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**SUSTAINABLE DEVELOPMENT OF
TOURISM IN HAI PHONG CITY**

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INTRODUCTION

1. Reasons for choosing the topic

The approach to tourism development is associated with the concept of “sustainable development”, which means ensuring sustainability on all three pillars: economic, social and environmental. Studies also confirm that sustainable tourism development must be associated with the overall development strategy of the country and must be planned in accordance with the rational exploitation of available natural resources. Tourism development requires close cooperation between stakeholders, but there are always conflicts due to differences in perception, attitude and behavior of each party towards tourism development. The development strategy and tourism development planning from the government are sometimes not consistent with the interests and desires of local residents. Tourism development often conflicts with the development of other industries and sectors in the same area. Tourism development decisions are sometimes influenced by a group of interests, leading to a lack of consensus among other stakeholder groups. Therefore, in theory, it is still necessary to continue researching how to develop sustainable tourism in each region. In particular, it is necessary to research the role of stakeholders in the process of sustainable tourism development in a certain territory. Moreover, sustainable tourism development is affected by many ever-changing factors of each locality, country and international, making this research issue even more urgent and a difficult question for local development policy makers. For Vietnam, along with the country's innovation over the past 30 years, the Party and State have identified the extremely important role of tourism in the national economy and affirmed the goal of developing tourism into a spearhead economic sector of the country by issuing many policies and guidelines throughout the years. However, sustainable tourism development is a big challenge for countries as well as for each local area with tourism business potential. In fact, Vietnam's tourism development has not ensured sustainability on the scale of each enterprise as well as on the scale of each locality and the whole country. Tourism enterprises have been and are facing many internal and external factors affecting their operations and causing them to develop business activities that have not ensured sustainability. Hai Phong is considered a locality that is naturally endowed with many resources for tourism development. Hai Phong is an important traffic hub, one of the major tourist centers of the Northern region and the whole country. Hai Phong has many conditions for tourism development, is a land with many cultural traditions, long history as well as a place with many rich natural tourism resources. In addition to outstanding marine tourism resources, Hai Phong is also a locality with many valuable historical and cultural relics. It can be said that Hai Phong is one of the localities with many strengths, favorable natural conditions to develop tourism in a comprehensive and sustainable manner. Over the past three decades, Hai Phong tourism has also developed strongly with a system of typical sea tourism destinations such as: Do Son peninsula and Cat Ba archipelago, destinations are historical relics and famous landscapes such as Trang Kanh, Voi mountain, Bach Dang stake field, Nguyen Binh Khiem Temple, ... With the awareness of the potential and advantages of tourism and the benefits brought by tourism,

Hai Phong city has had many policies, strategies and specific solutions to promote the development of this important economic sector. However, it can be seen that the development of Hai Phong tourism industry is not commensurate with the potential and is not sustainable. Hai Phong tourism businesses are currently small-scale, fragmented; infrastructure serving tourists has not developed synchronously; tourism products are monotonous, poor, and still lack tourism products that create different values to attract tourists to Hai Phong. Hai Phong tourism development has not yet ensured sustainability in protecting the natural environment and preserving socio-cultural values. Sustainable tourism development requires addressing the causes leading to the limitations of city tourism. The causes and factors affecting sustainable tourism development in Hai Phong city need to be studied from many different perspectives such as the efforts of tourism businesses, both accommodation and travel, from the participation of local communities in tourism development, from the strategic perspective and tourism management policies in the area. Tourism development in the city requires research in a multi-disciplinary, multi-field approach and research of all stakeholders in the process of sustainable tourism development, and at the same time requires research on economic, socio-cultural and environmental aspects. Therefore, from both theoretical and practical perspectives, it is necessary to conduct research to build a theoretical basis for sustainable tourism development in the local area.

2. Research objectives and tasks

2.1. Research objectives

The thesis focuses on studying the theoretical basis of sustainable tourism development in the local area at the provincial/municipal level from the perspective of local stakeholders using a multidimensional approach. The study assesses the current status of sustainable tourism development, thereby determining the viewpoints, strategies and solutions for sustainable tourism development in Hai Phong city.

2.2. Research tasks

- Systematize the theoretical and practical basis for sustainable tourism development in the new context. Develop a theoretical framework for sustainable tourism development in the local province based on the theory of local stakeholders;

- Identify factors of local stakeholders affecting sustainable tourism development in the province/city. Develop a framework for analyzing stakeholders in sustainable tourism development in the locality based on a multidimensional approach;

- Analyze the current status of tourism development in Hai Phong city and the current status of sustainable tourism development in Hai Phong on three pillars: economy, environment and society.

- Analyze and evaluate the current status of the impact of factors of stakeholders on sustainable tourism development in Hai Phong city. Analyze the current status of the impact of tourism management policies of the city government on sustainable tourism development in the locality.

- Proposing a system of viewpoints, policies and solutions to contribute to the sustainable development of tourism in Hai Phong city associated with the role of stakeholders in the sustainable development of tourism in Hai Phong.

3. Research subjects and scope

Research subjects: Theoretical and practical issues on sustainable tourism development in the provincial area; Content and criteria for evaluating sustainable tourism development in the area according to three pillars: economy, environment and society; Factors affecting stakeholders on sustainable tourism development in Hai Phong province/city

Interview subjects: tourism businesses, local people, tourists, authorities and state management agencies on tourism in Hai Phong city.

Research scope: In terms of space, it is the area of Hai Phong city. In terms of time: secondary data research in the past 10 years (mainly from 2011 to 2023) and orientation to 2030. Primary data survey in the period from October 2022 to December 2023.

4. Research methods

To carry out the research tasks, the thesis used secondary data analysis methods from documents related to the research topic and qualitative research to collect and analyze primary data from research subjects who are stakeholders in tourism development in Hai Phong city as identified.

Secondary data research - official documents

Methods of collecting and analyzing secondary data from existing domestic and foreign research works on the research topic to serve the task of summarizing existing research works and forming a theoretical basis for the thesis. Secondary documents from official sources such as state management agencies and authorities, business enterprises are also very useful for the researcher to conduct research to analyze and evaluate the current situation. The researcher based on the research objectives and research questions as the basis for selecting and collecting relevant documents from valuable sources.

The documents used to build the theoretical basis for sustainable tourism development are the theory of stakeholders in tourism development, the theory of the role of State management in tourism development, the theory of the impact of macro-management policies on the operations of tourism businesses, the theory of management of travel and accommodation businesses, the theory of development stages of tourist destinations, etc.

The specific documents related to this study used to assess the current status of Hai Phong tourism development are the official documents of the local government of Hai Phong, specifically the Hai Phong Provincial People's Committee and the Department of Tourism. Documents of the National Tourism Administration. Documents on tourism business results of Hai Phong city in the past 10 years.

