
DEVELOPING THANH HOA TOURISM INTO A KEY ECONOMIC SECTOR - SOME PROPOSED ISSUES

Pham Trung Luong

Institute for Tourism Development Research

Email: trungluongdl@gmail.com

Received: 10/01/2022

Reviewed: 11/01/2022

Revised: 15/01/2022

Accepted: 18/01/2022

Released: 25/01/2022

In the "Strategy to develop tourism in Thanh Hoa province to 2025, with a vision to 2030", Thanh Hoa sets a central goal of developing tourism into a key economic sector. On this basis, the article focuses on clarifying theoretical issues about the key economic sector, thereby assessing the potential, advantages and current situation of Thanh Hoa tourism development in recent times. Apart from the achieved results, there exist some shortcomings that also affect the goal of tourism development in Thanh Hoa province.

Key words: Thanh Hoa tourism; key economic sector; tourism development.

1. Introduction

Up to now, the concept "Tourism is a general economic with profound cultural content, interdisciplinary, inter-regional and highly socialized" has been gradually recognized by society, even though this concept has not yet been officially "legalized".

In Vietnam, the tourism industry has been formed and developed for nearly 60 years, but tourism activities have only really been active as an economic sector since the 90s of the 20th century associated with Vietnam. with the Party and State's open-door integration policy. The role and position of tourism was soon determined "tourism development is an important strategic direction in the socio-economic development approach to the realization of industrialization and modernization of the country"¹ and "developing tourism has become a spearhead economic sector"².

Although in Vietnam, many economic sectors have been or are being identified as spearhead economic sectors, the specific concept of a spearhead economic sector is accompanied by a clear set of criteria to "recognized" has had no official document. There is

¹ Directive 46/CT-TW of the 7th Party Central Committee Secretariat, 10/1994.

² Documents of the IX Party Congress.

an opinion that the spearhead economic sector must be a "pioneer, leading" industry. It is capable of leading the country's economy, but the question arises how "pioneer" is?, what a "leader" is? There is still no convincing answer. Moreover, the "pioneering" and "leading" industry can only be one industry, not two. In fact, in Vietnam, many economic sectors have been identified as spearhead industries named a "jackfruit" economy. This is a consequence of the fact that there are still many different interpretations of the concept of the "spearhead economic sector".

This fact explains why the goal of "Developing tourism to truly become a spearhead economic sector" has been set by the Party and State from the 9th Party Congress, but so far it has not been able to summarize the assessment. Recently, this was once again set in Resolution No. 08-NQ/TW dated January 16, 2017 of the Politburo on "Developing tourism into a spearhead economic sector".

In that context, without a clear scientific concept, it will be difficult to clearly define the ultimate goal (quantitative) and a roadmap for Vietnam's tourism to successfully implement Resolution No. 08 - NQ/TW and officially recognized as a spearhead economic sector of the country.

2. Introduction of research

In the past years, recognizing the importance of a quantitative concept of the spearhead economic sector for the development of the tourism industry, a number of seminars have been held with the participation of many scientists and managers. Although there is still no absolute agreement, the majority of opinions believe that an economic sector will be recognized as a spearhead industry if it meets the following three basic criteria:

- The ratio of tourism's direct contribution to national GDP (or local GRDP) reaches a rate of 10.0% or more.

- The rate of direct employment in the industry must reach over 8.0% of the total number of social workers in the national (or local) age group.

- The development of the industry must create a "spillover" (leading role) for the development of related industries through the increased (indirect) contribution of the industry to the national GDP (or Local GRDP) must also be 10.0% or more and job creation must reach 15.0% of the total number of workers in the age group of the society.

In addition to the above quantitative criteria, the development of the spearhead economic sector must contribute to efforts to promote the image and enhance the position of the country in the region and in the world.

Developing tourism to become a spearhead economic sector on a national or local scale is no exception.

