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### Sustainable Tourism Development in Hai Phong City

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#### Abstract

As a key coastal economic hub in Northern Vietnam, Hai Phong boasts diverse tourism assets, from stunning natural scenery to historical sites and cultural landmarks. However, challenges such as rapid urban expansion, environmental deterioration, and inadequate infrastructure hinder sustainable tourism growth. This study explores the current state of tourism in Hai Phong, examines sustainability-related issues, and proposes strategic measures for long-term

progress. Using both qualitative and quantitative approaches—such as surveys, expert interviews, and policy evaluations—the research assesses tourism's environmental, economic, and social dimensions. Findings highlight the importance of ecotourism development, improved governance, and greater community involvement in ensuring Hai Phong's tourism industry thrives sustainably.

**Keywords:** Sustainable Tourism, Hai Phong, Ecotourism, Management, Community Participation

#### 1. Introduction

Hai Phong, often referred to as Vietnam's "Port City," serves as a crucial hub for the country's economy, industry, and trade. Strategically located, it acts as a gateway linking the Red River Delta to global markets through its advanced seaport system while also offering vast tourism potential (Tran & Le, 2019). The city is home to several renowned attractions, including the Cat Ba archipelago, a UNESCO-designated World Biosphere Reserve, the scenic and historically significant Do Son beach, and notable cultural landmarks such as Du Hang Pagoda, Nghe Temple, and Hai Phong Opera House (Vu, 2021). These sites, known for their rich biodiversity, distinctive architecture, and vibrant traditional festivals, appeal to both domestic and international visitors.

Despite these advantages, Hai Phong's tourism sector faces pressing challenges. Environmental pollution, particularly in coastal and island regions, threatens natural tourism assets (Pham *et al.* 2022). Uncoordinated urban expansion disrupts the balance between economic growth and heritage preservation, while sustainable development principles have yet to be fully integrated into tourism planning and governance (Hoang, 2020).

#### 2. Theoretical overview of sustainable development of marine tourism

##### a. Concept of sustainable development of marine tourism

Sustainable marine tourism involves utilizing ocean-based tourism resources in a way that satisfies present demands while preserving opportunities for future generations. The Brundtland Commission (1987) defines sustainable development as progress that "meets the needs of the present without compromising the ability of future generations to meet their own needs" (WCED, 1987) <sup>[14]</sup>. In tourism, the World Tourism Organization (UNWTO) underscores the need to balance economic growth, social well-being, and environmental protection (UNWTO, 2005) <sup>[12]</sup>. For marine tourism, sustainability extends beyond responsible resource use—such as protecting coastlines, marine ecosystems, coral reefs, and mangrove forests—to fostering a harmonious relationship between tourism and local communities. This includes preserving cultural heritage, enhancing economic benefits for residents, and ensuring that tourism development aligns with long-term ecological and social stability.

##### b. Principles of sustainable development of marine tourism

According to UNWTO (2005) <sup>[12]</sup>, sustainable development of marine tourism <sup>[12]</sup> needs to follow the following principles:

**Environmental protection:** Limit pollution, control waste and negative impacts from tourism activities on marine ecosystems.

**Cultural and social conservation:** Preserving local cultural identity, respecting the rights of coastal communities.

**Sustainable economic development:** Ensuring economic benefits from tourism not only for businesses but also supporting local communities, improving the lives of coastal residents.

**Proper management and planning:** Ensure planned development, avoid over-exploitation of tourism leading to destruction of natural resources.

#### *c. Sustainable development models of marine tourism*

Some popular models that have been researched and applied worldwide in sustainable development of marine tourism include:

**Carrying Capacity Model:** This model emphasizes a destination's ability to accommodate tourists without causing negative impacts on the environment and society (Butler, 1980) [2].

**Sustainable Destination Management Model:** Developed by UNWTO, this model focuses on overall planning, balancing the interests of stakeholders (tourists, businesses, governments and local communities).

**Marine Ecotourism Model:** Encourages responsible tourism, conservation of marine ecosystems through activities such as controlled diving, green tourism, coral reef protection... (Orams, 1995) [11].