Qualitative primary data research method

To carry out the research task, the qualitative research method was used. Since this study primarily aimed to gain a deeper and richer understanding of local stakeholders' interpretations of sustainable tourism in Hai Phong City, a qualitative approach was the most appropriate, and could help understand and explain the tourism phenomena in this study (Jennings, 2010).

Data were collected from the following main groups of respondents: local citizens, those who do not work in the tourism industry; local tourism business people; tourists and local authorities responsible for managing the tourism industry in the city. Purposive

sampling was used to first reach local stakeholders who fit the research criteria. Then, snowball sampling was used to reach more relevant respondents. After reflecting on the effectiveness of the approach and revising the methods, the main field survey was conducted from January to December 2023.

Data were collected from forty-six respondents, including twenty local citizens, ten people from tourism companies and three tourism industry leaders, three local government leaders, ten tourists. Participants were interviewed individually, using a semi-structured interview questionnaire. Participant observation was also used to collect data. All interviews were recorded and transcribed, with the interviewees' permission to collect and use the information. The anonymity and confidentiality of the information collected from those respondents was ensured by using interviewee codes rather than specific names and addresses. Thematic analysis techniques were then used to analyze the data.

5. New contributions of the thesis

*** New academic contributions:**

- The thesis has built a systematic theoretical framework on the role and nature of sustainable tourism development in a locality at the provincial/municipal level. It has clarified the content of the pillars of sustainable tourism development in the locality: (1) Developing tourism with economic sustainability, sharing benefits fairly for stakeholders; (2) Developing tourism with environmental protection, natural tourism resources and ecosystems; (3) Developing tourism associated with preserving and promoting local socio-cultural values;

- Analyzing the context and relationships for sustainable tourism development in the locality at the provincial/municipal level. From there, it has determined a system of criteria and indicators to measure the level of sustainable tourism development on all three pillars of sustainable development in the provincial/municipal level in a developing country.

- A comprehensive theoretical framework has been developed on the role of stakeholders in sustainable tourism development, thereby identifying factors of stakeholders affecting sustainable tourism development at the provincial/municipal level. A theoretical framework has been proposed on assessing the interaction between stakeholders in the management mechanism for sustainable tourism development at the provincial/municipal level.

- The thesis has developed a theoretical framework on promulgating and implementing sustainable tourism development policies for provincial localities according to appropriate principles, policies and institutions. A theoretical framework has been developed to assess the development and implementation of legal regulations and support policies, plans and planning for sustainable tourism development at the provincial/municipal level, including: (i) The effectiveness of tourism development policies and plans; (ii) The implementation status of policies and plans; (iii) Identifying the need to develop a number of new policies; and (iv) Current status of policy communication to relevant stakeholders for implementation.

*** New practical contributions**

- Assessed the current status of tourism development on all basic indicators: number of visitors, revenue, tourism facilities in Hai Phong;

- Through a survey of relevant stakeholders, the criteria reflecting the level of sustainable tourism development in Hai Phong city were measured, with three pillars: (i) economic tourism development is not yet sustainable, the number of international tourists is low, revenue growth and profit margin are still low; economic benefits shared with local communities are still modest; (ii) tourism development has not protected and preserved natural resources and has not optimized the use of available local resources; (iii) tourism development has not ensured the preservation of unique cultural and historical values of Hai Phong.

- Through interview data with stakeholders, the impact of factors belonging to local stakeholders on sustainable tourism development in Hai Phong was assessed. In particular, the impact of state management factors of local authorities on sustainable tourism development in the city was analyzed and clarified.

- The sustainable tourism development policies of Hai Phong city government were assessed from the opinions of stakeholders. The current status of tourism planning and development planning has not ensured long-term sustainability, land use planning still has many limitations, policies to support tourism businesses are not effective, etc. In particular, the current policies supporting sustainable tourism for major tourist areas of Hai Phong such as Cat Ba and Do Son were specifically assessed. The limitations, barriers and causes for sustainable tourism development in Hai Phong city were pointed out;

- Proposed a system of viewpoints, strategic orientations and synchronous solutions for sustainable development of Hai Phong tourism in all three pillars: economy, environment and socio-culture. Solutions are also developed for each participant in sustainable development of Hai Phong tourism.

6. Thesis structure

In addition to the introduction and conclusion, the thesis consists of 4 chapters.

Chapter 1: Overview of domestic and foreign research related to the thesis topic

Chapter 2: Theoretical basis for sustainable tourism development in the locality at the provincial/municipal level

Chapter 3. Potential and current status of sustainable tourism development in Hai Phong city

Chapter 4: Proposing some solutions for sustainable tourism development in Hai Phong city.

CHAPTER 1: RESEARCH OVERVIEW

1.1 Overview of foreign research on sustainable tourism development

Research on sustainable development in the tourism business sector has also been of interest to researchers at different levels. The thesis has summarized existing research according to groups of issues: tourism industry context and sustainable tourism development; sustainable tourism; factors affecting sustainable tourism development and research on sustainable tourism development policies.

The context of sustainable tourism development in the world

Most of the early tourism studies focused on the role of tourism in economic development and its potential to provide a viable economic alternative. However, the development of the tourism industry has its downsides and has negative impacts on society and the environment. Research on sustainable tourism and sustainable tourism development Some studies point out the benefits of developing tourism businesses in a sustainable manner for the community. Some studies assess the positive contribution of the tourism industry to socio-economic development. Studies also point out that the sustainable tourism model is an inevitable development trend of the tourism industry.

Research on the participation of stakeholders in sustainable tourism development at the provincial level Researches have identified that tourism is a multi-sector sector and tourism development involves the participation of many stakeholders in the planning and implementation of sustainable tourism development. Many studies have examined how participation in local sustainable tourism development is divided. The way, institutions, management systems are established, the way stakeholders operate in the field of policy planning are used to achieve sustainable tourism development goals.

1.2. Overview of domestic research

Tourism development in general and sustainable tourism development in particular have been studied by many domestic authors. Existing studies mainly focus on the following issues: Studies on the context and current status of Vietnam's tourism industry. Studies on sustainable tourism development in Vietnam. A number of studies on the impact of globalization and climate change have created opportunities and challenges for the development of Vietnam's tourism. From there, it is proposed to promote the trend of sustainable tourism development to both increase revenue and protect the long-term sustainable tourism environment. Some studies clarify the relationship between tourism resources and sustainable tourism development. The role of stakeholders in tourism development, thereby proposing policy implications for sustainable tourism development. Studies on sustainable tourism development policies at the provincial/municipal level

Some studies have examined sustainable tourism development policies at a number of localities, including: tourism development planning and plans, policies to support businesses in developing green tourism, policies on resource management and cultural preservation, etc. Existing studies have provided policy implications for sustainable tourism development: investment policies, support policies; training policies to develop human resources for tourism; policy implications for attracting stakeholders to participate in tourism development.

1.3. Research gaps

From an overview of domestic and foreign research works related to sustainable tourism development at the provincial/municipal level, the researcher found that there are still the following issues that existing studies have not resolved or have not thoroughly resolved.