With tourism, based on the nature of tourism as "a comprehensive economic sector, high inter-sectoral, inter-regional and socialization", the implementation of this goal will be more

favorable. Therefore, the “spillovers” on the development of other related economic sectors and creating indirect jobs for society will be easier to implement than many other industries. Besides, tourism development is always associated with promotional activities to show the image and position of the country or locality where tourism develops.

3. Methods

The article uses many different research methods simultaneously, such as statistical, comparative, analytical and synthetic methods, especially in-depth interviews with tourism managers of Thanh Hoa. The article also studies Resolutions and documents of the Party Committee and the government of Thanh Hoa province. In addition, The author has directly surveyed many famous tourist areas and attractions of Thanh Hoa such as Sam Son, Hai Tien, Pu Luong, Cam Luong Fish Stream,...; observing and interviewing tourists, businesses and the resident community to have enough information, thereby making judgments and comments on the current situation and problems to the tourism industry in Thanh Hoa.

4. Results

4.1. Advantages and current situation of tourism development in Thanh Hoa

According to Decision No. 201/QĐ - TTg dated January 22, 2013 approved by the Prime Minister, Thanh Hoa is in the North Central region considered as a “bridge” between the Red River Delta and the Northeast Coast, the center of which is Hanoi capital. This is an important geopolitical position for socio-economic development, especially tourism of Thanh Hoa province.

Thanh Hoa not only has the 5th largest territory in Vietnam, inhabited by 07 ethnic groups, Thanh Hoa is also a locality with a long history of development, a long coastline, diverse topography, unique features and high biodiversity. The natural and historical - cultural characteristics give Thanh Hoa a very diverse and rich tourism potential, including outstanding global values.

With a coastline of over 100 km, Thanh Hoa has many beautiful beaches, typically Sam Son (Sam Son city), Quang Vinh (Quang Xuong district), Hai Tien (Hoang Hoa district), Hai Hoa (Nghi town). Son),... Thanh Hoa has a large limestone mountain area with many scenic karster caves associated with legends, historical and cultural relics such as Tu Thuc cave (Nha Son district), Long Quang cave on Ham Rong mountain (Thanh Hoa city), Truong Lam cave complex (Nghi Son town), Tien Son cave (Vinh Loc district) ... In the system of nature reserves, typically Ben En National Park contains many unique landscape values, typical tropical ecosystems, and high biodiversity.

With a history of thousands of years of development, Thanh Hoa is a land of "talented human genius", where four kings were born: Le Dai Hanh (980 - 1005), Ho Quy Ly (1400 - 1407), Le Thai To (1418 - 1426) and Gia Long (1802 - 1820) and two lords including Lord Trinh (1545 - 1570) and Lord Nguyen (1558 - 1613). Thanh Hoa is the cradle of Lam Son

uprising - the sacred and majestic sanctuary of the late Le dynasty and is a place to preserve many cultural and historical heritages of the nation. According to 2016 statistics, in Thanh Hoa province, there are currently 804 ranked relics, of which 145 are national-level relics with 01 World Cultural Heritage (Ho Citadel) and 05 monuments at the national level. Especially, Con Moong cave (archaeology), Sam Son (historical and scenic), Lam Kinh relic site, Le Hoan temple and Ba Trieu temple (historical and architectural art).. and many festivals including 160 traditional festivals and 50 distinct religious-cultural festivals of great significance in history and culture which have positive effects in educating patriotic spirit, restoring traditions and developing the beauty in traditional cultural activities.

On the basis of analyzing the characteristics of resources, roles and tourism development, it can be seen that the comparative advantages of Thanh Hoa in tourism development as follows:

Firstly, Thanh Hoa tourism development has received special attention from the Government and central ministries and branches, the Provincial Party Committee, People's Council and People's Committee of Thanh Hoa province. On that basis, the province has developed strategies, plans for each period as a basis to develop tourism synchronously and effectively in the direction of becoming a spearhead and sustainable economic sector.

Secondly, Thanh Hoa is a place with a lot of potential for tourism development, especially in terms of cultural history, unique and attractive natural values such as Sam Son beach, Ben National Park. En...