### **3. Current status of tourism resources in Hai Phong city**

#### **3.1 Current status of natural tourism resources**

Hai Phong possesses rich marine tourism potential with a sea area of about 4,000 km<sup>2</sup>, 2.6 times the land area of the city and accounting for 5.4% of the area of Bac Bo Gulf. With a coastline of about 125 km, the city has 6 main river mouths flowing into the sea, creating a diverse coastal ecosystem. Notably, of the city's 15 districts, there are 8 administrative units adjacent to the sea and two important island districts, Cat Hai and Bach Long Vi.

Natural resources for marine tourism are mainly concentrated in Cat Ba, Do Son and partly in Bach Long Vi. Cat Ba archipelago has more than 367 islands with a total area of 334.1 km<sup>2</sup>, of which Cat Ba island is one of the three largest limestone islands in Vietnam. This area also has important ecosystems such as coastal coral reefs of Cat Ba, Long Chau and Bach Long Vi; mangrove forests and seaweed beds, seagrass distributed on alluvial flats of estuaries, coastal and island areas. According to statistics, Hai Phong sea area has 135 species of floating plants, 138 species of seaweed, 23 species of mangrove plants, 500 species of tidal benthic animals, 150 species of coral and 189 species of fish and shrimp. On the islands, the tropical forest ecosystem still retains high biodiversity, combined with unique natural conditions to create attractive landscapes serving sustainable marine tourism development. However, to ensure sustainable tourism development, Hai Phong needs to have policies to conserve natural resources, limit negative impacts from tourism activities, and apply green technology to protect marine ecosystems. Environmental pollution management, plastic waste control, and tourism development planning associated with natural resource protection are important factors to ensure the long-term development of the city's marine tourism industry.

#### **3.2 Current status of human tourism resources**

In addition to its natural resources, Hai Phong also possesses a unique maritime culture, contributing to the attractiveness of sea tourism. The city has a rich cultural heritage system with hundreds of historical relics, temples, pagodas, and

shrines associated with folk beliefs and traditions of coastal communities. In particular, Hai Phong is a place to preserve many intangible cultural art forms such as dum singing, cheo singing, ca tru singing, and traditional festivals associated with the lives of fishermen.

The system of historical relics has outstanding value, typically the relics related to the three victories on the Bach Dang River. The Bach Dang River is not only an important historical site but also an attractive cultural tourist destination, helping visitors better understand the tradition of fighting to protect national sovereignty. In 1835, King Minh Mang had the image of the Bach Dang River carved on the Nine Urns placed in front of The Mieu Temple, affirming the importance of this place in Vietnamese history.

In addition, Hai Phong's maritime culture is clearly expressed through the worship of water gods and moon worship, reflecting the close relationship of residents with the sea. The interweaving of mountainous culture and maritime culture has created a rich cultural identity, contributing to promoting cultural and spiritual tourism associated with marine tourism.

In order to develop sustainable marine tourism, Hai Phong needs to strengthen the preservation and promotion of cultural heritage values, combined with the development of community tourism to raise people's awareness in protecting resources and cultural heritage. At the same time, there should be policies to support tourism associated with indigenous factors, contributing to improving the experience for tourists and developing the local economy in a sustainable manner.

#### **3.3 Facilities serving tourism resources**

Hai Phong's marine tourism infrastructure has developed significantly in recent years. The city has invested heavily in hotels, resorts, restaurants, tourist ports and transport infrastructure connecting coastal tourism areas. However, there are still many limitations that need to be overcome to ensure the sustainable development of the marine tourism industry.

**Table 1:** Development status of marine tourism facilities in Hai Phong (2020-2024)

Year	Number of hotels (3 stars or above)	Total number of rooms	Tourist port	Beach Resort
2020	25	3,500	2	5
2021	30	4,200	3	6
2022	35	5,000	3	7
2023	40	6,000	4	8
2024	45	7,000	5	10

**Source:** Hai Phong City Department of Tourism, period 2020 - 2024

Although the number of accommodation establishments, tourist ports and coastal resorts has increased rapidly, there is still a need for synchronous investment in service quality, green technology and sustainable infrastructure development. The application of digital technology in tourism service management, improving the quality of human resources and strengthening the control of environmental impacts of tourism establishments are key factors to ensure the sustainable development of Hai Phong's sea tourism.