- Sustainable development is still a controversial issue in developed countries over the past few decades (Mowforth & Munt, 2009). Up to now, the explanation and implementation of this concept is still relatively new to developing countries. Sustainable

development issues in a specific field such as tourism, which are interdisciplinary and multidisciplinary in nature, still need to be further studied in developing countries. Therefore, it is still necessary to study how to develop sustainable tourism in relation to the requirements, conditions and tourism business models in developing countries. - Issues on sustainable tourism development

- a specific business whose development is closely linked to natural and cultural historical resources; dependent on many other industries and fields; affected and governed by many stakeholders and many economic, cultural and social factors, still need further research. Sustainable tourism development (or sustainable tourism development) must ensure sustainability in all three pillars: economic, environmental and social. However, there is a lack of research that explores the constraints of sustainable tourism development strategies in specific local contexts, so further research on this topic is needed.

- Up to now, there are still many different views on sustainable tourism development in a locality at the provincial/municipal level in a developing country. Theoretical issues such as the theory of the role of stakeholders in sustainable tourism development in the locality at the provincial/municipal level are still controversial among researchers and managers. Therefore, it is necessary to continue researching the theory of stakeholders, especially the role of the state's macro-management in sustainable tourism development in the local province of Hai Phong in Vietnam.

- The local tourism business community - a stakeholder that plays a decisive role in sustainable tourism development based on the benefits and costs they receive (Andriotis & Vaughan, 2003). Sebele (2010) suggests that the business activities of the local tourism business community must bring many opportunities to increase business income as well as to local people, meaning that they want to receive benefits from sustainable tourism development. Gursoy and Rutherford (2004) also warn that sustainable activities of tourism businesses can be hindered or ignored because of investment capacity, management capacity and operational efficiency. Therefore, there is still a need to study the views, attitudes and behaviours of local tourism businesses towards sustainable tourism development.

- Sustainable tourism development depends on the support of the local community (Chen, 2001), their goodwill and participation, as positive attitudes of residents are important for tourist satisfaction and repeat visits (Long & Kayat, 2011). Local community attitudes can cause dissatisfaction among tourists, leading to low return rates (The Economist, 2010) as well as affecting future purchase intentions (He & Song, 2009), and creating a negative image of tourism in the locality. There are currently few studies assessing the influence of local communities in relation to other stakeholders on sustainable tourism development in the locality.

- The role of state management in sustainable tourism development in a province/city such as Hai Phong is extremely important in regulating the relationship and interaction between other stakeholders in sustainable tourism development in the province/city. Therefore, it is necessary to continue to research and clarify the factors related to planning, plans, policies and management mechanisms that affect sustainable

tourism development in the province/city. How to sustainably develop tourism in Hai Phong city in the context of high growth pressure, competition for resources among many economic sectors and the specific economic management institutions of Vietnam makes the research issue even more necessary.

- Although Vietnam has developed the tourism industry over the past few decades, it has not yet attracted many international tourists. Hai Phong tourism has not yet attracted many high-value international tourists. Hai Phong's sea tourism is greatly affected by the weather and climate, so it is highly seasonal, making the city's tourism development ineffective and economically unsustainable. Therefore, it is necessary to conduct comprehensive research to find solutions for sustainable tourism development in the city on all three pillars: economy, environment and socio-culture.

This thesis aims to address the research gaps identified above, thereby contributing to the theory of sustainable tourism development in a provincial/municipal locality of a developing country like Vietnam. The thesis builds a theoretical framework on sustainable tourism development and uses a stakeholder approach to assess factors affecting sustainable tourism development in the province/municipal area. From there, the thesis assesses the current situation and proposes solutions for sustainable tourism development in Hai Phong city on the pillars of sustainable development.

CHAPTER 2: THEORETICAL BASIS AND PRACTICAL EXPERIENCE ON SUSTAINABLE TOURISM DEVELOPMENT AT THE LOCAL PROVINCIAL/CITY

In this chapter, the researcher has systematized the theoretical contents of sustainable development, tourism and tourism development; clarified the nature of sustainable tourism development; indicators to measure the level of sustainable tourism development at the provincial/city level on three pillars: economy, society and environment. Developed a theoretical framework on the impact factors of stakeholders on sustainable tourism development, including: tourism businesses, local communities, tourism management agencies and local authorities, and tourists.

2.1. Theory of sustainable development and tourism

2.1.1. Theory of sustainable development

The thesis has clarified the concept of “sustainable development” as “A process that meets the needs of the present without compromising the ability to meet the needs of future generations”. In other words, sustainable development is based on the principles of rational use of resources and the equitable distribution of benefits. From the definition of sustainable development, the three pillars, also known as the three aspects of sustainable development, are: economic, environmental and socio-cultural.

2.1.2. Tourism industry and tourism development

Tourism is a comprehensive service business that serves the different needs of tourists with the main services being: accommodation, travel, food and beverage and many other supporting services. Tourism development in the locality at the

provincial/municipal level is the development in both scale and efficiency, both quantity and quality of the local tourism industry to contribute to the economic, cultural and social development of the locality.

2.2. Theory of sustainable tourism development of a locality

2.2.1. Concept, characteristics and nature of sustainable tourism development

Sustainable tourism development must ensure sustainability for all three pillars of development in the locality: economy, society and environment. Sustainable development of local tourism focuses on creating benefits for local communities, including creating jobs, increasing income, improving infrastructure, and promoting local economic and social development. Sustainable development of tourism requires respect and protection of local culture, traditions and natural environment.

2.2.2. Contents or pillars of sustainable development of local tourism at provincial level

The theme of "sustainable development of tourism" can be understood as to develop sustainable tourism, it is necessary to change the tourism business model towards sustainable development in the context of globalization. Sustainable development of tourism means not developing tourism at all costs and not only developing tourism to achieve short-term benefits but also ensuring long-term benefits. Sustainable development of tourism not only ensures sustainable growth in economic indicators of the tourism industry but also ensures the sustainability of environmental and social indicators. Therefore, sustainable tourism development must be associated with each tourism business establishment developing according to the model of "sustainable tourism", each tourism destination developing according to the sustainable model.

Characteristics of sustainable tourism development in the direction of sustainable tourism. Basically, sustainable tourism development emphasizes three characteristics: first, emphasizing on ensuring sustainability for the quality of tourist experience, the lives of local communities and the natural environment; second, sustainable tourism development emphasizes the continuity of tourism business activities, exploitation and protection of natural resources and cultural values, and finally ensuring the balance between the needs of tourists, tourism businesses, local communities and environmental protection. From the nature of sustainable tourism, three pillars create sustainable tourism development: (1) Economic sustainability; (2) Environmental sustainability (3) Social sustainability.

2.2.3. Criteria and indicators for assessing sustainable tourism development

* Group of indicators for assessing sustainable tourism development in terms of economy, steady growth in tourism income for many consecutive years: growth indicators in the number of tourists, revenue and profit of tourism businesses, the level of tourism contribution to GRDP, and other indicators.

