiphong still has some limitations:

- 2) Results of the implementation of criteria on tourism development is limited, tourists expenditure is low, the average length of stay is short, marine tourism revenue is not commensurate with its potential and advantages; the proportion of international visitors in total visitors is small and tends to decrease. There isn't a breakthrough to assert that marine tourism is a key economic sector.
- 3) The promotion of marine tourism in recent years is restricted without applying high technology and frequency. The image of Haiphong tourism hasn't been able to reach international markets.
- 4) Investment in infrastructure for marine tourism is still scattered and fragmented; implementation has been slow and unequal.
- 5) The training of human resources for tourism sector is limited; human resources can't meet the requirement while qualified human resources in tourism is low.
- 6) The linkage of Haiphong tourism with other neighboring regions hasn't met the requirement of development...
- 7) Marine tourism products are not diverse and haven't been able to create high quality products of international standards, exploitation remained in a narrow range without high-technology and difference, which doesn't illustrate any particular cultural characteristic of marine tourism in Haiphong.
- 8) The management units has inconsistent and overlapping function; Violation of tourism businesses in prices, food safety is still popular; Environmental management is limited; Tourism activities are fragmented, especially the tourism infrastructure projects; An attractive and promising business environment hasn't been established ...

III. AIMS, OBJECTIVES AND SOLUTIONS FOR IMPROVING MARINE TOURISM IN HAIPHONG CITY FROM 2020 TO 2025

A. Aims, Objectives of Improving Marine Tourism in Haiphong City

- Aims: Exploiting all potential, advantages of the city, especially in natural landscape, humanities resources, maintaining ecological environment, diversifying different types and products of tourism, promoting investment, rapidly increasing proportion of tourism in the city's GDP; creating jobs, improving people's awareness; preserving national cultural identity and uniqueness of local culture, promoting

total strength of authorities and people to develop tourism, contributing to the process of transferring economic mechanism towards industrialization and modernization trend.

- Objectives:

- By 2020, it is expected that the number of tourists will be increased to 7.5 million, of which international tourists will be 1.2 million, domestic tourists will be 6.3 million; Tourism revenue will achieve the amount of 3.200 - 3.500 billion VND per year; total number of hotel rooms will be over 12.000; the number of 3-star hotels and above will exceed 30, of which four or five hotels will be 5-star hotels; total number of employees directly working in tourism sector will achieve 13.000.
- By 2025, it is expected that the number of tourists will be increased to 9 million, of which international tourists will be 2.4 million, domestic tourists will be 6.6 million; Tourism revenue will achieve the amount of 5.500 billion VND per year; total number of hotel rooms will be over 15.000; the number of 3-star hotels and above will exceed 40, of which five or six hotels will be 5-star hotels; total number of employees directly working in tourism sector will achieve 20.000.

B. Solutions to IMPROVE marine Tourism in Haiphong City by 2010, Vision to 2025

Concentrating on planning, investment and upgrading the infrastructure for marine tourism such as green trees, lighting, decoration system, sea port, etc. Constructing professional sea port system for tourism with modern stops full of facilities and services.

Planning to develop tourism in Do Son into a complex tourism zone composed of 3 different special areas: Area I: Beach, recreation, foods and conferences, commercial centres; Area II: Beach, activities like water motorcycle, surfing, parasailing, yachting, and tourism events; Area III: Separated and quiet villas for ecotourism like mountain climbing, trekking, fishing, camping, bars and pubs; sightseeing tours to natural, cultural and historic area such as primitive forest in Dau island where located the Temple and lighthouse, Nghieng port, K15 - Unnumbered port, Hon Dau resort, Casino, etc.

Having detailed plans to develop tourism in Cat Ba towards green tourism destination of international standard, which corresponds to its position and potential as well as associates with conservation. Overall planning in sea area and decentralizing for management purpose. Reserve can be divided into three zones with three different management regimes: Strictly protected area; Mining restriction areas; Common use areas. The division will help authorities control the sea creatures and provide safeguard methods.

Regulating on mooring position for tourism boats and other means of transportation by sea or by lane. Monitoring and strictly regulating the operation of overnight cruise on the Gulf. Strictly handle violation in discharge activities of means of transportation that cause environmental pollution.