With a unique tourism potential with specific characteristics of culture and nature, Thanh Hoa has outstanding strengths in developing cultural-historical tourism and marine tourism. This is the advantage of Thanh Hoa destination, making an important contribution to the competitiveness of the destination.

Thirdly, Thanh Hoa is the starting point of the North Central region close to Hanoi - the tourist center of the country in the northern region. This advantage of Thanh Hoa has been effectively promoted with the upgrading of National Highway 1A and Tho Xuan airport, thereby significantly "shortening" the "time gap" between Thanh Hoa and Hanoi.

Fourthly, It is the "image" of Thanh Hoa tourist destination that has been formed in the tourism market, especially the domestic market with Sam Son as a famous beach tourism destination in the Northern region. After a while, this image was "faded" due to the birth of many beautiful beach resorts in the Central region as well as the influence of "bad images" about a tourist area with many negatives. Sam Son's image is gradually restored by positive changes.

With unique, diverse and rich tourism advantages and potentials, Thanh Hoa has been identified as an attractive tourist destination in the Northern region, especially in the domestic tourist season from June to June - 9 annually.

Recognizing the potentials and advantages of tourism, in recent years, especially since the 2000s, Thanh Hoa has focused on tourism development, actively contributing to socio-economic development of the locality, creating jobs, increasing the income of the community, building the image of Thanh Hoa as a dynamic, identity-rich and friendly destination. The achievements of Thanh Hoa tourism in the past time are encouraging:

- The perception of tourism has made many positive changes, the 19th Party Congress of Thanh Hoa province for the 2021-2025 continues to identify tourism development as one of core six economic development programs. – social. It is one of the five growth factors helps Thanh Hoa become one of the tourism centers of the country with an average annual growth rate of 9.8% per year in the period to 2025.

Thus, it can be seen that, on the basis of changing awareness about the role of tourism, Thanh Hoa is one of the leading localities in the country, setting the goal of developing tourism to become a spearhead economic sector, suitable for the Party's guiding from the Ninth National Party Congress and concretized in Resolution No. 08 - NQ/TW of the Politburo on developing tourism into a spearhead economic sector.

In recent years, many seminars on tourism to raise social awareness for all among leaders and party members from the provincial to grassroots levels have been held. Recently, on June 19, 2018, the Department of Culture, Sports and Tourism of Thanh Hoa collaborated with Business Forum Newspaper to organize a seminar "Thanh Hoa Tourism: Innovation for sustainable development".

Changes in social awareness about tourism are an important factor to promote tourism development in Thanh Hoa recently

- The effectiveness of state management of tourism has been gradually improved, especially in promoting the formulation of tourism development strategies and planning as a legal basis for effective management and exploitation activities. It is necessary to promote tourism development in accordance with the Vietnam Tourism Development Strategy and the direction of the Provincial Party Committee's direction.

Specifically, to implement Decision No. 2161/QĐ - TTg dated 11/11/2013 of the Prime Minister approving the "Plan for tourism development in the North Central region to 2020, vision to 2030" and Decision No. 209 of the Executive Committee of the Provincial Party Committee, the Provincial People's Committee issued the Plan No. 45/KH - People's Committee dated April 25, 2014 on tourism development in Thanh Hoa province to 2020 and the implementation of the Action Plan of tourism.

Next, the Provincial People's Committee issued the Plan to implement Resolution No. 08 -NQ/TW of the Politburo on developing tourism into a spearhead economic sector in Decision No. 1554/QĐ - People's Committee dated 11/02. 5/2017.

To implement the above orientations, Thanh Hoa Department of Culture, Sports and Tourism has conducted the project "Tourism development strategy of Thanh Hoa province to 2025, vision to 2030". One of the main objectives of the project is to develop tourism into a spearhead economic sector. This project has been approved by the Provincial People's Committee in Decision No. 492/QĐ -UBND dated February 9, 2015.