* Group of indicators for assessing sustainable tourism development in terms of society. The rate of cultural and historical values preserved and promoted; the number of cultural tourism destinations; the participation of local residents in the plan to exploit culture to serve local tourism.

* Group of indicators for assessing sustainable tourism development in terms of protecting natural resources and environment. Indicators measuring the quality of the natural environment such as water, air and biodiversity; the number of conservation areas; solid waste management index, ...

2.3. Theoretical basis for factors affecting sustainable tourism development in the local area according to the stakeholder approach

2.3.1. Theory of stakeholders in sustainable tourism development in the local area at the provincial/municipal level

Stakeholders involved in sustainable tourism development in the local area include: tourism businesses, tourists, local communities, state tourism management agencies and non-governmental organizations. Each stakeholder has its own role and position and through its participation and specific actions, has contributions, impacts and influences on the development of tourism. Sustainable tourism requires the support and participation of stakeholders throughout the entire process of planning and implementing tourism activities at the destination. Sustainable tourism also values cooperation between stakeholders. This thesis focuses on the study of tourism development in the locality of Hai Phong city/province, therefore, the government and state management agencies for tourism development in the locality at the provincial level are the central stakeholders that need to be studied. To sustainably develop the tourism industry in the locality at the provincial/city level, it will require studying the entire system, interdisciplinary tourism activities and factors affecting the development of the tourism industry from stakeholders. In which, the decisive factor at the macro level is the state management of tourism in the locality.

2.3.2. Factors of tourism enterprises affecting sustainable tourism development in the province/city

2.3.3. Factors of local communities affecting sustainable tourism development in the province/city

2.3.4. Factors of state management agencies affecting sustainable tourism development in the province/city

2.3.5. Factors of tourists affecting sustainable tourism development in the province/city

2.3.6. Factors of non-governmental organizations affecting sustainable tourism development in the province/city

2.3.7. Interaction between stakeholders in sustainable tourism development in the province/city

- Tourism businesses, people and local authorities in sustainable tourism development in the area
- Tourism optimizes the use of available resources in the area
- Tourism with local land use planning - Tourism with economic benefits shared with local stakeholders

2.4. Experience in sustainable tourism development at the provincial/municipal level and lessons for Hai Phong

From the study of sustainable tourism development experiences of some typical localities in the country and abroad, the researcher has summarized lessons for Hai Phong city.

CHAPTER 3: CURRENT STATUS OF SUSTAINABLE TOURISM DEVELOPMENT IN HAI PHONG CITY

3.1. Overview of tourism development in Hai Phong city

3.1.1. Introduction to Hai Phong tourism potential

Hai Phong city is a large seaport and industrial city in Northern Vietnam, converging many favorable conditions for tourism development. The thesis has assessed the potential for tourism development in the city based on the natural tourism resources and historical culture of the city.

3.1.2. Macro-management model of Vietnam's tourism industry

3.1.3. Current status of infrastructure serving tourism activities

Current status of accommodation facilities

- The number of tourist accommodation rooms has continuously increased in the period from 2011-2019, reaching an average of 5.52%/year. 4-5 star tourist accommodation establishments account for an average of 14% (2016) to 20% (2022) of the total number of accommodation rooms. Accommodation room occupancy rate: Average of 45-55% in the period 2011 - 2019, equivalent to the room occupancy rate of the whole country (52% in 2019). However, most of the city's tourist accommodation establishments are small-scale, fragmented, with few or no types of supplementary services.

Figure 2: Development of Hai Phong accommodation facilities in the period of 2011 - 2022



Source: Department of Tourism, Hai Phong City Statistics Office

Current status of restaurant and entertainment facilities

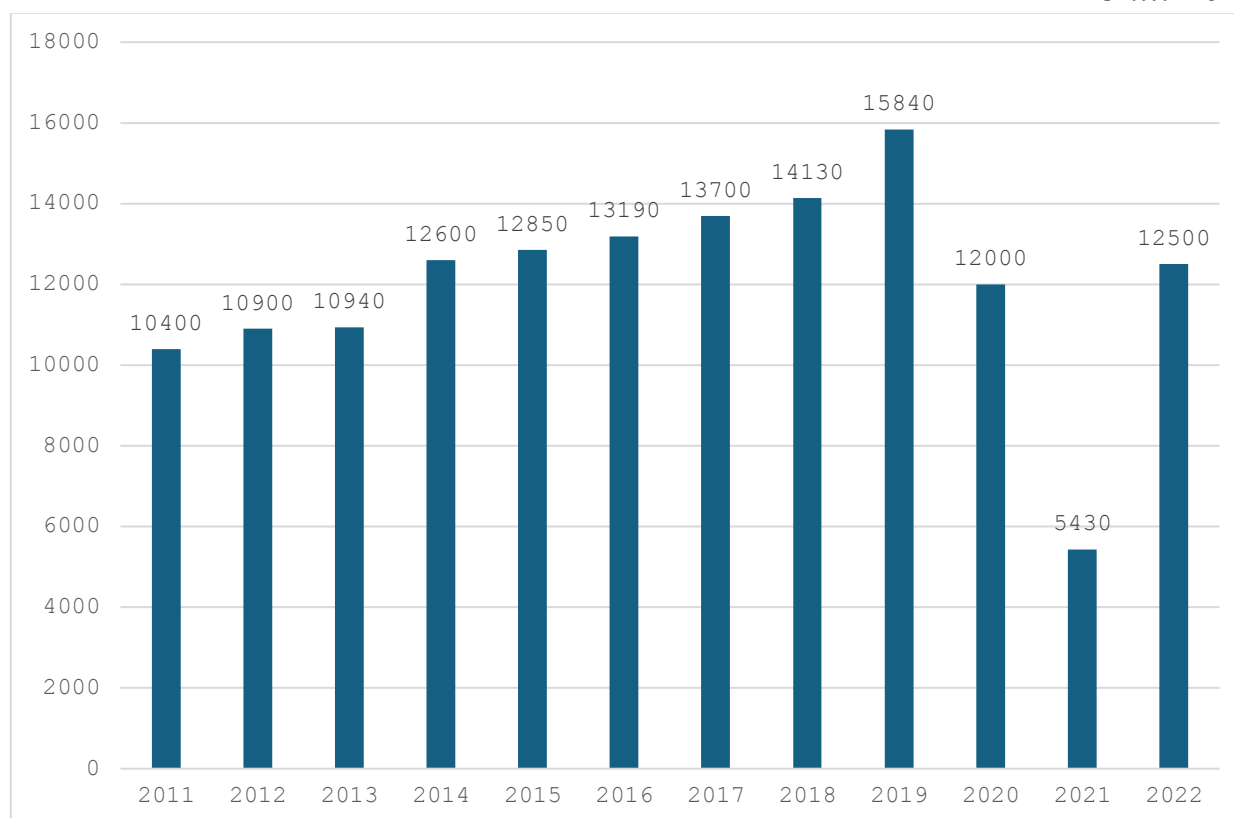
The restaurant and culinary service system is becoming a major tourism resource and resource to develop food tours as well as serve the diverse needs of tourists to Hai Phong. Entertainment facilities serving tourists in Hai Phong are still very limited, mainly

sports facilities such as golf courses, currently lacking night entertainment facilities for tourists to Hai Phong. Current status of travel businesses In the period of 2011 - 2019, the number of travel businesses increased continuously, from 48 companies to 73 companies, and a number of representative offices and branches. From 2022, Hai Phong will have a total of 114 enterprises with 61 international travel enterprises, 50 domestic travel enterprises and 03 representative branches.