The development of tourist transport systems plays an important role in connecting coastal tourist destinations and enhancing the tourist experience. Hai Phong has invested in upgrading its high-speed train, cruise ship, sea ferry and inland transport systems to meet the growing demand.

**Table 2:** Development status of sea tourist transport vehicles in Hai Phong (2020-2024)

Year	Number of high-speed trains	Number of yachts	Number of sea ferries	Domestic transportation
2020	10	5	8	50
2021	12	7	10	60
2022	15	9	12	70
2023	18	12	14	80
2024	20	15	16	90

**Source:** Hai Phong City Department of Tourism, period 2020 - 2024

For sustainable development, Hai Phong needs to continue investing in environmentally friendly means of transport, upgrading ports and optimizing the transportation system to ensure efficiency and safety for tourists.

**Increasing number of speedboats and cruise ships:** From 2020 to 2024, the number of speedboats increased from 10 to 20, and cruise ships from 5 to 15. This reflects the strong development of high-end transportation services, meeting the needs of tourists to visit and experience the sea and islands.

**Expanding the ferry system:** The number of ferries has increased from 8 to 16, contributing to improving connectivity between islands and coastal tourist areas. This helps improve convenience in travel and reduce overcrowding during peak seasons.

**Development of domestic transport:** The number of domestic vehicles (trams, tourist buses, shuttle buses) increased from 50 to 90, showing the focus on upgrading tourism transport infrastructure in the region.

Regarding roads, the number of transportation companies specializing in serving tourists in Hai Phong is currently quite limited. The city only has a few specialized bus companies such as Trang Anh, Hai Yen, Hoa Trung, Doan Xuan, etc. providing tourist transportation services. Travel companies often do not own their own fleets but have to rent vehicles from these bus companies. This leads to a shortage of vehicles during peak seasons, and service prices are pushed up due to scarce competition. During peak periods, travel companies in Hai Phong even have to rent vehicles from neighboring provinces such as Hai Duong and Thai Binh to meet demand.

In terms of waterways, with the advantage of having many island districts, Hai Phong has formed separate island tourism clusters. Water transport companies not only serve the travel needs of the people but also participate in tourism activities. Specialized fleets at Ben Nghieng and Lan Ha Bay are currently playing an important role in transporting tourists to visit the bays and islands.

To promote sea tourism, Hai Phong has strongly developed the accommodation system in 52 sea tourism areas and spots, mainly concentrated in Cat Ba and Do Son. Up to now, the whole city has 313 licensed accommodation establishments, providing a total of 5,712 rooms, meeting the increasing demand of tourists.

In Do Son tourist area, many guesthouses and motels invested by central ministries and branches in the 1980s and

1990s are now degraded and outdated but have not been renovated or upgraded. In particular, the wastewater collection and treatment system, although deployed more than 10 years ago, is still not complete, leading to wastewater overflowing onto the streets and flowing down to the beach, causing serious pollution on rainy days. Investment in infrastructure and tourism services in Do Son is still limited because most businesses lack financial capacity. Individual businesses in the restaurant and motel sector have not focused on investment, causing the waste and wastewater treatment system to not receive due attention, negatively affecting the tourism environment in this area.

In addition, the planning and management of tourism planning in Hai Phong still have many shortcomings. Currently, the city only has a master plan for urban areas but no separate plan for Do Son tourism, causing difficulties in attracting investment. The lack of high-class entertainment and resort areas makes tourism unable to develop sustainably, mainly seasonal.

The lack of synchronous tourism infrastructure also affects the ability to organize large-scale events. Large tourism facilities are currently managed by many ministries and branches, leading to unprofessional operations that do not truly follow the market mechanism. This creates inequality in the tourism business environment, requiring solutions to help Do Son develop in a professional direction, improve competitiveness and attract stronger investment in the future.

