



**A STUDY OF THE STRATEGR AND ECOTOURISM
DEVELOPMENT OF PHU QUOC NATIONAL PARK IN KIEN
GIANG PROVINCE, VIETNAM**

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Thematic Certificate

To


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This independent study has been approved to be partial fulfillment of the Requirement for Degree of Master in Business Administration in International Business Management

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ABSTRACT

Research Title : A Study of the Strategy and Ecotourism Development of
Phu Quoc National Park in Kien Giang Province, Vietnam

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The aims of this study were the ecotourism development strategy in Phu Quoc Island, status and issues related to Phu Quoc National Park Ecotourism development, and to find the reason how to make it interesting to investors. The objectives of this research were: 1) to study the ecotourism development of Phu Quoc National Park for the period 2005-2015; 2) to study of some predictions and forecasts in the parameters related to ecotourism development in Phu Quoc National Park; 3) to study of Ecotourism development strategy for PQNP in the period 2006-2015; 4) to study of relative advantages, difficulties and challenges in ecotourism development of Phu Quoc National Park; and 5) to study general assessment of the socio and economic situation in the buffer zone of Phu Quoc National Park. The scopes of this study were to understand: 1) how to gain understanding about Socio-economic situation in the buffer zone of Phu Quoc National Park; 2) to know challenges and difficulties and ecotourism development and relative advantages; and 3) to understanding the objectives of ecotourism development, economic objectives and social objectives in that island. The conclusion of this study met the requirements of the national tourism marketing in Vietnam in general and particular tourism in Phu Quoc. Thus, this research can be used for the marketing strategy of Vietnamese tourism towards the international tourism market. It was beneficial for policy makers of Vietnam tourism as well as tourism organizations. This research approach can be applied to other research on ecological environment in Phu Quoc in the near future.

Keywords: Ecotourism Development, Phu Quoc, National Park



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Chapter I

1. Introduction

Nowadays, Ecotourism is benefits community in terms of cultural, environment, economics and its focuses in many factors as including wilderness, local cultural and adventures. The main attraction and attractive in this type are including, cultural heritages plant life, and wildlife. The areas that destination is frequent of ecotourism as like they come to travel there with for participation and inspired to appreciate.

Unlike to the other type of tourism, ecotourism would have the opportunity get more experience as well as non- consumptive used of world's natural and resources as dedicate to that area via financial support or employment in order to profit directly in the conserving work of destination and promoting for local people in economics developments.

Under the decision the Prime Minister date June 8, 2001 no. 91/2002 QDTTg, Phu Quoc was established by the former upgrading natural conservation in area. And described was like a location important area where has been maintain without numerous impacts of primary forest in the island. Its species biodiversity, including rare species or newly identified species for biological sciences and for Vietnam, was assessed and considered as having equal importance to other protected areas and in Vietnam's national park, it was assessed and considered as having equal importance to other protected areas and in Vietnam's national parks.

in addition, to the values of conservation, natural resources of PQNP have a high great attraction for eco-tourism development, generating income that would be effectively contributed to the park's conservation efforts as well as development for Social and economic to local people in that area

1.2. Problem Statement

Although eco- tourism was highlighted in to the project document as like in the decision have to mentioned above the invest to development of PQNP and its buffer region in the period 2001-2006, these components has not been completely done.

In the year of 2020, Phu Quoc District island should be developing toward large modern central and international trade in South West region of Mekong Delta in

the year 2020, And by the way, towards gradually become the one recognized international tourism and trade center on a regional and also international scale.

Eco-tourism is a tourism form which the based on the folk cultural and nature, integrated with education of environmental and have been contributed to development, and contributed the efforts to sustainable development and conservation, with the actively of local community participation (Tourism General Agency, 1999).

And the first thing of that works are to development some appropriate strategies for sustainability eco-tourism development with new opportunity to the island district in specific context. The initiative has received the attention of stakeholder, including international organizations, district government agencies, provincial and communities of local people

With interest and assistance by the Wildlife's supported at Risk (WAR), an



ecotourism of PQNP was started draft. The process for the Eco-tourism development was done with WAR's coordinated and consulted National park management board, relevant state management agencies and other organizations involved in Eco tourist at the district level in the province.

1. 3. Background and Overview of Research

in recently years, Phu Quoc is striking with development urbanization and economic, a beauty island of scenic called the “Emerald Island”, with providing an international airport for progress in development urban as like a resort island.

Phu Quoc the largest island of Vietnam (589 km²) in the west of Vietnam mainland located 40 kilometers and in the Gulf of Thailand and 10 kilometers offshore of mainland Cambodia, at 10° 15' 31". N 102° 50' 14" E.

The An Thoi islands extend in the south of the island.

The Phu Quoc district is the part of Kien Giang province and made up of Phu Quoc nearby islands

The island is runs 27 kilometers east to west and 50 kilometers north to south, with the population of 96,941 and density of population 164 persons per km² (June 2014). the largest town is Duong Dong, locate in the northwest of island.

1.4. Objective of the Study

The aimed of this study are about the ecotourism development strategy in Pho Quoc Island, status and issues related to phu Quoc National Park Ecotourism development and find out the reason why make the interesting to Investors. There are some factors of this study.

- + Research on issues related to ecotourism development of phu quoc National Park.
- + To study of Ecotourism development strategy of Phu Quoc National Park for the period 2005-2015.
- + To study of Some predictions and forecasts in the parameters related to ecotourism development in Phu Quoc National Park.
- + To study of Ecotourism development strategy for PQNP in the period 2006-2015.
- + To study of Relative advantages, difficulties and challenges in ecotourism development of phu Quoc National park.
- + To study of general assessment of the socio and economic situation in the buffer zone of Phu Quoc National Park.