Labor situation in the tourism industry.

Figure 3: Number of workers in Hai Phong tourism industry in the period of 2011 - 2022

Unit: Person



Source: Department of Tourism, Hai Phong City Statistics Office

The overall quality of Hai Phong city's tourism human resources is high, the rate of trained workers is about 85% and they are regularly provided with additional vocational training. However, the quality of Hai Phong tourism workers is uneven. The current situation of attracting investment capital into the tourism industry In recent years, the city's tourism facilities and infrastructure have increased, but in general, the tourism facilities in the area are still not uniform. The city still lacks facilities that can meet the needs of organizing international-scale tourism events and activities. Entertainment services are very lacking.

3.1.4. Current status of tourism business results in the period 2011 - 2023

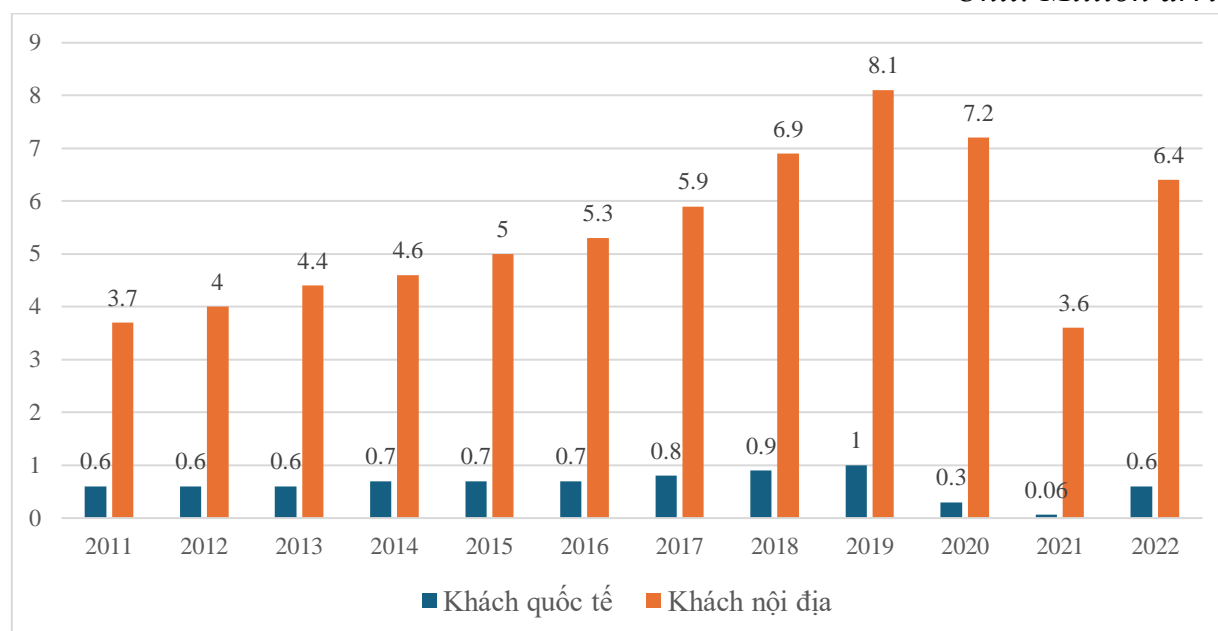
The current status of sustainable tourism development in Hai Phong city is assessed based on the measurement and analysis of the system of indicators to evaluate the results and effectiveness of tourism business activities over the past 10 years. Current status of tourism products: The city's tourism product system is quite diverse.

The main tourism products include: mainly sea and island tourism, combined with resort and sports tourism; Festival and spiritual tourism, combining tourism with cultural and historical research; Culinary tourism.

Current status of tourist arrivals Total number of visitors

Figure 4: Total number of tourists to Hai Phong city in the period 2011 - 2022

Unit: Million arrivals



Source: Department of Tourism, Hai Phong City Statistics Office

The international tourist market accounts for a very small proportion compared to the total number of tourists to Hai Phong City. Business results of Hai Phong tourism industry

Table 2: Tourism performance results in the period 2016 – 2022

| Indicators | ĐVT | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 |
|---------------------------------|------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Total number of visitors | 1.000 lượt khách | 5.964 | 6.707 | 7.997 | 9.078 | 7.515 | 3.670 | 6.040 | 7.950 |
| International visitors | 1.000 lượt khách | 749 | 797 | 859 | 997 | 291 | 40 | 536 | 975,8 |
| Inbound visitors | 1.000 lượt khách | 5.215 | 5.910 | 6.940 | 8,080 | 7.223 | 3.629 | 5.504 | 6.970 |
| Total revenue | Tỷ đồng | 5.129 | 5.768 | 6.700 | 7.850 | 6.760 | 3.376 | 5.437 | 6.300 |

Source: Department of Tourism and City Statistics Office

Total revenue increased by an average of 15.24%/year. The contribution of the tourism industry to Hai Phong's GRDP in 2023 is estimated at about 7%.

General assessment of the current status of Hai Phong tourism development. Hai Phong tourism has had certain developments in the past 10 years, but compared to the potential of local tourism resources, Hai Phong tourism is still in the early stages of development and has great room for development. Up to now, the total number of tourists coming to Hai Phong has only reached less than 10 million visitors/year, of which the number of international visitors is very small, the length of stay and spending of tourists is low. Revenue from tourism services is still low. In particular, the added value created

by the tourism industry is not high, the level of contribution to the budget and income generation for city residents is still very limited.

3.2. Assessment of the current status of criteria under the pillars of sustainable tourism development in Hai Phong

3.2.1. Current status of criteria for assessing sustainable tourism development in Hai Phong in terms of economy

The collected data is used to analyze each key issue of sustainable tourism assessed by local stakeholders. Current status of tourism business results and sustainable investment return rate Local stakeholders agree that tourism has brought many positive economic benefits to the local community and beyond since the development of sustainable tourism. However, tourism business managers all assess that the current business efficiency is not high due to seasonality. Some local people, businessmen and local government officials believe that tourism development has shared economic benefits with local stakeholders, but in some cases, it has not ensured long-term harmony of interests. In addition, local authorities and businesses also noticed that there was an increasing gap between rich and poor and an unfair distribution of benefits from tourism business.