### 3.4 Current status of sea tourism products in Hai Phong city

With the advantage of rich marine resources, unique human resources, and an increasingly developed economic and technical infrastructure system, Hai Phong has great potential to diversify marine tourism products. In order to effectively exploit these advantages, the Hai Phong Department of Tourism in coordination with the People's Committees of Do Son, Cat Hai and Bach Long Vi districts has focused on investing in and developing marine tourism types such as: Marine eco-tourism, resorts; tourism combined with conferences and seminars; adventure sports tourism associated with exploring local culture.

Currently, the marine tourism products in Hai Phong being exploited include:

**Diving:** Cat Ba archipelago has a diverse coral ecosystem with 193 species discovered, creating ideal conditions for developing diving tourism. This area has more than 10 spots that can serve tourists to experience diving, however, this activity is still not popular, diving time is short, has not fully exploited its potential and has not brought in significant revenue.

**Rock climbing:** Hai Phong has dozens of attractive rock climbing spots in Lan Ha Bay, Cat Ba area and the mainland, featuring steep cliffs such as Dau Be Island, Ben Beo, Hon But, Van Boi, Hang Ca, and Ba Anh Em Cliffs. This type of tourism attracts mainly international visitors, especially those who love adventure sports.

**Kayaking:** The experience of kayaking on Lan Ha Bay brings visitors unique discoveries that cannot be found on cruise ships. Kayaking allows visitors to approach the foot of the rocky mountains, go through caves and admire the majestic limestone islands at close range. This is one of the

popular tourism products, especially for tourists who love adventure and exploring nature.

**Cycling:** Cat Ba has a winding cross-island road system with many steep passes, interspersed with pristine beaches and beautiful nature, creating favorable conditions for the development of cycling tourism. This is an attractive experience for tourists who love to exercise and explore natural landscapes.

**Entertainment complex:** The entertainment system in Hai Phong is still limited, making the length of stay of tourists not long. Some places such as Do Son golf course, Do Son Casino (for foreigners only), Hon Dau amusement park, dance clubs... only serve a certain group of guests, while popular entertainment services for the public have not been properly invested.

**Fishing and squid fishing services at sea:** Night fishing and squid fishing activities are still spontaneous, organized

by fishermen when there is demand from tourists. Due to lack of strict management, this service still has many potential safety risks, especially at night, and has not yet become a systematic and attractive tourism product.

**Resort, culinary and cultural tourism:** Hai Phong also develops tourism types such as sea bathing, resort combined with enjoying local cuisine, visiting historical sites, scenic spots, traditional craft villages, cultural tourism - festivals. In addition, business tourism activities (MICE), sea sports such as parasailing, jet skiing are also provided in Cat Ba and Do Son to meet the diverse needs of tourists.

#### 4. Current status of sea tourism development in Hai Phong city

Results of sea tourism in Hai Phong in the period of 2020-2024 with some important indicators in the following table 3:

**Table 3.** Results of sea tourism in Hai Phong in the period 2020-2024

Year	Total number of visitors (million)	Domestic visitors (million)	International visitors (million)	Total number of beach tourists (million)	Proportion of international visitors (%)	Proportion of beach tourists (%)	Proportion of sea tourism revenue (%)
2020	8.2	7.5	0.7	3.5	8.5	42.7	45.3
2021	7.8	7.3	0.5	3.2	6.4	41.0	44.1
2022	9.5	8.5	1.0	4.8	10.5	50.5	52.3
2023	11.0	9.6	1.4	5.9	12.7	53.6	55.8
2024	12.3	10.5	1.8	6.8	14.6	55.3	57.2

**Source:** Hai Phong City Department of Tourism, period 2020 - 2024

During the 2020-2024 period, the total number of tourists to Hai Phong tends to increase continuously, from 8.2 million in 2020 to 12.3 million in 2024. This reflects the strong recovery of the tourism industry after the COVID-19 pandemic, and affirms the effectiveness of tourism stimulus policies implemented by the city. The increase in the number of visitors also comes from the expansion of transport infrastructure, especially the upgrade of Cat Bi airport, the tourist port system and routes connecting to neighboring localities.