1.5. Conceptual framework

In this study is will be explored into twos area of research, that is Independent Conceptual framework

1. 6. Scope of the Study

- + To understanding what is the ecotourism development strategy establishment in Phu Quoc island as well as Human resource and plans and policies related to tourism development at provincial and national levels and their relationship with Island and phu quoc National Park.
- + To get understanding about Socio-economic situation in the buffer zone of phu quoc National park.
- + To know how are challenges and difficulties and of ecotourism development and relative advantages.
- + To understanding about the objectives of ecotourism development, economic objectives and social objectives in that island.

1.7. Benefit of the study

- + The study for clearly the reason that, what is make the ecotourism development strategy establishment in largest island of Vietnam as ecotourist resources, Rare and precious species, Natural landscapes and historical sites and Infrastructure et...
- + Based on studying to analysis on what is the Several Predictions and Forecasting in Parameters Relating to Ecotourism Development in Phu Quoc National Park ?
- + In the other, it is sharing that what is the mean pointing for Ecotourism Development Strategy for Phu Quoc National Park.

1.8. Hypothesis

H1: the destination image, perceived value, service quality and satisfaction has a positive Impact on the issues related to ecotourism development of National park.

H2: There is the policies and Legal documents of Vietnam government for ecotourism development strategy establishment in Phu Quoc National Park

H3: there are Socio-economic conditions directly related to ecotourism development strategy of National Park.

H4: There is the system of ecotourism development strategy of National Park.

H5: There are Climate, hydrology and Infrastructure impact or affect to the Ecotourism Development Strategy.

1. 9. Structure of the Study

In the overview of this study there are five chapters and each chapter have been exploring and researching are different type following based on topics.

Chapter one is introduction of ecotourism development and strategy for National park, Kien Giang province and study which is guidance to general information about causes and objective of study.

Chapter second focuses on the current status and issues related to ecotourism development in Phu Quoc National Park as well as basic information, ecotourism resources and relative advantages, Challenges and Challenges of Ecotourism Development in Phu Quoc National Park.

The third chapter is a study on the ecotourism development strategy for Phu Quoc National Park for the period 2006-2015 and some projections and projections in the parameters related to ecotourism development such as Principles of ecotourism development and ecotourism development objectives.

Chapter fours is result of studying, it will analysis from chapter fours as to using symbols method with stage and data analysis.

Chapter five is the last study and the last chapter as well. It is focus related to the conclusion of research with recommendation and reference etc.

Chapter II

Current status and issues related to ecotourism development of Phu Quoc National Park

2.1. Background of ecotourism in Vietnam

Currently, Vietnam is focusing on economic development for some temporary purpose, and environmental neglect. In an effort to penetrate the market of global tourism, Vietnam must develop strategies and principles of ecotourism because it not only brings enormous benefits to the economy as Tran Lam (2002) which also contributed part degrade the environment.

2.2. Benefits of Ecotourism Development

Ecotourism can stimulate economic development and social welfare of the people as well as protecting the natural environment and cultural heritage by creating awareness (Manu et al, 2012). Moreover, as Eshetu (2014), should be used as an eco-tourism development approaches to natural resource management based on community and livelihood diversification. It is helpful to help develop the economy through increased employment and income in the locality

This led to the diversification of economic activities, thereby reducing the economic risk and creating opportunities for businesses involved in eco-tourism is controlled locally. Besides, people can use the income from eco-tourism to protect the environment in a sustainable way

2.3. Tourism is now in Vietnam

From 2004 to 2013, Vietnam's tourism industry has achieved outstanding achievements and It is clear that the number of foreign tourists coming to Vietnam in recent years.

In addition, the largest numbers of tourists to Vietnam are those from northern Asia, the United States, Southeast Asia and Europe. In addition, North Asia including China, Korea, Japan and Taiwan tourists to Vietnam in the period 2004-2013 head (GSO, 2013).

2.4. Tourism development of Phu Quoc island

Phu Quoc is the largest island of Vietnam with a total area of 574 km² area. This is one of the most striking characteristics of tourists Vietnam. This is considered a "tourist paradise" of the people in the southwest. In Vietnam, Phu Quoc is one of the key areas of marine tourism with wild beauty and considerable resources that create advantages for tourism development and create Phu Quoc with location is the most attractive tourist destination in the Mekong Delta. In recent years, Phu Quoc has achieved the expected results. The number of tourists to Phu Quoc increased by an annual average of 15%. In 2012, Phu Quoc welcomed 313,851 visitors, including 92,880 international passengers with total revenues of over 910 billion. In 2013, Phu Quoc is expected to welcome 400,020 visitors with 35-46% foreigners.

According to Wu (2014) - Director of the Institute of Urban Planning and Countryside South, the adjustment plans of the Government and the Ministry of Construction will affirm the importance and role of the new make Phu Quoc became a city marine ecotourism high quality around the world are marked on the map of global tourism.

In recent years, the construction of the system and the system landscape infrastructure in Phu Quoc has been invested to become the "industry" smoke of Phu Quoc Island has grown and attracted many parties. Economic issues from domestic and foreign provinces involved in tourism activities. Therefore, there is no doubt that tourism is a potential industry brings many benefits to the economy of Phu Quoc. Therefore, based on the strengths and the ideal base for the development of eco-tourism, this study was to determine the competitive advantages for the development of eco-tourism on Phu Quoc island in Vietnam.

2.5. Comment on literature

2.5.1. Definition of ecotourism

As Ngece (2002), ecotourism is a kind of the assumption that all the tour environment to the natural place to enjoy and assess the nature can promote conservation, generate a affect. Lower tourism and opportunities for people to engage in economic activity of society.

Theo Tao, et al. (2004), ecotourism happens in the natural environment provides environmental education, respect for nature conservation, and aims to consolidate and sustainable environmental management. According to Baker (2008),

ecotourism adhere two main principles of sustainability, including promoting the protection of the natural environment and support the economy locally known as the backbone of travelers ecological calendar.

According to Agrawal et al. (2013), ecotourism is a type of tourism that provides direct financial benefits to local people in ecotourism. According Cammorata (2014), ecotourism is a type of tourism to a remote area to enjoy, save and raise awareness for the endangered creatures. Currently, according to Eshetu (2015), ecotourism is a type of tourism focuses on local culture, wilderness, as well as the adventure; A tour to the point on the landscape, flora, fauna and cultural heritage are the main attractions.