3.2.2. Current status of criteria for assessing sustainable development of Hai Phong tourism in terms of protection and conservation of natural resources and environment

Local people and tourism businesses all acknowledge the importance of the natural environment in the survival of the tourism industry and affirm that any sustainable tourism development plan must seriously consider the impact on the natural environment. Most interviewees agreed that natural resources, especially the sea and islands, are the strengths of Hai Phong tourism industry. However, tourism development in recent years has had negative impacts on the natural environment. The protection of the natural environment has not been taken seriously by residents, hotels and restaurants in the area. Tourism causes negative impacts on the natural environment including water quality, air and waste.

Current status of using available resources in the region for tourism development. Cat Ba and Do Son, where the tourism industry has been established for more than a hundred years, but the tourism services in the region are not diverse enough to meet the needs of tourists so that they can stay longer and spend more. There are a number of historical relics, temples, pagodas, and communal houses that have been invested in to serve tourists, introducing the unique features of the region but have not met the requirements of tourists. Furthermore, local companies believe that the tourism industry is not developing well due to the lack of cooperation and unhealthy competition among tourism companies.

Current status of tourism with careful land use planning. Local stakeholders all recognize the problems related to local land use, including land for tourism development in the region, which has not met the requirements of sustainable development. Land use has not been carefully planned, rationally and stably in the

long term. Some tourism projects are built without fully considering environmental issues and the lives of local people.

3.2.3. Current status of criteria for assessing sustainable development of local tourism in terms of culture and society

Local authorities and businesses are doing their best to minimize the negative impacts of tourism on the socio-cultural aspects of the area. The locality has issued laws and policies to control problems arising from tourism, helping to preserve historical relics, craft villages and traditional festivals. According to local stakeholders, it is not easy to avoid negative socio-cultural impacts from tourism. The negative impacts are identified as overloading and commercialization of traditional values.

3.2.4. General conclusion on the current status of sustainable tourism development in Hai Phong

Although stakeholders still have different views and assessments on sustainable tourism development in Hai Phong city, they have provided NCS with information to synthesize the current status of tourism development in Hai Phong city.

Table 3: Summary of assessment of the current status of Hai Phong tourism development towards sustainability from the perspective of stakeholders

| TT | Criteria | Level of achievement | Evaluation |
|-----------|---|--|--------------------------------------|
| | <i>Sustainable economic growth</i> | | |
| 1 | Growth rate of tourist arrivals and tourism revenue | Stable growth except for 2 years affected by Covid19 | Growth not as expected |
| 2 | Contribution of added value of tourism industry to local GRDP | Upward trend | Low compared to desired target |
| 3 | Suitability of local advantages, diversity and sustainability of tourism products | Not rich, natural, spontaneous. | Not suitable for potential |
| 4 | Amount of investment in tourism | Growing faster than planned | Not yet reached sustainable limits |
| 5 | Investment capital for tourism | Diversified capital sources, has had large investment projects | Not meeting sustainable requirements |
| 6 | Accommodation facility occupancy rate | Relatively good (about 70%) but uneven between seasons of the year | Not meeting sustainable requirements |
| 7 | Quantity and quality of tourism labor resources | Quantity has been met but quality is not high | Not sustainable in the long term |
| 8 | Level of application of tourism technology | Low, many small businesses have not proactively applied | Not sustainable in the long term |
| 9 | Growth in tourist arrivals | Annual growth but uneven | Not yet sustainable |

| TT | Criteria | Level of achievement | Evaluation |
|-----------|---|--|---|
| 10 | Average length of stay of tourists | Lower than national average | Not meeting the requirements of sustainable development |
| 11 | Average visitor spending | Lower than national average | Not yet sustainable |
| 12 | Visitor satisfaction and likelihood of return | at low average only | Not meeting the requirements of sustainable development |
| | <i>Tourism development affects local communities and historical and cultural values</i> | | |
| 13 | Level of job creation and income for local communities from tourism | In key tourist spots, local people have more jobs | Meet low-level sustainability requirements |
| 14 | Contribute to the local economy, and bring benefits to the community from tourism development | Have a certain level of contribution recognized by the people | Not yet sustainable |
| 15 | Tourism development has ensured the preservation of local cultural values | Historical and cultural values are still preserved | Ensuring sustainability |
| 16 | Impact of tourism development on security, order and social safety | People noted that the security, order and social safety situation is basically stable. However, there are still not good problem. | Not really sustainable |
| 17 | Local community satisfaction with tourism development | New residents are moderately satisfied | Not yet sustainable |
| | <i>Developing tourism with protection of natural tourism resources and ecological environment</i> | | |
| 18 | Current status of planning spaces, destinations and resources for tourism development | There are master plans and detailed plans in some areas | Low sustainability guarantee |
| 19 | Current status of investment in protecting natural tourism resources and protecting the environment | The number of tourist destinations invested in restoration and conservation of natural resources and environmental protection is still low | Not really sustainable |

| TT | Criteria | Level of achievement | Evaluation |
|----|---|--|---|
| 20 | Assessment of tourist service capacity at the city's tourist attractions | Highly seasonal, high season the number of tourists exceeds the capacity but low season the number of tourists is very low | Not meeting the requirements of sustainable development |
| 21 | The impact of tourism on the natural environment at the city's tourist places | The situation of environmental pollution and impact on natural landscapes from tourism activities is still widespread | Not sustainable development |
| 22 | Tourist behavior towards tourism resources and environment | Some tourists have not yet protected natural resources and environment | Not sustainable development |
| 23 | Local people's behavior towards the tourism environment | Some local people have not yet taken action to protect the local tourism environment | Not meeting the requirements of sustainable development |
| 24 | Responsibility of tourism businesses towards natural tourism resources and historical culture | Many small businesses have not proactively and actively applied measures to reduce energy consumption, water and waste treatment | Not meeting the requirements of sustainable development |

The comments and assessments on sustainable development of Hai Phong tourism from different perspectives of stakeholders have reflected the current status of successes and limitations of Hai Phong tourism.

3.3. Analysis of factors of stakeholders affecting sustainable development of Hai Phong tourism

3.3.1. Analysis of factors affecting sustainable development of tourism belonging to the government and macro-management agencies of tourism in Hai Phong city

The city's Department of Tourism together with the government at tourist destinations and management agencies of related sectors have done a relatively good job of managing tourism activities in the city. Local state management agencies for tourism perform the functions of planning, scheming, strategizing, planning, mobilizing, balancing all resources, directing implementation, inspecting, and checking tourism activities, etc. The level of organization and management of the tourism industry of state management agencies for tourism is a factor that greatly affects tourism development, and can hinder or promote tourism development. The thesis conducted interviews with stakeholders to assess the impact of factors on sustainable tourism development in the area.