Although domestic tourism still plays a dominant role, accounting for a large proportion (85-90%), the growth of international tourists is also noteworthy. After a period of decline due to the impact of the pandemic, the number of international visitors began to recover from 2022 and continued to grow until 2024. This reflects efforts to promote Hai Phong tourism to the international market, and at the same time shows the attraction of island destinations such as Cat Ba to foreign tourists.

Sea tourism plays an important role in the overall tourism industry of Hai Phong, demonstrated by the strong increase in the number of visitors. Specifically, the number of sea tourists increased from 3.5 million (2020) to 6.8 million (2024), accounting for more than 55% of the total number of tourists in the city in 2024. This affirms that sea tourism is a field with great development potential, contributing significantly to the overall growth of the local tourism industry.

Not only increasing in the number of visitors, sea tourism also makes an important contribution to the overall revenue of Hai Phong's tourism industry. The proportion of revenue from sea tourism compared to the total tourism revenue of the whole city increased from 45.3% in 2020 to 57.2% in 2024. This reflects the great economic potential of the sea

tourism industry, especially in areas with strong investment in infrastructure such as Cat Ba and Do Son.

After a period affected by the COVID-19 pandemic, the number of international visitors to Hai Phong began to recover from 0.7 million in 2020 to 1.8 million in 2024. The proportion of international visitors to the total number of visitors also increased from 8.5% to 14.6% in the same period. Although this rate is still modest compared to some other coastal tourist destinations in Vietnam such as Da Nang or Nha Trang, this is a positive sign that Hai Phong is gradually becoming a more attractive destination for foreign tourists.

In recent years, Hai Phong sea tourism has achieved many encouraging results, actively exploiting available advantages to attract tourists and contributing to the socio-economic development of the city. However, besides the achievements, Hai Phong sea tourism still has many limitations, hindering sustainable development and has not demonstrated its role as a key economic sector. These limitations are reflected in the following aspects:

*Firstly, the effectiveness of tourism development is not commensurate with its potential.*

Although the number of sea tourists tends to increase over the years, the average spending of tourists is still low, leading to revenue from sea tourism not being commensurate with the inherent potential. The length of stay of tourists in Hai Phong is also short, mainly day visitors or short-term visitors, not creating high economic value.

In particular, the proportion of international tourists in the total number of tourists is still small and tends to decrease. This reflects the limitation in the ability to attract and serve foreign tourists, showing that Hai Phong has not really become an attractive destination on the international tourism map.



**Second**, there has been no breakthrough development, lagging behind neighboring localities.

Despite its geographical advantages, diverse marine ecosystems and famous landscapes such as Cat Ba and Do Son, Hai Phong has yet to make a breakthrough to affirm that marine tourism is a key economic sector. Compared to neighboring localities such as Quang Ninh (with Ha Long) or Thanh Hoa (with Sam Son), Hai Phong's marine tourism is lagging behind due to the lack of a long-term development strategy and the lack of highly competitive tourism products.

**Third**, tourism promotion and advertising work is not effective.

Hai Phong's tourism promotion and advertising activities are still small-scale, not regularly implemented, and do not apply high technology. The image of Hai Phong's sea tourism has not been widely promoted to international markets, leading to many limitations in attracting foreign visitors.

Tourism promotion campaigns have not been properly invested in, and have not made good use of digital media platforms, social networks, and online promotion channels. Compared to localities with strong promotion strategies such as Da Nang, Nha Trang, or Phu Quoc, Hai Phong beach tourism has yet to create a distinct brand and identity.

**Fourth**, marine tourism infrastructure is still fragmented and lacking in uniformity.

Despite the great potential for developing sea tourism, the infrastructure serving tourism in Hai Phong has not really met the development needs. Investment projects are still scattered, unfocused and slow to implement. The transportation system connecting to sea tourism destinations has improved but is still not synchronous, not creating the most favorable conditions for tourists.