- Based on the planning, especially the results of the implementation of the Project "Developing spearhead tourism products of Thanh Hoa province to 2025, with a vision to 2030" in Decision No. 1985/QĐ - People's Committee dated 09 June 2017 of Thanh Hoa Provincial People's Committee, Thanh Hoa's tourism product system has gradually been shaped and perfected in the direction of focusing on developing specific products (spikes) based on natural advantages, culture - history and product diversification to meet the diverse needs of the market. These orientations have been confirmed in the Resolution of the 19th Party Congress of Thanh Hoa province for the term 2021 - 2025, according to which Thanh Hoa will "Focus on developing marine tourism; eco-tourism, convalescence; cultural, spiritual tourism and nature exploration; turning Thanh Hoa into one of the tourist centers of the country".

In the period before 2015, Thanh Hoa focused on developing resort and beach tourism products in Sam Son, Hai Hoa, Hai Tien areas,... Besides this main product, a number of products related to the historical - cultural relics, caves such as Tu Thuc cave (Naga Son district), Tien Son cave (Vinh Loc district),...; experience tourism of the landscape and ecological environment in Pu Luong Nature Reserves (Quan Hoa and Ba Thuoc districts), Pu Hu (Quan Hoa and Muong Lat districts), Xuan Lien (Thuong Xuan districts) and especially in Ben En National Park (Nhu Thanh district) also developed mainly to meet the needs of the domestic market from mass to mid-range in Hanoi and the northern provinces.

In recent years, Thanh Hoa tourism product system has made remarkable progress in terms of quality, whereby a number of high-class tourism products have been invested and developed such luxury resort tourism, golf tourism at FLC resort and golf course, or MICE tourism, heritage tourism, etc and additional tourism product, such as eco-spiritual tourism (Cam Luong fish stream), craft village tourism (Nga Son Coi mat village, Thieu Trung - Thieu Hoa bronze casting,...). This has met the diverse needs of the tourism market, improving the efficiency of tourism growth, making more positive contributions to socio-economic development.

What is more, the tourism promotion has been focused, promoted effectively with many forms, such as promoting the image of Thanh Hoa tourist destination on television, Youtube, Facebook, implementing food promotion categories,... promoting tourism promotion activities in Laos, Thailand; strengthening linkages in tourism promotion activities with the provinces of Nghe An, Ninh Binh, Khanh Hoa, Quang Nam, Da Nang and especially with Hanoi; participating in tourism events such as: VITM in Hanoi, ITE International Travel Fair in Ho

Chi Minh City; participating in the promotion of investment, trade and tourism in the US,... contributing to the connection of tours and routes, attracting tourists travel to Thanh Hoa.

- With the efforts mentioned, the number of tourists coming to Thanh Hoa has continuously increased, thereby contributing positively to the socio-economic development of the locality. In 2015, the number of tourists to Thanh Hoa reached 5,530,000 arrivals, including 127,000 international visitors; total revenue from tourism reached over 5,180 billion VND. In 2019, Thanh Hoa welcomed 9,655,000 visitors, including over 300,000 international visitors; tourism income reached more than 14,526 billion. The average growth rate of tourists in the period 2015 - 2019 reached over 16.8%/year, the average growth in tourism income reached 45.1%/year. In 2018, the proportion of direct income contribution from tourism to Thanh Hoa's GRDP reached 5.0% and in 2019 it was 7.3%. [6]

It can be seen that, in order to realize the goal of developing tourism to really become a spearhead economic sector, one of the five economic factors of the province in the spirit of the 19th Resolution of the Provincial Party Committee for the term 2021 - 2025, Thanh Hoa tourism will have to make more efforts with new breakthrough thinking.