2.5.2. Sustainable Tourism

According Coccossis (1997), sustainable development for the well-known tourist

Different based on different perspectives. It can be considered "economic sustainability of tourism", including the feasibility of the tourist activity is considered a fundamental objective. In addition, it stressed the need to achieve a balance between economic aspects and the environment to ensure the sustainability of tourism (Butler, 1994)

According to Wall (1998), tourism is just one of the uses of resources. So, if the tourism sector have resources matching its narrow interests, it can't match the best interests of the broader community. According to Woo (2008), sustainable development for the tourism industry is a form of tourism that has existed for some time. Therefore, the tourism industry to meet the needs of today's traveler without taking away resources needed in the future to meet their needs. So there is criticism about the definitions for sustainable tourism development. Sustainable development is defined as economic sustainability in one

Frame long-term ecological sustainability plus the equity issues (Eriksson and Lidstrom, 2014). However, according to Craik, 1996; Wall, 1998; Butler, 1999, there are other aspects that need to be maintained as cultural. Farrell (1993, cited in Eriksson Lidstrom, 2014) also defines sustainable development is necessary to ensure a balance in the system developed between the economy, environment and society.

2.5.3. Resource-based View (RBV)

The perspective is based on the resources provided by Wernerfelt (1984) and then disseminated by

Works by Barney (1991). According to Cosis (2012), View Resources is based on the argument for success organizational strategies that determine the configuration of resources and their capacity as the basis for building core competencies. Acquisition, configuration, reconfiguration and development of its available resources are important factors for creating competitive advantage.

2.5.4. Resources

Resources are the basic unit of analysis for Views based on resources. According to Maijoor & Witteloostuijn (1996) and Wernerfelt (1984), they can be defined as permanent packaging assets to the company. They include finance, material, people, commerce, technology and organizational assets. As Barney (1991). And organizations use these assets to develop, produce and distribute products and services to their customers. Resources can be classified as tangible resources (such as resources or physical resources) or intangible resources (ie knowledge, experience and skills of employees, reputation of company, brand name, organization procedure).

2.5.5. Dynamic power

According Olszak (2014), the definition of dynamic capabilities are set in a competitive advantage based on the resources. Resource-based perspective suggests that the ability to be a bunch of resources to carry out an operation. It is a way to integrate assets, people and processes to convert inputs into outputs. According to Vincent (2008), the authors determined the capacity to identify, focus on distinguishing ability, capacity and competence.

They define competence is the quality or state of matching function or have the knowledge, strength and skills fully. Capacity is a collaborative process that can be implemented and individual capabilities can be applied and exploited. Capacity is characterized as the power to keep, receive or adapt. Hamel and Prahalad Accorin for (1990), the term "core competencies" are made to distinguish the basic capabilities for performance and strategic conception. Therefore, the dynamic definition has been processed and expanded. According to Zollo and Winter

(2002), dynamic energy is also different from normal or active. Operation capability allows organizations perform their daily lives, "and while the dynamic is used to maintain the status quo."

2.5.6. Sustainable competitive advantage approach RBV

As Barney (1991) and Lado and Zhang (1998), sustainable competitive advantage is determined as a special performance level of the company or destination achieved during pregnancy and implementation of value-added strategies. Does not have any current enemies or potential then and the company or disposition or are unsure or do not want to replicate the benefits of this strategy. As Meso and Smith (2000), strategic assets always lead to sustainable competitive advantage.

According to Mahoney and Pandian (1992), competitive advantage is essential for industry analysis, organizational governance, and sustainability in the form of strategic advantages and resources (Halawi & McCarthy, 2005).

Also, Olszak (2013) suggested that in order to provide a sustainable competitive advantage, resources need to meet the VRIO framework, for example: Valuable (empowering an organization to come up with a strategy for creating Inimitable (can not be copied completely by the competition) and Organization (whether the company has organized, willing, and able to exploit the resources and capabilities of it). RBV in an expanded approach, resources include intangible forms include organizations, people and networks. Resource-based perspective of view based on Natural Resources this allows organizations to get access and maintain the intangible resources. The reason is that these resources are the methods in them

Companies combine and convert assets and tangible assets. Based on theory, research was conducted in the model and a conceptual framework based on the resources to create a sustainable competitive advantage of ecotourism Phu Quoc.

2.6. Phu Quoc is ideal for tourism investment

According to the statistics of Kien Giang Statistical Office and Department of Culture, Sports and Tourism Kien Giang, international tourists accounted for 15% of total subscribers in 2014 and estimated 35-40% by 2020.

2.6.1. Investment Drivers

Many large-scale projects are in the early stages of construction, including international seaports in Duong Dong town, cable car between An Thoi island and Hon Thom island and deep-sea port.

Phu Quoc's strategic location puts it in a 1-2 hour flight of major tourist destinations in Southeast Asia.

Tourism growth has been supported by the opening of Phu Quoc International Airport in 2012 and the introduction of visa exemptions within 30 days.

Over the past three years the turnover in the travel industry has increased 38 percent annually and the number of visitors per year is 61 percent.

The revised Housing Law has created favorable conditions for Vietnamese living abroad and foreigners to own real estate in Vietnam.

Hotel performance and housing In the hospitality sector, local developers such as M.I.K Corporation, BIM Group, CEO Group, and Sun Group dominate the market with a combined market share of 92 percent.

2.6.2. Phu Quoc National Park Flora

In the Phu Quoc National Park area has many forest plant species .in the one recent biodiversity survey listed 1,165 species of trees, 138 families and 532 genera, including five species of Gymnosperm belonging to three families and four genera.

In the terms of used, about 156 medicinal plant species have been identified, of which 35 are plant species, and 11 are used for the treatment serious diseases;

In addition, because the national park is located on the island and climate is so strong influenced by the sea, some of the wetland ecosystems like the mangroves and forests exist along with Dipterocarp forests, Dipterocarp forests, some secondary forest types forest, palm trees and stunt forests alongside mountain rocks and other vegetation types.