In addition, although the number of accommodation facilities in Hai Phong has increased, the quality of services is not consistent and does not meet the standards of high-end tourism. The accompanying entertainment services are still poor, and there are not many unique products to attract tourists to stay longer.

**Fifth**, the quality of tourism human resources is still limited.

One of the major barriers to Hai Phong sea tourism is the problem of human resources. The workforce in the tourism industry, especially in the service sector, tour guides, restaurants, and hotels, is still limited in professional skills and foreign language proficiency. This affects the quality of service, making it difficult for Hai Phong to meet the increasing demands of tourists, especially international tourists.

Training and fostering tourism human resources have not received due attention, and there are not many cooperation programs between schools and businesses to improve practical skills for workers in the industry.

**Sixth**, Regional linkages in tourism development have not been well promoted.

Hai Phong tourism has not yet had close links with neighboring localities such as Quang Ninh, Hai Duong, Nam Dinh to create a synchronous chain of sea tourism products. The lack of links causes tourists to often choose Hai Phong as a single destination instead of combining it with long-term itineraries, leading to short stays and low spending.

If compared with the tourism linkage model between Da Nang - Hoi An - Hue, it can be seen that Hai Phong has not

taken advantage of its central location in the Northern coastal region to create highly connected tourism products, attracting domestic and foreign tourists.

**Seventh**, Sea tourism products are not diverse and lack distinction.

Sea tourism products in Hai Phong still mainly focus on swimming and relaxation, without many new and attractive activities such as sea sports tourism, scuba diving, luxury yachts or unique ecological experiences. The lack of diversity in tourism products makes Hai Phong unable to compete with other destinations such as Phu Quoc, Nha Trang or Ha Long.

Furthermore, the application of technology in tourism product development is still very limited. Smart tourism services, virtual reality applications, online ticket booking or digital tourism maps have not been widely deployed, making the tourist experience not really convenient and modern.

**Eighth**, Limitations in management and tourism business environment

Tourism management in Hai Phong still overlaps between many agencies, lacking effective coordination, leading to loose and unsystematic management. Violations in tourism business activities such as price gouging and food safety violations are still common, reducing the city's tourism image in the eyes of visitors.

Environmental protection in coastal tourist areas has not received due attention. Some coastal areas still have waste and seawater pollution due to unsustainable tourism exploitation. This affects the quality of visitors' experiences and in the long term can reduce the tourism value of Hai Phong.

## 5. Some solutions for sustainable marine tourism development in Hai Phong city

Propaganda, dissemination and education to raise public awareness of cultural and civilized behavior in tourism activities; at the same time, increase awareness of protecting relics and tourism resources. Promote propaganda and promotion of the city's cultural and tourism products through mass media, as well as domestic and international political, economic, cultural, artistic, sports and tourism events.

The city ensures the allocation of local budget resources combined with support funds from the central budget and mobilizes socialized capital to implement projects to build, upgrade and renovate technical facilities serving cultural and tourism activities. Prioritize state budget investment to support funding and attract socialized resources to preserve and promote the value of cultural heritage, train human resources and develop infrastructure in key tourist areas in the city.

Encourage the development of sports businesses, especially adventure sports tourism and island tourism; promote tourism products with high economic value. Support budget for market research activities, increase budget resources and socialize to promote culture and tourism.

Ensure health security and disease prevention; at the same time, prevent subjects from taking advantage of tourism activities to commit crimes or violate national sovereignty.

Enhance the role of the Tourism Association in coordinating the management of the tourism environment, ensuring security and safety, preventing the solicitation and price gouging of tourists. Encourage tourism service businesses to

participate in the movement to maintain security and order and ensure safety for tourists.

Strictly manage mineral exploitation areas to avoid negative impacts on historical relics and scenic spots. Invest in building wastewater and rainwater treatment systems, and provide clean water in tourist areas, aiming to build environmentally friendly cultural and tourism products.