- Assess the current status of decisions on planning and sustainable tourism development strategies of Hai Phong city government Stakeholders in Hai Phong tourist destinations all commented that the locality has plans and plans for tourism development. However, local plans and schemes have not met the requirements of ensuring economic, social and environmental sustainability, lack specific details and have not ensured long-term stability. Opinions also stated that the process of developing plans and tourism development plans in the area has not fully consulted the opinions of relevant parties.

- Assessing the current status of sustainable tourism management policies of Hai Phong City Government Policies for managing and controlling tourism activities, creating mechanisms and conditions to promote the development of the tourism industry in a sustainable direction. Local stakeholders were asked to give their opinions on policies for managing and supporting tourism development and the implementation of issued policies to find out how effective these policies have been. Synthesizing the opinions of stakeholders in Hai Phong city, it is believed that (i) sustainable tourism development policies are not effective and there is a need for additional action plans to implement the policies issued in the area. Some local citizens, local tourism entrepreneurs and local government officials recommend that (ii) the issued management policies should be implemented more strictly. At the same time, (iii) it is necessary to issue new policies or supplement and adjust some policies to create favorable conditions and higher legal requirements to ensure sustainable tourism development in the city and (iv) these policies should be more widely publicized and better promoted to the implementing subjects.

3.3.2. Analysis of factors affecting sustainable tourism development of tourism businesses in Hai Phong city

3.3.3. Analysis of factors affecting sustainable tourism development of local communities in Hai Phong city

3.3.4. Analysis of factors affecting sustainable tourism development of non-governmental organizations in Hai Phong city

3.3.5. Summary of impacts of stakeholders on sustainable tourism development in Hai Phong city

The thesis has discovered factors that hinder the sustainable development of tourism in Hai Phong city. Some barriers to community participation in tourism development in the city are operational, structural and cultural barriers. Operational barriers include: ineffective state management of tourism development, lack of coordination between stakeholders and lack of information available to local people living at tourist destinations, and low community participation in tourism development. Structural barriers are related to institutional power structures, legal and economic systems. Lack of experts, lack of trained human resources, lack of expertise, lack of appropriate legal systems, relatively high costs of community participation and lack of financial resources. Finally, with cultural barriers, factors including limited capacity of

local residents to adapt effectively to tourism development, apathy and low awareness of local communities, all are obstacles to sustainable tourism development with community participation. These barriers have prevented sustainable tourism development in Hai Phong city.

The participation of local communities is a powerful influence group that is not yet clearly demonstrated in practice. For sustainable tourism development, all stakeholders need to work together to encourage the participation of local communities.

3.4. General assessment of the current status of sustainable tourism development in Hai Phong city

3.4.1. Success Over the past 10 years, Hai Phong city has achieved certain achievements in tourism development

3.4.2. Limitations

- The results and business efficiency of the tourism industry are still low, not commensurate with the rich and diverse tourism resource potential of the city. Not yet attracting high-spending tourist groups both domestically and internationally.

- The tourism product system is not diverse, lacking richness and does not have special value for tourists; has not developed many new tourism products, especially entertainment products. The development speed of tourism business types has not met the needs of sustainable development; the tourism industry has not ensured the harmonious development of the interests of related parties.

- Capital, resources, labor and technology for sustainable development of the city's tourism industry have not been exploited reasonably and effectively to serve development.

- The development of tourism business at destinations such as Cat Ba and Do Son still has negative impacts on the ecological environment and tourism resources such as water pollution, air pollution and solid waste.

- Local stakeholders have reflected a series of negative impacts on the natural and social environment due to unsustainable tourism business development. - Infrastructure for tourism development still has many shortcomings; transportation has not developed synchronously, lacking many service facilities to serve tourists.

3.4.3. Causes of limitations

- Lack of mechanisms and policies to ensure the harmonious interests of parties participating in sustainable tourism development.

- Local stakeholders have not yet fully and accurately recognized sustainable tourism development and understood their role in protecting the environment and tourism resources.

- Local authorities and state management agencies on tourism have paid attention to implementing the role of macro-management in sustainable tourism development in the area, however, capacity is still limited, so the work of planning tourism development has not met the requirements of ensuring sustainable development.

- Most tourism businesses at destinations are small-scale, with limited resources, forming and developing their businesses based mainly on the advantages of natural conditions. The tourism business activities of many enterprises still lack professionalism, the quality of tourism services provided to tourists is not high.

- Many local businesses and citizens are still more concerned with immediate economic benefits, not really interested in protecting the natural environment and socio-cultural environment.

- The policies for sustainable tourism development management are not sufficient and have not been thoroughly and strictly implemented. The issuance of sustainable development management policies at the destination is not consistent, and has not consulted with all relevant parties, so the consensus of local residents and the business community has not been ensured; the policies have not been well implemented and controlled.

- The city also lacks strong enough mechanisms and policies to attract businesses and economic sectors to participate in developing sustainable tourism businesses. Local tourism development policies are still limited, including: ineffective policies; policies are not strictly applied; there is a lack of necessary policies and policies have not been widely publicized.

- Capital, resources, labor and technology for sustainable tourism development in the city have not been exploited reasonably and effectively to serve development. Land use planning for tourism development still has limitations.

- Coordination between state management agencies, tourism businesses, non-governmental organizations and local communities in implementing policies is not yet tight, leading to overlapping or lack of synchronization in the implementation of plans, policies, and management and support policies for sustainable tourism development in Hai Phong city.

CHAPTER 4: PROPOSED PERSPECTIVES, STRATEGIC ORIENTATIONS AND SOLUTIONS FOR SUSTAINABLE TOURISM DEVELOPMENT IN HAI PHONG CITY

4.1. Forecasting tourism development trends in the coming time

The international tourism industry is facing a context of mixed opportunities for increasing demand and challenges due to the impact of geopolitical factors and climate change. The trend of people traveling is still increasing, but there have been changes in consumer travel behavior. Tourists have changed the way they consume tourism, with increased interest in sustainable tourism, close-to-home tourism, and natural experiences. The tourist market is increasingly fragmented with many groups of tourists with different needs and spending capabilities. The demand for quality tourism services of tourists is increasingly high, to satisfy customers is increasingly difficult, requiring tourism businesses to constantly improve service quality. This requires Hai Phong tourism to carefully research and select the target customer group that Hai Phong is aiming for to improve the business efficiency of the industry.