2.6.3. Mangroves

Mangroves is occurred in patches in rivers and creeks, mainly in the tram river .The composition of mangroves in Island include rhizophora apiculata, sonneratia alba, bruguiera gymmorhiza, ecoecaria agallocha lumnitzera racemosa and lumnitzera coccinea in particular, found only on the Island and not in the other around the Mekong delta.

2.6.4. The forest of Melaleuca

These in three topographical conditions type has been found the edaphic forest in Phu Quoc island.

Melaleuca forests are found in drought tolerant species such as Leptocarpus diajunotus, drosera burmannii, baeckea frutesens, xiris pauciflora, Imperata cylindrica and eriocaulon echinulatum. The plants are larger and larger in diameter (dbh = 31-41 cm).

2.6.5. Open dipterocarp forest

These type of forest are usually distributing in coastal sand dunes .Slow growing, early flowering and fruit, small size and low quality .Plant components include Hopea odorata, D .obtusifolius, Dipterocarpus intricatus, Panirari anamensis(, Dilenia ovata and Syzigium sp etc.

2.6.6. Secondary forests

This Secondary forest is distributing mainly in low and flat hill, where forest structure have be restored after selection cutted and with other impact of human .It is possible to distinguish three sub-types - :Secondary forest after burn cultivation and slash are the stories of one forest, consist of lightdemanding. The tree has an average thickness of 10-15 cm and a height of 8-10 m and low quality.

The secondary forest is develoment after selection cutting and including a tree floor and a brush .The tree structure has an average thickness of 16-17 cm at medium height and 10-15 m high

2.6.7 Forests on mountains and stony hills

In this type of forest is distributed on hills, sloping land, rocks on the top and on the mountain ranges of mountain system, on the chao and ham Rong mountain ranges, over 251m .Forests are not severely affected by activities of human , however, due to terrain conditions, extreme climate and climate)especially wind (are not favorable, forest trees are often small, floating and deformed with crowded . Trees, although mature, have an area of less than 20 cm downstairs.

Table 1: Comparison of plant composition in Phu Quoc National Park and two other areas in southern Vietnam

Island's National park	The Area. (ha)	In the orders	families	species	Inventory year
Phu Quoc National Park	31.422 2	67	138	1.165	2003
Cat Tien National Park	74.218	76	163	1.611	2001
Nui Chua Nation Park	29.674	86	148	1.266	2002

Table 2. Comparison between species diversity Phu Quoc National Park and two other national parks on the island in Vietnam

Island's National park	The Area. (ha)	families	species	In the orders
Phu Quoc National Park	31.422	42	119	17
Con Dao National Park1	15.043	27	68	12
Cat Ba National Park2	15.200	27	66	14

According to the study of key local informants, only aonyx and aonyx species can survive in a small number of individuals in phu quoc National park.

The presence of a gibbon called *Hylobates pileatus* in phu Quoc National Park has opened a debate. In 1957, Simonetta was reported on this species in phu Quoc, based on specimens reported from phu Quoc Island, but some other foreign scientists disagreed on the origin of the specimens and thus the species . This species distribution in phu Quoc is not recognized.

- Bird species: According to survey results, there are three globally threatened species in Phu Quoc National Park: *Ichthyophaga ichthyaetus*, *Buceros bicornis* and *Polihierax insignis*, three species listed in Vietnam Red Book and six listed species. in the Decree. 33 / CP, accounting for 9%

In the table shows that, Phu Quoc National Park has higher bird species than other species in the national archipelago of Vietnamese islands .Although PQNP accounts for only 16 %in the total species, it accounts for 85 %in total orders and 58 %in total families.

Species (accounting for 14.76% of total species) were recorded as threatened in the IUCN red list 2005, 3 in the Mekong delta (revised), 3 species in the N P (endangered) two species of V U (vulnerable) and one species of L R

Table 3: The reptile and amphibian species rare in Phu Quoc National Park.

No	Name in Vietnam	Name in scientific	SĐVN 2000	I U CN (2004)	N Đ32 (2006)
1	Tac Ke	Gekko Gecko	T		
2	Rong Dat	Physignathus Ccocincinus	V		
3	Ky Da Van	Varonus Bangalensis	V		I IB
4	Ky Da Hoa	Voranus Selvator	V		I IB
5	Tran Dat	Pythorn Moulurus	V	LR/nt	I IB
6	Tran Gam	Pythorn Retieculatus	V		I IB

7	Ran Soc Xanh	Elauphe Praosina	T		I I B
8	Ran Soc Dua	Elaephe Radeata			
9	Ran Rao Thuong	Ptyas Korros	T		I I B
10	Ran Rao Trau	Ptyas Mucosus	V		
11	Ran Cap Nia Nam	Bungarus Candidus			I I B
12	Ran Cop Nong	Buengarus Fusciatus	T		I I B
13	Hong Mang	Najao Atrar	T		I I B
14	Hong Chua	Ophieophagus Haennah	E		I I B
15	Ran Luc Mep Trang	Trimeresurus Albolabris			I B
16	Ran Luc Mien Nam	Tremeresurus Opaorum			
17	Ran Da	Darmochelys Coreacea	E	C R	
18	Vich	Chalonia Mydus	E	E N	
19	Doi Moi	Eritmochelys embricata	E	C R	
20	Quan Dong	Lepedochelys Olevacea	V	E N	
21	Rua Rang	Hiaremys Annundalii	V	E N	I I B
22	Rua Ba Go	Melayemys Sabtrijuga		V U	
23	Ba Ba Nam Bo	Ameda Cartillaginea		V U	
24	Ca Xau Nuoc Ngoc	Crocodelus Siemensis	E	C R	I I B

-The animal distribution

By The topographical condition in Phu Quoc National Park, that so can be subdivided into two different zones for distribution of wildlife.