In addition to the State's investment support, Thanh Hoa focuses on improving the investment environment to attract investors, especially strategic investors such as FLC Group, VinGroup, SunGroup, Muong Thanh Group, etc. ... In recent times, many projects have been approved and implemented in key tourist areas such as: Hai Hoa marine eco-tourism area project, Hai Tien beach resort project, southern resort of Sam Son, eco-cultural tourist area of Ben En National Park, Pu Luong eco-tourism area,... Particularly in 2015 - 2017, Thanh Hoa has attracted 18 tourism infrastructure projects, 61 business projects of tourist zones and attractions are licensed with a total registered capital of up to 62,480 billion VND. Besides, a number of business investment projects in the fields of restaurants, transportation, tourism, traditional craft villages, souvenirs, etc. are also being completed, contributing significantly to improve the quality of customer service.

What is more, the number of accommodation facilities also increased rapidly, from 560 with 14,050 rooms in 2011 to 650 accommodation establishments with a size of 20,500 rooms in 2015. In 2020, the number of accommodation establishments in the province has reached 765 with over 40,000 rooms [6]. However, the number of rooms has not yet met the development requirements, especially in the high season, the situation of "no room" still occurs in tourist attractions, especially in Sam Son.

- Tourism development in Thanh Hoa over the past time has created many jobs for the society, contributing to improving the community's life. By 2016, there were nearly 20,000 employees (directly and indirectly) in the tourism sector. Most of the direct human resources have a college or university degree or higher, but the percentage of professionals in tourism is still limited (30.75%) and Most of them has not met some criteria according to international

standards about tourism. Specifically, the criterion of attitude and quality is only 4 -5/10 points; knowledge of strategic planning, human resource management, marketing only 4 - 5/10 points; skills in planning, communication, training, foreign languages, decision-making, labor motivation, persuading customers, also only got 2-5/10 points.

Thus, labor in Thanh Hoa tourism industry is still very limited in both quantity and quality. The quantity in 2016 did not meet the target set out in Decision No. 2218/QĐ - People's Committee dated July 16, 2009 of the Chairman of Thanh Hoa Provincial People's Committee on the adjustment of "Tourism development planning of Thanh Hoa province to 2020", thereby, by 2015 over 109,000 employees will be needed and by 2020, nearly 261,000 jobs will be created (including direct and indirect workers).

The results of the 2019 census show that the current population of Thanh Hoa is 3.64 million people, the number of workers in the age group is 2.0 million. With the forecasted number of employees needed for Thanh Hoa tourism development in 2020, the proportion of direct laborers in the tourism industry in 2020 will only reach 5.2%, not meeting the standards of spearhead economy.

After 3 years of implementing Decision No. 209 - QĐ/TU dated May 27, 2016 on "Thanh Hoa tourism development program for the period 2016 - 2020" and Decision No. 1554/QĐ - People's Committee dated May 11, 2017 of Provincial People's Committee on "Plan to implement Resolution No. 08 - NQ/TW of the Politburo on developing tourism into a spearhead economic sector", Thanh Hoa tourism has had a strong and real transformation and is a "breakthrough" in the province's economic development

4.2. Problems facing Thanh Hoa tourism development to become a spearhead economic sector

In addition to the remarkable results mentioned above, the tourism development in Thanh Hoa also has shortcomings posed, affecting the goal of tourism development to become a key industry in the direction of sustainability. Specifically:

- Social awareness about the role of tourism in general and developing tourism into a spearhead economic sector towards sustainability in particular is still limited. This leads to a lack of consensus among departments, between superiors and subordinates as well as the community in implementing the policies of the Party and State, the Provincial Party Committee and Thanh Hoa Provincial People's Committee on tourism development. become a key economic sector in the locality.

- The state management capacity in tourism is still limited in a number of aspects:

- + The ability to forecast and adapt to changes in demand and market trends of Thanh Hoa tourism is not high. The effectiveness of Thanh Hoa tourism development is still limited

The quality of basic products and services is not high and uneven.

- + The main resources to exploit Thanh Hoa's tourism advantages have not been focused.

The specific tourism development policies in accordance with current laws and local characteristics are not suitable.

+ The inter-sectoral coordination in sustainable tourism development has many limitations, especially industrial development has had negative and long-term impacts on tourism development. In addition, the association with localities in the North Central region and some neighboring provinces in the Red River Delta and Northeast Coast, especially with Hanoi to develop attractive tourism products has not achieved the expected results.

