

**The final research results supported by the KFAS international scholar
exchange fellowship program, 2000 - 2001**

**COMPARISON OF THE STRATEGIES ON
tourism development of the two countries:
KOREA AND VIETNAM**

**So sanh chien luoc phat trien du lich giua hai nuoc:
Han Quoc va Viet Nam**

**Dr. Vu Manh Ha
Vietnam National University**

August 16, 2001

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**Scholar: Dr. Vu Manh Ha
Vietnam National University**

**Supervisor: Prof. Dr. Dehyun Sohn
Hanyang University**

Date of submission: August 16, 2001.

Comparison of the Strategies on Tourism Development of Two Countries: Korea and Vietnam

Dr. Vu Manh Ha

Abstract:

- **The purpose:**

To draw some lessons of experience from Korea Tourism

- **Methodology:**

- Systematic approach
- Statistical approach

- **Content:**

- The tourism market of the two countries: Korea and Vietnam
- The strategies on tourism development of the two countries

- **My research:**

To draw some experience lessons from the Korean tourism study, like set up the strategies on Vietnam tourism development in strategy on Vietnam economic development, strengthening the effective management in Vietnam tourism by strengthening equalization of state enterprises, make a fast profit by concentrated investments.

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INTRODUCTION

During the past several decades, the world has witnessed the meteoric rise of the Republic of Korea as a major player on the international stage. Many are aware of the “Miracle on the Han River”, Korea’s remarkable economic development from a subsistence-level economy into an advanced industrializing nation, one of the “Four Asian Dragon”.

With the breath-taking scenery and diverse climate, its rich cultural heritage and appreciation of the arts, compressive tourism resort and tourism sits, like Seoul, Soraksan National Park, Kyongju, Songnisan National Park, Korea on the Road to strong tourism nation in the 2000s. The number of international visitors had increased from 1,500,000 in 1990 to 5,700,000 in 2000.

Korea has much to offer to the international community, and it is hoped that this study will offer the researchers some insights into the beauty of the “*Land of the Morning Calm*”.

Experience drawn from Korean case study will be applied to the practices in Vietnam in an effort to plan and implement the development strategies on tourism of the country.

I would like to express my thanks to Prof. Dr. Dehyun Sohn for providing ideas and inspiration during the preparation of this report.

1. GENERAL THEORY

1.1. The role of tourism in the economy

The tourism is an important and comprehensive economic branch with profound cultural contents of an inter-branch, inter-regional and highly socialized character. Most of the countries in the world, like Korea and Vietnam, consider that development of tourism is aimed at meeting the demand for excursion, recreation and rest of the people and foreign tourists, thus contributing to raising the population's educational standard, generating more jobs and bringing about socio-economic development in the country.

1.2. Interpretation of the tourism terms

In this report, the following terms will be constructed as follows:

1.2.1. Tourism

Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose.

Tourism includes international tourism and internal tourism:

- International tourism
 - o Inbound tourism: visits to a country by nonresidents
 - o Outbound tourism: visits by residents of a country to another country
- Internal tourism: visits by residents of a country to their own country
- Domestic tourism: internal tourism plus inbound tourism (the tourist market of accommodation facilities and attractions within a country).
- National tourism: internal tourism plus outbound tourism (the resident tourism market for travel agents and airlines).

1.2.2. State management over tourism

(i) Traveler defined as "any person on a trip between two or more countries or between two or more localities within his/her country of usual residence".

All type of travelers engaged in tourism are described as visitors, a term that constitutes the basic concept of the entire system of tourism statistics.

(ii) Visitors are persons who travel to a country other than the one in which they generally reside for a period not exceeding 12 months, whose main purpose is other than the exercise of an activity remunerated from within the place visited.

(iii) Tourists are visitors who stay in the country visited for at least one night.

1.2.3. Resources on tourism

Resources on tourism are the natural scenery, historical and revolutionary relics, humanist values and works of human creative labor, which may be used to satisfy the human for tourism, which are the basic factor for the establishment of tourist sites and tourist resorts in order to create tourist attraction.

1.2.4. Tourist site

Tourist site is a place with attractive tourist resources capable of attracting tourists.

1.2.5. Tourist resort

Tourist resort is a place where tourist resources are available with prominent advantages in terms of natural landscapes, which is included in the planning and entitled to investment development for the satisfaction of different needs of tourists, thus bringing about socio-economic and environmental results.

1.2.6. Tourist line

Tourist line is a route that links different tourist sites or tourist resorts.

1.2.7. Tourism business

Tourism business is the performance of one, a number of or all stages of a tourism process or the performance of tourist services on the market for profit-making.

Tourism business lines include:

- Domestic and international tour business;
- Tourist transportation business;
- Tourist accommodation business; and
- Other tourist service business

1.2.8. Tour

Tour is a travel made according to a set plan, router or program.