2.6.8. Main activities of Phu Quoc

The mission of Phu Quoc National Park is to develop and protect animal genetic resources, protect contracted forests, convene a number of forest production forests for forest restoration programs, conduct scientific research and maintain water protection and support to households involved in forest protection and development.

The national forest protection and management contract with local people and military units is deployed. The scheme was considered appropriate because the management board of Phu Quoc National Park had to manage one large area with limited human resources and the of forest control stations was insufficient to cover all areas, Restrictions on travel conditions of coastal areas and islands.

Existing forests are planted and natural forests and are well protected despite minor violations. In particular, the illegal extraction of black pepper occurred but not common and only in the small quantities.

Under conditions and clear boundaries, both on the map and on the site, the forest land allocation and forest protection allocation program was initially assessed to be effective and open access was prevented, The forests are well protected, and plantations achieve high survival rates of high quality seedlings and trees.

2.6.9. Silvicultural practices

Refined natural regeneration measures have been targeted at a portion of poor and regenerated forest areas.

In recent years, investment in the National Park of Phu Quoc has been supported mainly by the 5 million hectares reforestation program, known as Chapter 661. The Fund has directly invested in plantations such as protection, management rehabilitation and cultivation. Funding for scientific research on forest and ecological ecology is not much.

2.7. In the Phu Quoc National Park Buffer Zone:

By the based in the Phu Quoc National Park and the buffer zone of the investment and development plan for the 2001-2005 period of the Ministry of Agriculture and Rural Development and other relevant agencies of Kien Giang)Decision 91/2002 / QDTTg of the Prime Minister Government dated 8 June 2001, Document No .1251 /BNN-KL dated 5 May 2001 on the upgrading of Phu Quoc Nature Reserve for PQNP and investment in the period 2001-2005 (has identified The buffer zone of Phu Quoc National Park is as follows:

+ Region three: From the southern buffer zone of bai Thom and cua Can communes, there is a forest border along Cua Can river, including houses, houses, bare land and agricultural land. It is used in four villages of xom Moi and cua Can in bai Thom commune.

+The buffer zone population is predominantly Kinh; and their traditional livelihoods rely on fisheries (fish, shrimp, fish processing, squid and etc.) and on agriculture are fruit trees and black pepper. Because black pepper cultivation requires a large amount of fertilizer, livestock have been extensively reared in animal husbandry and burning cattle in the early rainy season to increase the risk of pasture production. Forest fires.

2.7.1. The Human Resources of Phu Quoc National Park

The park employs has 62 full-time working and permanent staff has 85 contracted employees .The ten of them have university degrees and with three in silviculture, six in economics and one in informatics, ten graduate forestry professionals, and the rest are technical workers .Therefore, phu Quoc National park are lack of trained staff in tourism and ecotourism.

Table 4. Assessment Phu Quoc Island with on tourism forms;

<i>Form of Tourism</i>	<i>Suitable very</i>	<i>Suitable</i>	<i>Suitable less</i>	<i>Suitable no</i>
<i>1 / Travel based on desire</i>				
<i>1. 1. General tourism:</i>				
Leisure and swimming	*			
Visiting	*			
Traveling (yachting)	*			

Special Travel:				
Sports	*			
Adventure	*			
Ecotourism and Nature	*			
Culture / Tourism based on art			*	
Learn how to live the community		*		
Honeymoon	*			
Casino	*			
Perch	*			
horse racing and dog racing	*			
Hunting wild animals	*			
fishing and cuttle-fishing				
Religious ceremony				*
Shopping and shop		*		
Others in the island			*	

Table 5: Assessment Phu Quoc Island with on tourism forms;

From of tourism	Suitable very	Suitable	Suitable less	Suitable no
2/ Responsible tourism:				
Trade and public service			*	
Desease treatment		*		
Religion				*
Visiting				*
Workshop		*		

Meeting and fair				
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Table 6 .The Phu Quoc island Accommodation and facilities for tourists, 1995-2004 Items;

Items	1995	1997	1999	2000	2001	2002	2003	2004
Number of facilities	3	3	8	25	34	34	35	60
Number of rooms	89	89	180			179	852	1.029
Number of beds	174	242	290			796	1.480	2.900

Chapter III

Strategy for ecotourism development in Phu Quoc National Park To develop Phu Quoc Eco-tourism under the resources view the approach

3.1. The process of creating sustainable competition advantage.

According to Barney (2002) and Sirmon et al. (2008), there are steps to determine the sustainable competitive advantage of developing Phu Quoc Island eco-tourism: Consider available resources, people, technology, finance and organization, etc .; accosting strategy tactical resources; tactical packaging resources and facilitating classification for the competencies required to make competitive advantage.

3.2. Development of Phu Quoc construction - Tourism Travel.

Environment: Includes environment, weather, mountains, beaches, beaches

- Hotel resources: Hotel quality, hotel reservation, hotel expenses, hotel maintenance and hotel services.
- Traffic sources: including traffic, transportation convenience, transport quality, transportation support, and transportation costs.

For human resources, it will be analyzed according to two factors below:

- The people include hospitality, local people behavior, people communication, the number of staff in service of tourism, the quality of staff in service of tourism
- Travel Guide: Includes tour guide, travel guide, tour guide, tour guide, guide tour price. For financial resources, it is analyzed as economic efficiency including economic development, convenience for banks, diversification of goods, demand for purchase, quality of life of people.

For government support, it will be analyzed in two ways as below:

- Government investment and tourism promotion: Including Phu Quoc investment to develop ecotourism, encourage policy for tourists, promote tourism, promote tourism,
- Administrative policy: Including security management, tourism policy management, tourism management, and management with people working in the field of ecotourism, support tourists.

3.3. Tourism resources Phu Quoc Island.

Natural tourist resources: phu Quoc Island has many natural resources, including geological, geomorphological, hydrographical, ecological, and natural landscapes that can be used. purpose of travel Phu Quoc island has many islands, hills, rivers, waterfalls and sea. There are long white sandy beaches, beaches, forests, natural landscapes

Create attractive tourist destinations for domestic and foreign tourists.