Carrying out measures to preserve environmental hygiene and build waste and waste water collection centers which is separate from residential areas. Organizing big events to

propaganda and encourage local residents to participate in environmental protection.

Investing in upgrading equipment, technology innovation and application of scientific advance to improve the quality of investigation, observation and study of sea water indicators, forecast of natural resources and marine environment for marine tourism development.

Accelerating the construction of approved investment projects in the tourism sector, completing and putting into use to serve both national and international visitors, creating local tourist attractions such as: Hon Dau Resort project, Daso Flamboyant island, weekend resorts of Vinaconex, Van Son Resort, 5-star hotel of the Nam Cuong Group joint stock company in Do Son, Amatina resort in Cat Ba, premium Venus resort in Cat Ba.

Building more amusement parks, entertainment centers to increase length of stay of tourists.

Applying tourism standards in vocational training based on ASEAN standard, researching and developing the application of ASEAN standard to meet the requirements of the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP), ensuring that human resources in Haiphong marine tourism in the upcoming time have professional qualifications and working skills to meet regional standard. Implementing policies to attract high qualified personnel to work in the marine tourism sector of the city.

Developing a comprehensive coordination mechanism, ensuring consistency between the orientation of planning unit and state management. School is the place to train human resources and business is the place to use and develop the professional, high quality human resources to meet the requirements of marine tourism labor market in globalization trend.

Actively expanding international cooperation on tourism, and signing agreements on the marine tourism with other organizations and countries around the world. Developing high quality promotional programs and long-term tourism marketing plans on large scale to promote the image of Haiphong to the whole country and other key international markets (China), potential markets (East Asia/ Pacific area, Western Europe, North America) and the traditional markets (ASEAN, Japan, South Korea), striving to expand to new markets such as Russia, Eastern Europe, Northern Europe, Australia, New Zealand.

Improving the quality of existing marine tours, opening new ecotourism route from Haiphong - Bach Long Vy. Coordinating with other domestic and foreign provinces and cities, connecting local tourism routes with national and international tourism routes: Focusing on Haiphong - Kunming (China) road, Haiphong - Nanning (China), Haiphong - Nghe An - Thailand; Opening marine tourism routes from Haiphong to international ports in the region. Gathering funds and taking effort to open new international routes from Haiphong to international airports in the region, such as Nanning, Hainan (China), Bangkok, Pattaya (Thailand), Busan (South Korea), which forms a strong ground for opening tourism routes such as Haiphong - Pattaya - Bangkok - Nanning, Haiphong - Haian, Haiphong - Busan; Enhancing promotion of domestic guests to generate reciprocal tourists to improve the efficiency of Macao -

Haiphong flights.

Promoting and effectively exploiting cultural values of the historical and cultural relics; Renovating historical and cultural relics as well as current traditional festivals in the area to raise values, attracting more and more national and international tourists.

TABLE V: TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.218	22.206	22.206	5.218	22.206	22.206	3.100	11.071	11.071
2	3.239	11.569	33.775	3.239	11.569	33.775	2.901	10.359	21.430
3	2.560	9.144	42.919	2.560	9.144	42.919	2.886	10.305	31.735
4	1.973	7.047	49.965	1.973	7.047	49.965	2.573	9.188	40.923
5	1.535	5.481	55.447	1.535	5.481	55.447	2.276	8.130	49.053
6	1.398	4.993	60.440	1.398	4.993	60.440	2.201	7.860	56.913
7	1.343	4.798	65.238	1.343	4.798	65.238	1.872	6.686	63.599
8	1.200	4.285	69.523	1.200	4.285	69.523	1.659	5.924	69.523
9	.896								

IV. CONCLUSIONS

The article has studied and assessed the baseline for the development of marine tourism in Haiphong and indicated limitations in the development of marine tourism in Haiphong over the past phase. Based on development objectives and orientation of Haiphong marine tourism for the upcoming phase, the article has proposed some solutions for the development of Haiphong marine tourism towards sustainability and conserving natural heritage values, having

competitive advantages based on the differences from tourism products of other places, reaching international level and becoming an ideal destination to domestic and foreign tourists, achieving the set goals.

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