

## ABSTRACT

Tourism is considered as a non-smoking industry in Vietnam and which plays an important role to development of many economies is the third largest sector of the economy after agriculture and garment industry. Vietnam has an emerging economy with relatively high economic growth and political stability. After going through three decades of war, it was only in 1975 that the war-torn Vietnam was finally reunified as one country. The early years after that were difficult and faced social and political challenges to try different reforms to the country. It was in 1986 that the government implemented 'Doi Moi' reform programmes which included market oriented reform measures to help revamp her economy. The programme was successful and after 1990, her economy reported on the average 8 percent GDP growth annually.

The purpose of this project is to find out whether Vietnamese tourism industry is suitable as an economic growth engine in the 21<sup>st</sup> century. The current state, strength and weaknesses of her tourism industry were examined. In addition, new markets for Vietnam are recommended on the basis of the new trends of tourism and tourism marketing being researched. The previous studies were on the tourism industry in the 1990s, and thus a more thorough study, other than on marketing prospects is needed to provide detailed prospects of tourism industry in the 21<sup>st</sup> century. Vietnam has modernized its military to close the gap between its military capabilities and China's. Vietnam has also increased its engagements with the United States, South Korea, Japan, India, Russia, and Australia in an attempt to hedge against China's increased aggression in the South China Sea. Meanwhile, Vietnam has opened up its seaports to the international community and begun upgrading Cam Ranh Bay seaport to become a repair facility to provide maintenance support for most naval vessels. Vietnam is using these strategies to better defend its sovereignty without impacting its economic relationship with China.

Keyword: Srok Kleang, tourism development, tourism site, Economic growth, marketing, Doi Moi, Vietnam, Wat, culture.