Exploiting natural tourism resources in the field of tourism products becomes a great and attractive destination now and in the future. Phu Quoc Island is not far from the mainland, 46 km from Ha Tien and 121 km from Kien Giang.

Phu Quoc Island has a natural advantage of the landscape, rivers, waterfalls, small island, phytosanitary systems and forest ecosystems. Guests can visit and swim some places like national parks Phu Quoc beach Khem, beach so beach Dam Bay, Sao Beach Mountain Co, Mountain Radar and stone Thom rule Kim Dragon,

Waterfall Phu Quoc, Da Ban waterfall and fishing villages, beach Round, Vomm channel ... attractive destination for visitors to nature.

3.4. Human resources for humanitarian tourism:

The island of Phu Quoc is comprised of the cultural traditions of the sea during its reserves and becomes a product of various special cultures. Every year, it organizes many kinds of culture, performing arts, festivals, cultural elements; folklore; historical relics, architecture; creative works of man; Intangible cultural heritage and intangible heritage can be used for tourism purposes.

Phu Quoc island, visitors can admire and enjoy whale festival in the fishing village; the traditional festival of the people; religious festivals, festivals celebrating national heroes, ancestral festivals; fishing villages, fishing villages ... and many cultural heritages such as houses, temples, temples, and Phu Quoc prison,

3.5. Ham Ninh fishing

Villages, and other valuable monuments of the island. The recreational activities are in the sea, resort, hotel and beach service. These products have been included in the tourist market of Phu Quoc Island.

3.6. Theories of deliberation

3.6.1 Destination

A geographic area (cities, regions and villages, but customer specific customer or customer segment) chooses to rest his goal. So, destinations are competing units in the travel market. Destinations must be implemented as a strategic business unit; Destination is a geographic area that includes all the services and infrastructure needed to serve a tourist or traveling segment specific. Destination is the competitive unit to go to. Therefore, the destination is an important part of the tourism product.

3.6.2. Travel destinations

Destinations include some basic elements that attract visitors to their destination and meet their needs when arriving. These basic elements can be divided into the sights to see or "must dos" and other factors remaining; A basic tourist destination is a tourist attraction that attracts a large number of visitors, or tourists. Guests can visit this place to see historic sites, natural wonders or buildings. Some tourist attractions also offer activities, such as horse riding or games, or new things. Souvenirs are often sold at these destinations and many of these are based on the income from visitors.

3.6.3. Travel Products

Products and tourism products, as the products are manufactured, through the stages of life from birth until death. Tourism products are given, growth to maturity, decreasing and then decreasing. If it is identified in a timely fashion, refurbished and reintroduced in a different way, or with new advertising can reduce the decline.

The tourism product is a series of inter-related services as services of different companies (economic), community services (social aspects) and services. According to Suswantoro on the understanding of travel products, "and the overall

services that travelers feel or enjoy from their departure to the destination of their choice and return to their hometown. Where is she? Original departure "Or tourism product is the inclusion of a full tour package to meet the expectations of customers. These activities include accommodation, travel, meals, entertainment, transportation. Can be divided into a local product Encourage participating citizens or international products to generate revenue; a mix of travel products of the destination includes all product lines and product items offered to tourists in the area. According to the Law on Tourism of Vietnam, tourism products means the combining the necessary services are provided to meet the needs of tourists during the trip.

3.6.4. Destination Management

Destination management is the coordination and integration of all elements in a target to specific geographic areas based on a strategy and determine travel plans. Factors associated destination is the sights and events, facilities (hotels, restaurants...), transport, infrastructure and property resources (Mill and Morrison, 2013) . In addition, destination management includes branding, marketing and communications about all the threats provided to travelers.

Destination management is the coordinated management of all of the factors that make the destination (destination, convenience, access, marketing and pricing). Destination management with strategic approaches to link entities sometimes very isolated to manage the endpoint management can help avoid duplication of efforts related to the advertiser. Services, support business training and identify any management gaps that are not addressed.

3.6.5. Tourist products of Phu Quoc island.

+ Green tourism: Tourism orientation of tourism products from Phu Quoc island and sea, sea, sun, sand and coast

+ Ecotourism (or rural tourism): ecotourism, study tours to various ecosystems of the area such as forests, river deltas and tourist houses / communities.

+ Cultural tourism: visit relics; culture - history, religious tourism, rituals;

+ Festivals, tourism product events ..;

+ Business tourism: business, professional, MICE tourism products;

+ Food: enjoy local food specialties;

- + Sustainable Tourism: visit Phu Quoc National Park, communities, visitors, infrastructure, businesses, management ...;
- + Disasters: Visiting tourism products from local disasters such as storms, sea fishing.

3.6.6. Methodology

The first step in this research is using quantitative methods by questionnaire self-management with the Department of Culture, Sports and Tourism closed Kien Giang province.

The researchers used a list of Decision Decision zoning plan for tourism development on Phu Quoc Island, Kien Giang Province, 2007-2020.

The researchers are also referred to as the General Statistics Office of Vietnam, Hanoi (2013), Methods of analysis and synthesis, and methods for comparing and comparing products that attract destinations to attract. And meet their needs on arrival. These basic elements can be planned for the tourism marketing strategy by 2020 and approved the project "Development of Coastal Tourism, Tourism and Coastal Vietnam 2020"; and report on the development of tourism products in the Mekong Delta.

This method will be applied to Phu Quoc in Kien Giang and direct research. However, research has tourism, both tourists, has many years of experience in research and gather information on destinations, products, tours to the Mekong Delta provinces, especially in Phu Quoc Island . In this way, we will be able to select travel products in Phu Quoc Island, Kien Giang Province that most travelers need.

The development of tourist routes and management of tourism products destination is an important factor in the management of tourism products on Phu Quoc Island, Kien Giang Province, Vietnam to become tourism products sustainable future, develop and enhance the experience attractive destinations of choice. Phu Quoc Island,

Vietnam to boost strength in specific areas, construction of tourism products especially based on the resources of tourism such as natural, ecological and cultural, creating favorable conditions for the development of literature the tourism products, utilizing local facilities, delimiting the territorial waters of Phu Quoc

Island divided into many tourist areas. In the planning of tourism routes portfolio of product management in Phu Quoc Island.