- Investment in tourism development, especially from the State budget, has not met the demand. There is a lack of balance between investment in coastal areas and other areas in the province, especially for tourism of West area. Access to some tourist areas and attractions is still difficult, especially in mountainous areas; River and sea transport for tourism has not been developed.

- The propaganda, promotion and tourism promotion is not really effective and professional. There is no close link between the State and enterprises, between enterprises and enterprises in tourism promotion activities.

- The workforce in the tourism industry has not met the requirements of Thanh Hoa tourism development in both quantity and quality. The professionalism is still limited, affecting the quality of tourism products and services.

- The tourism environment still has many shortcomings. The waste treatment in tourist areas has not been paid attention and solved effectively, especially in marine tourist areas; many scenic spots do not have standard restrooms to serve tourists; The social environment has not ensured sustainability.

- The seasonality in tourism development is still high, therefore, it is always heavily affected by natural disasters and is sensitive to impacts from the environment. Causes of the above problems, as follows :

- *Objective reasons*

+ The general starting point for tourism in Thanh Hoa is still low in terms of social awareness about tourism; tourism infrastructure and technical facilities; management and professional qualifications of the tourism workforce.

+ Many localities in the province are still poor with many inadequacies in infrastructure, lack of tourist facilities and technology, low quality, weak specific high-quality tourism products. The internal resources of the localities are still difficult and have not fully met the requirements to build tourism infrastructure.

+ There is a shortage of large enterprises, especially international investors who are capable of investing in building large tourism projects, creating changes for tourism development not only at the local scale but also at the regional scale. Most tourism businesses in the province are small and medium-sized with limited competitiveness and business

efficiency. They mainly focused exploiting available tourism. Travel businesses are less able to exploit visitors, especially international tourists.

+ The system of mechanisms and policies is slowly being renewed and completed, especially the system of sub-law documents on Tourism; specific policies to encourage tourism development in the North Central region in general and Thanh Hoa in particular are still very limited; the role of the State Committee for Tourism in implementing regional linkages and coordination in the North Central region has not been fully promoted.

In addition, the lack of synchronization of policies, difficulties in connecting traffic between Thanh Hoa city and key tourist areas in the province and between Thanh Hoa and localities in the region are also one of the reasons why regional connectivity is difficult.

+ Whether tourism resources are the core factor to build tourism products, including regional-specific tourism products. However, the reality tourism resources are not the subject of management of the tourism industry according to regulations. Currently, the main forms of tourism resources such as natural landscapes, historical and cultural relics, festivals, craft villages, ecosystems and biodiversity... are under the management of related sectors such as the cultural sector, the forestry sector, the industry sector, etc. This is one of the main causes of tourism resources being damaged, degraded or used only for the development of the industry with management functions.

+ The social infrastructure, especially the traffic infrastructure of the North Central region, has been upgraded and improved significantly in recent years, especially the National Highway 1A from Hanoi to localities in the region has come into operation, but still not meet the development requirements. So far, the whole region has 02 airports, but connecting to tourist centers is still difficult; The transport system connecting Thanh Hoa city with regional tourist centers and tourist destinations in the province is not synchronized and convenient.

+ Tourism is a very sensitive economic sector, easily "vulnerable" under the influence of objective factors such as epidemics, climate change, economic crisis, political instability, and security situation. terrorism... The decrease in the number of international visitors to Vietnam in 2003 due to the impact of the SART epidemic, the impact of the regional economic and monetary crisis in 2007 - 2008... and now the COVID-19 epidemic are prime examples. Currently, tourism development in Vietnam in general and in the North Central region and Thanh Hoa in particular is also suffering from significant impacts from instability in regional security and climate change.

- *Subjective reasons:*

+ Limited social awareness of the role of tourism as an economic sector is a main cause. Although, social awareness about tourism in Thanh Hoa has had positive changes in recent years, but this change is only in a part of civil servants, not yet spreading, This is considered

the main reason leading to the limitations in tourism development in Thanh Hoa and other localities as well as in tourism development linkages in the North Central region.