4.2. Viewpoints and strategic orientations for sustainable development of Hai Phong tourism

Based on the analysis of the macro environment, business environment, potential and advantages, local resources for tourism development, NCS has gathered and evaluated the strengths and weaknesses, opportunities and risks of Hai Phong tourism industry in the coming time. Opportunities:

- The international tourist market is strongly developing, there are many potential groups of customers for Vietnam tourism;

- Tourist demand is changing towards experiencing new nature and historical culture

- Southeast Asia has become an attractive tourist destination for tourists from developed countries and China. Risks:

- Competition to attract tourists is increasingly high domestically, regionally and internationally;
- Tourism demand fluctuates due to natural disasters, wars, etc.
- Strong impacts of tourism seasonality due to weather and climate;

- Tourism development must ensure sustainability for the natural environment and socio-culture.
- The multi-sector nature of tourism leads to tourism development depending heavily on the development of many other sectors and fields' Strengths:

- Natural resources and historical culture serving tourism are rich and unique;

- Has a favorable location for cooperation and linkage in tourism development with localities in the region;

- The two tourist destinations Cat Ba and Do Son have established brands in the world and domestically;

- The infrastructure serving tourism has developed at a fairly good level in recent years. Weaknesses:

- Most tourism businesses are small and medium-sized and have weak competitiveness;

- The infrastructure system serving tourists is still modest: the number of 4-star and 5-star accommodations is still small, the dining establishments are still low-class, and the entertainment facilities are still poor;

- Tourism products are still monotonous and slow to change, lacking key products; marketing and promotion activities for Hai Phong tourism are not really effective;

- The human resources of the tourism industry are still lacking and weak in both quantity and quality;

- Although there has been attention paid to the planning and promulgation of tourism support policies, they are still slow and not really effective.

4.2.1. Viewpoints on sustainable tourism development in Hai Phong

Viewpoint 1. Develop and implement a system of policies to synchronously and effectively manage tourism business activities in Hai Phong city.

Viewpoint 2. Promote sustainable development of tourism businesses in the area, develop and maintain competitive advantages and develop sustainable growth of the tourist market.

Viewpoint 3. Develop tourism into a spearhead economic sector to promote socio-economic development

Viewpoint 4. Build awareness and understanding of sustainable tourism and develop sustainable tourism business models.

Viewpoint 5. Develop a highly skilled tourism workforce and good working conditions.

Viewpoint 6. Protect and promote cultural and natural heritages in a reasonable manner.

Viewpoint 7. Complete policies, planning and plans for sustainable tourism development in Hai Phong until 2030 and vision to 2050.

Viewpoint 8. Complete the state management apparatus for tourism in a synchronous, professional, effective and efficient manner, issue policies and mechanisms for sustainable tourism development.

4.2.2. Goals and strategic orientations for sustainable tourism development in Hai Phong

The Vietnam tourism development plan has specified the goals, tasks and solutions in the Vietnam tourism development strategy until 2030, the tourism development orientation of Hai Phong city is completely suitable.

4.3. Groups of solutions to ensure sustainable tourism development according to the 3 pillars of sustainable development

4.3.1. Group of proposed solutions to ensure sustainable economic development of tourism

This is a system of solutions to contribute to ensuring sustainable economic growth in tourism development activities. Along with building and innovating policy mechanisms is adjusting and changing organizational and management activities. - Improve, build and develop sustainable tourism products in an effective direction, suitable to tourists' needs - Strengthen links and activities to promote sustainable tourism in a professional direction. - Promote the development of physical facilities, economic and social infrastructure to serve tourism development.

4.3.2. Group of proposed solutions to ensure sustainable tourism development from a cultural and social perspective

4.3.3. Proposed solutions to ensure sustainable tourism development from an environmental perspective

4.4. Specific solutions for each stakeholder in sustainable tourism development in Hai Phong city

4.4.1. For state management agencies on tourism

The proposed solutions for state management agencies are aimed at ensuring a stable, open and transparent development environment for tourism businesses, local communities and tourists to ensure that stakeholders in the area work together to develop sustainable tourism in Hai Phong.

- Completing the city's tourism planning and development plans;
- Completing policies to encourage and promote the development of large-scale and sustainable tourism businesses;
- Completing policies and mechanisms to manage tourism activities to ensure sustainability;
- Investing in developing and completing infrastructure to serve sustainable tourism development;
- Develop and implement propaganda and information dissemination activities on sustainable tourism development policies in the area.

4.4.2. For tourism businesses

Tourism businesses need to implement the following solutions to contribute to promoting sustainable tourism development:

- Actively participate in sustainable tourism activities according to the policies of local authorities. Conduct business in accordance with the provisions of law.
- Increase investment in developing restaurant and hotel systems according to domestic and international standards. Build wastewater treatment systems, protect the environment, limit the use and eliminate chemicals in the care of tourist facilities. Gradually use raw materials for developing business activities in an environmentally friendly direction.
- Apply advanced science and technology in saving energy sources, aiming to use energy from wind, sun and other sources to contribute to reducing input costs for businesses.
- Carry out "green" marketing and promotion activities such as advertising tourism products that minimize environmental damage, providing truthful information and educating tourists about the impacts on resources due to their presence.

4.4.3. For local communities

To protect the environment and contribute to sustainable tourism development, local people need to:

- Respond to the implementation of programs to develop community tourism products, cultural tourism, eco-tourism such as providing accommodation, food, souvenirs, etc. Promote the dissemination of legal regulations related to the protection of tourism resources, environmental protection, awareness of respect for the community, respect for indigenous culture.
- Actively participate and contribute opinions to the stages of building and implementing the city's tourism development plan.

4.4.3. Solutions for NGOs

Non-governmental organizations (NGOs) play an increasingly important role in promoting sustainable tourism by providing innovative solutions, supporting environmentally friendly activities, and promoting social and economic benefits for local communities. Hai Phong needs to have policies and actions that allow and encourage NGOs to participate in activities that change tourism business behavior towards sustainability.

CONCLUSION

The thesis has achieved the main research objectives. The theoretical framework on sustainable development of the tourism industry has been built from the perspective of stakeholders. The main theoretical contents on sustainable development of the tourism industry have been identified from the perspective of macro-management mechanisms and policies on tourism at the provincial/municipal level. The current status of sustainable development of tourism in Hai Phong city has been assessed through a system of criteria to evaluate three pillars: economy, society and environment. The attitudes and behaviors of local stakeholders on sustainable development of tourism in the area have been explored. From interviews with stakeholders, the impact of factors of local stakeholders on sustainable development of tourism in Hai Phong has been analyzed. Proposed viewpoints, development strategies and solutions for sustainable development of tourism in Hai Phong for the coming years. The proposed solutions are based on three pillars: Solutions to achieve sustainable economic efficiency, optimize the use of available resources of tourist destinations; Solutions to ensure environmental and socio-cultural sustainability. At the same time, the thesis has proposed specific solutions for local stakeholders to develop sustainable tourism in Hai Phong.

Limitations and future research directions of the thesis

- Due to limited resources, the researcher has not conducted a quantitative survey of the research subjects. In the future, it is possible to supplement the quantitative survey method to have average assessment figures for the sustainable development of Hai Phong tourism from businesses, local people, and tourists.
- There is no data to assess the entire development process of specific tourist destinations to point out the limitations in each period of the development process of Hai Phong tourism.
- There has been no in-depth research on tourism development areas and rural tourism products and community tourism for local residents in specific districts of Hai Phong.

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