

A STUDY ON THE STRATEGIES FOR DEVELOPMENT OF MARINE TOURISM IN VIETNAM

BUI, Kim Luan
Graduate School of International Studies
Dong-A University, Korea

Tourism or marine and coastal tourism in particular, is an important industry not only to boost the development of economy but also to contribute to the protection of national sovereignty.

VietNam has many favorable conditions of natural resources to foster the marine sojourn, however, this economic model has still not grown enough and worthy with the existing potentialities. Therefore, this study will present the current status of Vietnamese travel activities and analyze the natural states of marine tourist business progress to suggest the strategies of expanding this field strongly for VietNam.

Keywords : Marine Tourism, Marine tourism resources