Strengthening coordination between the tourism sector and relevant departments in implementing the planning. Promoting cooperation between the city and localities in organizing and participating in regional, national and international cultural, sports and tourism events. Developing and implementing cultural, sports and tourism linkage programs between Hai Phong and provinces and cities in the Northern Key Economic Zone, the Red River Delta, the Northern Midlands and Mountains and other regions.

Research and identify key international markets to develop tourism products and implement appropriate propaganda and promotion strategies. Develop diverse and effective foreign cultural activities to promote Hai Phong's cultural values and tourism brand to the world. Improve the quality of cultural tourism vocational training according to ASEAN standards.

To develop Hai Phong sea tourism in a sustainable manner, effectively exploit tourism resources and preserve natural heritage, create international competitive advantages, and help the city become an ideal destination for domestic and foreign tourists, the following solutions need to be implemented:

Master plan for the sea area and functional zoning for management. The reserve can be divided into three zones with different management regimes: Strictly protected zone, Restricted exploitation zone and Shared use zone. Zoning helps control marine life and implement protection measures. Prioritize investment in upgrading equipment, innovating technology, and applying advanced science to improve the quality of investigation, monitoring and research on marine environmental resources, serving the development of sea and island tourism.

Planning to develop Do Son tourism into a comprehensive tourist area with three functional areas:

**Zone I:** Developing tourism types such as beach bathing, resort, cuisine, conference - seminar, commercial center.

**Area II:** Focuses on marine recreational activities such as jet skiing, windsurfing, parasailing, yachting, and organizing tourism events.

**Zone III:** Developing eco-tourism with separate villas, mountain climbing, picnicking, fishing, camping, tea rooms, bars; visiting eco-tourism sites, historical - cultural and spiritual relics.

Building an accommodation system including hotels and motels, attracting investment and resolving procedural problems, especially granting long-term land use certificates. Speeding up the construction progress of key tourism projects such as Hon Dau Resort, Hoa Phuong Daso Island, Van Son Resort, Cat Ba Amatina Resort, Nam Cuong's 5-star hotel in Do Son.

Building a tourist seaport in the Do Son area, connecting the Do Son - Cat Ba - Ha Long - Mong Cai - Bac Hai - Phong Thanh (China) tourist route.

Encourage economic sectors to invest in tourism, promote domestic and foreign joint ventures to develop infrastructure, and move towards socializing tourism to maximize capital mobilization.

Build entertainment facilities based on attracting investment, improve administrative procedures to expand entertainment complexes, and increase tourists' length of stay.

Focus on planning and upgrading infrastructure for island tourism, including trees, lighting, seaports, and modern passenger stations with full amenities.

Improve the quality of existing sea tourism routes, open more Hai Phong - Bach Long Vi marine eco-tourism routes. Cooperate with provinces and cities to connect domestic and international tourism routes such as Hai Phong - Kunming, Hai Phong - Nanning, Hai Phong - Nghe An - Thailand.

Promote tourism promotion in domestic and international media, participate in international tourism fairs, organize survey tourism programs for travel agencies and reporters to introduce and effectively exploit the cultural values, historical relics and traditional festivals of Hai Phong.

## 6. Conclusion

Hai Phong possesses significant potential to transform marine tourism into a cornerstone of its economy, strengthening its role on both the national and global tourism landscape. While the city has made notable progress in leveraging its coastal advantages, several challenges remain that must be addressed.

For sustainable marine tourism growth, Hai Phong must adopt comprehensive strategies to enhance service quality, boost competitiveness, and attract more visitors. Key measures include refining tourism planning, upgrading infrastructure, strengthening promotional efforts, developing a skilled workforce, and fostering partnerships with domestic and international destinations. Tourism development should also be closely linked to environmental conservation, cultural preservation, and the creation of distinctive, globally appealing tourism experiences.

With strong government support, active business participation, and community engagement, along with well-implemented strategic initiatives, Hai Phong has the potential to become a premier marine tourism destination in Vietnam, driving long-term socio-economic growth.

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