3.7. The orientation of ecotourism development in Phu Quoc Island till 2015

3.7.1. The general orientation

-To explore tourism resources potential of the Phu Quoc National Park, the development of ecotourism including land and land .The mainland of the PQNP performs conservation activities for the flora and fauna of the mainland, and the coast to preserve flora and fauna typical of tropical aquarium.

-Spatial plane for tourism development need be conducted according to the individual objects for each region of the Phu Quoc National Park to reduce tourism products and attract tourists .Tourism products should focus on the areas with appropriate populations as like forest resettlement, discovery and exploration of island tropical forests, art landscapes and so on.

-The forms of tourism of Phu Quoc National Park will be synchronized between the quality of products, customer care services and the multiplication of tourism has the characteristics of PQNP .To meet the growing demand of visitors and to achieve sustainable development.

-In the coming time,Phu Quoc National Park should select and build sample areas and locations to meet the demand for sustainable ecotourism development as well as ecotourism and tourists .To step by step, expand the types of ecotourism and products to attract tourists from major cities in the country, region and the world.

- review the status and characteristics of the phu quoc National park

- review the principles of sustainable ecotourism development;

- The ecotourism activities of phu quoc National park would be organized at three ecotourism sites and four ecotourism routes as like follows:a /Phu Quoc island eco-tourist site:

Three proposed sites :a PNP Administration and Services Division, and two other Divisions in Ecology Rehabilitation.

-In the area of PQNP Administration and Services Division, in addition to the establishment of the Executive Office, the area also organizes research activities and tourism services such as :Establishment of the Center for Environmental Management and Reconciliation, introduction of PQNP's operational services .To

carry out scientific research activities, to conserve exotic populations of rare and precious plants and animals .Establish specific and rare botanical gardens that may represent the flora and fauna of Phu Quoc Island .Organize ecotourism activities such as walking to explore the natural landscape, observe the ecological study area of the flora, mount, camp and relax.

3.7.2. Tourism and product development;

- Relax and see in conjunction with scientific research: To participate in this type of ecotourism, elite people can:

- Visiting the functional forests of the park;
- Make a climbing trip;
- Cycling through the forest;
- Cycling along the coast;
- Watch the forest by horse or cart;
- Diving and viewing coral reefs;
- Camps in designated forests;
- Be introduced to the park's rare animals and plants;
- Be introduced to conservation activities;
- Be introduced to the traditional, historical and cultural values of Phu Quoc district;
- Visiting revolutionary relics.

3.7.3. Priority Programs and Projects for the Ecotourism Development Facility of Phu Quoc National Park.

Construction of tourist facilities to serve the needs of tourists in different ecotourism sites of Phu Quoc National Park.

- Build a green tree path to observe and explain to marketers;
- Establishment of Ecotourism and Environment Center;
- Building a system to ensure security and safety for tourists;
- Building a system of accommodation, service and support tourists;

-Building a system of outdoor recreation facilities;

-Achieve the goals and requirements of ecotourism in the short and long term.

-Develop a key group of ecotourism managers and tour guides who have the knowledge and competence in ecotourism services and rely on them to expand their human resources in the next phase according to the

-Training of ecotourism management officials, focusing on state management of ecotourism activities; Central and local policy on ecotourism development policy at PQNP; The objectives, content and program of ecotourism development in PQNP; Experience and understanding of eco-tourism business organization and tourism management.

Table 7: Kind of Tourists

Kind of Tourists	1999	2002	2005	2007	2008	Increment (%)
International of tourists are staying in the Island	1.576	2.077	18.208	16.867	25.799	181,7
% total tourist	21,3	34,8	42,5	64,5	72,5	
Domestic of tourists staying on the island	8.671	10.799	32.248	60.899	95.247	71,0
% of total tourists	97,8	101,0	102,0	103,0	104,0	

Chapter IV

4.1. Data Analysis and Results

- The Department of Commerce and Tourism in Kien Giang Province Number of tourists to Phu Quoc Island

Phu Quoc has experienced a rapid increase in visitor arrivals, about 60% per year during 1995-2006 (Table 11). It is noteworthy that international travelers have higher occupancy rates than domestic tourists. The number of international tourists in Phu Quoc increased from 20.4% in 1999-72, 15th 2006. This shows a promising development for Phu Quoc tourism.

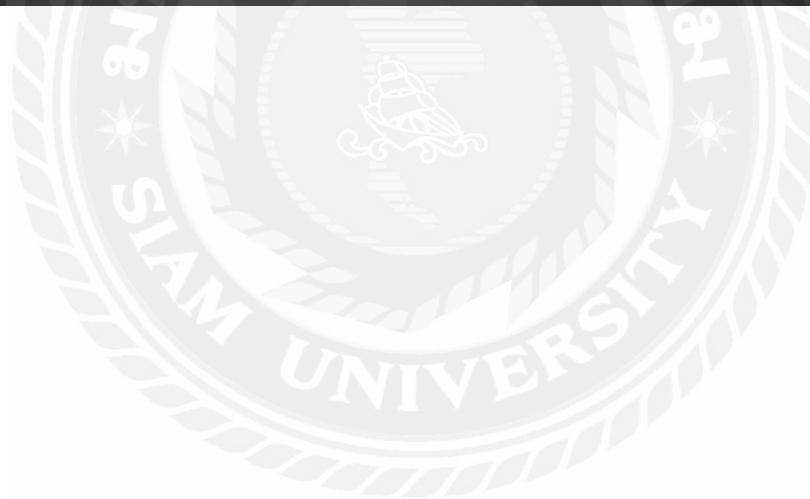
- Department of Trade and Tourism of Kien Giang for to visit to Phu Quoc island of Tourists, most of them have to selected mainly airway. According to statistics, 67.9% of international tourists and 78.8% of domestic tourists are select to use the airway and the rest used the waterway. At present, six high speed trains are operating at routes from Hon Chong and Rach Gia to Phu Quoc during 2-3 hours and replacing conventional vessels requiring 5-6 hours.