+ Restrictions on the “vision” of local management levels for the role of tourism development is also a problem. Unlike many other economic sectors that can bring immediate material benefits such as mineral exploitation, port services, oil transshipment services, etc., tourism is a general economic sector that can only bring benefits after a period of time when there is a fairly synchronous investment and development of infrastructure, material and technical facilities, management qualifications and vocational skills of the workforce in the destination. . Therefore, in Thanh Hoa as well as many other localities, tourism is still not really a "priority" in socio-economic development plans.

+ The local thought and the "sickness" of achievements have been "rooted" in the management staff which is one of the important causes that negatively affect regional linkage activities and the limited situation inter-sectoral

+ Up to now, Vietnam has not had regional tourism management and coordination. The role of tourism as spearhead economy of the country is not clearly affecting the effectiveness of state management of tourism in localities in the region including Thanh Hoa.

+ Resources for tourism development are still weak. Support from the State budget to invest in upgrading tourism infrastructure, promoting, training, developing tourism human resources and preserving natural and cultural values that have not been used effectively. The implementation of socialization in tourism development is still slow, not meeting development requirements.

+ Management of resource exploitation overlaps. Besides, the overload of tourists during the peak season in some destinations, such as Sam Son, affects the tourism environment, increases pressure on infrastructure.

5. Discussion

The article points out the inadequacies for the development of Thanh Hoa tourism to become a spearhead economic sector such as awareness, management capacity, investment and development, propaganda and promotion, and quality of human resources... However, these are only preliminary studies. In order to have radical and long-term solutions to realize the province's goals, the local authorities need to organize seminars and conferences to consult experts, managers and experts related to tourism development of the province. In particular, Thanh Hoa tourism also needs to define a new vision, a methodical and feasible development strategy in the coming time.

6. Conclusion

In the process of international and regional integration, the tourism industry not only contributes to the state budget but also to promoting socio-economic development of the locality; Besides, tourism development also strengthens the friendly and solidarity relationship

between the nations. In the context of fierce competition today, in order to succeed in the process of international economic integration, Thanh Hoa tourism industry needs to be properly aware of opportunities, challenges, potential advantages, development situation in the world to gradually realize the goal of developing tourism into a spearhead economic sector by 2025; is the dynamic tourism center of the North Central region and belongs to the group of localities with a developed tourism industry of the whole country.

References

[6]. Sở Văn hóa, Thể thao và Du lịch Thanh Hóa (2016), *Báo cáo tình hình thực hiện “Chương trình phát triển du lịch giai đoạn 2016 - 2020; mục tiêu, nhiệm vụ, giải pháp chủ yếu giai đoạn 2021 - 2025”*.

[1]. Thanh Hoa Provincial Party Committee (2020), *Political Report of the Provincial Party Committee at the 19th Provincial Party Congress, 2021 - 2025*.

[2]. Phạm Trung Lương, *Issues facing the restructuring of the tourism industry in the new context*, anthology of the Workshop "Problems raised in the restructuring of the tourism industry", Hanoi, December 21, 2017.

[3]. Thanh Hoa Department of Culture, Sports and Tourism (2015), *Project "Developing spearhead tourism products in Thanh Hoa province to 2025, vision to 2030"*.

[4]. Decision No. 492/QĐ-UBND dated February 9, 2015 of the Chairman of the Provincial People's Committee approving the "*Strategy for tourism development in Thanh Hoa province to 2025, vision to 2030*".

[5]. Thanh Hoa Department of Culture, Sports and Tourism (2017), *Thanh Hoa tourism development planning to 2025 with a vision to 2030*.

[6]. Thanh Hoa Department of Culture, Sports and Tourism (2016), *Report on the implementation of “Tourism development program for the period 2016 - 2020; key objectives, tasks and solutions for the 2021-2025 period”*.