Table 8: Visitors target 2005 - 2020 in Phu Quoc Island

Years	2000	2001	2003	2005	2010	2015	2020
Visitor Targets	30,719	143,997	300,100	481,000	600,100	1,111,000	1,901,000

Phu Quoc has long been famous for both domestic and foreign tourists its natural beauty. In 2000, the number of visitors to Phu Quoc increased to 30,719 National, 143,997 visitors, 300,100 tourists and 481,000 visitors in 2001, 2002 and 2003 respectively. The number of tourists to Phu Quoc has been increase each year. According to the Phu Quoc information website, it is targeted Get 600,100 visitors in 2010, 1,111,000 visitors by 2015, and 1,901,000 visitors by 2020. Business investment has been increased in Phu Quoc. In 2007 a total of Phu Quoc has a chartered capital of VND 60,000 billion (EUR 2.6 billion) 100 domestic and foreign investors. For example, the Rockingham Group (USA) with a capital investment of \$ 1 billion, Trustee Suisse (Switzerland) Cooperation with Vinaconex with investment capital of 2 billion euros building a hotel and financial center in Phu Quoc

Visitor Targets 2000-2020



Chapter V

5. 1. Conclusions and recommendations

5.1. Conclusion

The development and management of tourism products from tourism resources play an important role in the socio-cultural and social development of Phu Quoc Island, Kien Giang Province, Vietnam. Targeting sustainable product development and product management means restructuring the economy, creating jobs and contributing to poverty reduction and improved family well-being. Despite the rich tourist resources and diverse natural scenery with beaches, coastlines, streams, and small islands creating unique tourism products of these places, along with the tourism resources of the children. people with culture and historical relics, intangible cultural and cultural values have created panoramas of the tourism products developed here. Therefore, Phu Quoc Island has managed tourism products in the plan to develop tourism destinations and should build the tour as follows:

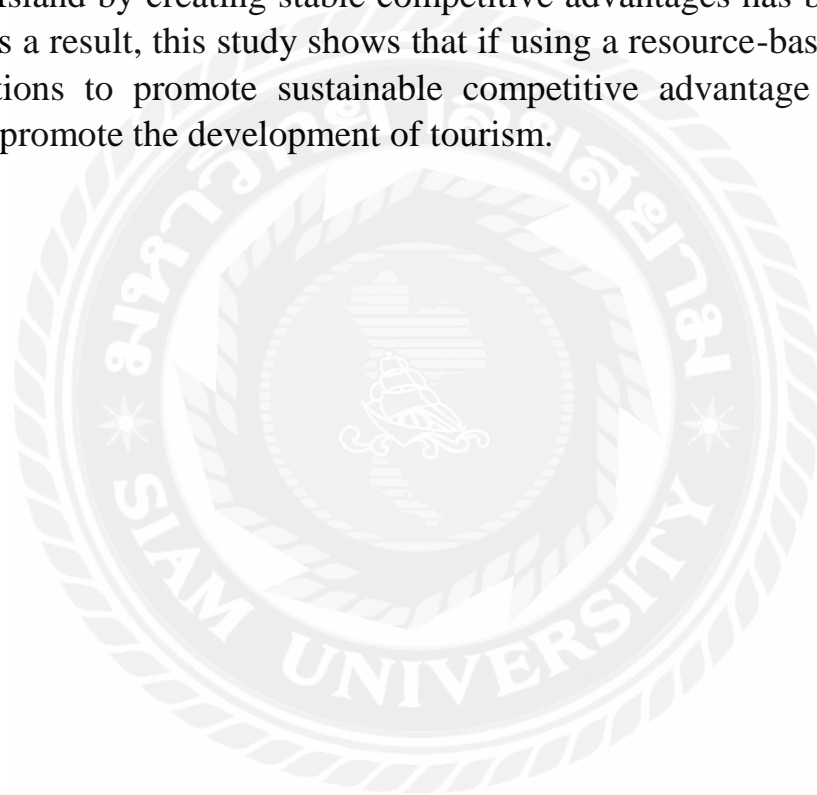
- Improve tourism management skills and skills:
- + Carrying out inventory activities, classifying professional qualifications and elaborating specific plans for building education and training programs.
- + To implement the program of education and training of planning.
- + Transportation staff to visit the other parks has practical experience and good results related to ecotourism development.

Destination management organizations tend to be the easiest on the boundary of the public sector at the district, sub-regional, provincial or state level because the public sector is the largest provider of this infrastructure. Destination management can also be organized around an attraction differences, such as rivers, valleys, resorts, sports, leisures, landsapces, or a beach or an attraction natural or unique cultural in Phu Quoc Island.

This study meets the requirements of the national tourism marketing in Vietnam in general and tourism in particular Phu Quoc. Thus, research can be used for the marketing strategy of Vietnamese tourism towards the international tourism market. Therefore, it is beneficial for policy makers Vietnam tourism as well as tourism organizations. This research approach can be applied to other research on ecological environment in Phu Quoc in the near future.

5.2. Recommendation

At present, ecotourism has emerged as a controversial debate in a large number of forums and discussions in the tourism industry. Ecotourism is defined by the International Ecotourism Association as "responsible travel to natural areas that conserve the environment and improve the well-being of local people." Phu Quoc Island in Vietnam can be considered as a typical example of ecotourism. If ecotourism is successfully developed, it can make not only the best use of the environment and economy of Phu Quoc, but also reduce any damage to the island's environment. However, any resolution to promote the development of eco-tourism in Phu Quoc Island by creating stable competitive advantages has been proceeded very badly. As a result, this study shows that if using a resource-based approach to propose solutions to promote sustainable competitive advantage of Phu Quoc Island, it will promote the development of tourism.



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