1.2.9. Tourist accommodation

Tourist accommodation is facilities doing tourist business by providing rooms, beds and other tourist services for tourists. Tourist accommodation facilities include hotels, tourist villages, villas, flats and camps for rent, of which hotels are the most important.

1.2.10. Tourism promotion

Tourism promotion is activities aimed at seeking and promoting opportunities for tourism development.

1.3. State management over tourism

Contents of state management over tourism:

1.3.1. Promulgating and organizing the implementation of legal documents on tourism.

1.3.2. Drafting and directing the implementation of strategies, planning, plans and policies on tourism development.

1.3.3. Deciding on the state apparatus for tourism management and on the coordination of state agencies in the state management over tourism.

1.3.4. Organizing and managing the training, fostering and development of the human resources in tourism, research and application of science and technology, and the protection of resources in tourism and environment, preserving and bringing into play the national cultural identity and the fine traditions and customs in tourism activities.

1.3.5. Organizing and managing the work of tourism promotion and international cooperation in tourism.

1.3.6. Granting and withdrawing permits and certificates for tourism activities.

1.3.7. Examining, inspecting, settling complaints and denunciations, and handling violation of the tourism legislation.

2. THE TOURISM MARKETS OF THE TWO COUNTRIES: KOREA AND VIETNAM

2.1. Korea's tourism market

2.1.1. Korea's tourism supply

(i) Korea's natural resources on tourism

*** Land and climate**

The Korean peninsula, located in Northeast Asia, is bordered on the North by China and Russia and just toward Japan to the Southeast. The northernmost point is Yup'ojin in Onsong-gun, Hamguongbuk-do Province, and the southernmost point is Marado Island, Cheju-do Province. The westernmost point is Maando Island in Yongch'on-gun, P'yong-anbuk-do Province, and the easternmost is Tokdo Island in Ullung-gun, Kyongsangbuk (Kyongsangbuk)-do Province. The Korean peninsula is 222,154 square kilometers, almost the same size as the England or Rumania. The administrative area of the Republic of Korea is 99,392 square kilometers, slightly larger than Hungary or Portugal and a little smaller than Iceland.

The Republic of Korea is composed of nice provinces, with Seoul as the capital city. Other major cities include Pusan, Taegu, Incho'n, Kwangju, and Ulsan. The landscape of Korea is spectacular in its variations and about 70 percent of it is mountainous, with more than 3,000 islands dotting the coastline. There are several major rivers in the South, one of which is the Han-gang River which cuts through Seoul.

Like other countries in the temperate zone, Korea has four distinct seasons.

In late March or early April, the trees burst into leafy splendor to mark the beginning of spring. Mostly sunny days expected from March to May.

During the relatively hot and rainy summer season, the vegetation is lush. By June average temperature is over 20°C (68°F). Monsoon rains usually begin around the end of June and Mid-to-late July. August is hot.

The coming of autumn in late September brings continental winds clear, dry weather, making the fall months perhaps the most pleasant time of the year. October's vivid gold and vibrant reds create a colorful panorama.

The weather from December to February is cold and dry with occasional snow and rain. During the winter months, three or four days of cold weather are often followed by a few warmer days.

*** National parks**

Korea has twenty national parks, designated in areas of outstanding beauty along the deep in the mountains.

Since Korea is a very mountainous country, it is not surprising that mountain climbing is such a popular sport with Koreans. There are forty peaks in the vicinity of most cities where the avid climber tests his or her skills.

There are also excellent opportunities for sport fishing along the coast and in freshwater lakes and streams. The West, South and East coasts of Korea, and Cheju-do, offer fine beaches with swimming and various water sports available for tourists.

- *Ch'iaksan National Park*

Located about 7 miles southeast of Vonju in Kangwon-do, Ch'iaksan (4,226ft) is the site of Kuryongsa Temple which preserves many of the mountain's legends.

- *Chirisan National Park*

Located about 85 miles northeast of Kwangju, Chirisan National Park was the first national park in Korea.

Chirisan (6,283 ft) is best known for Hwaomsa Temple which contains many national treasures.

- *Chuwangsan National Park*

Located about 8.4 miles southeast of Ch'ongsong Kyongsangbuk- do, Chuwangsan (3,061 ft) is well for moderate hiking.

- *Hallasan National Park*

Hallasan, on Chejudo, rising to 6,398 ft, is the highest mountain in the Republic of Korea. It is an extinct volcano and is particularly famous for its unusually flora and fauna.

- *Kayasan National Park*

Kayasan National Park is located 40 miles west of Taegu, Kayasan (4,693 ft) National Park is the home of Korea's best known temple: Haeinsa which houses more than 80,000 wooden painting blocks of the Tripitaka Koreana.

- *Kyeryongsan National Park*

A 30 minutes drive west of Taejon, Kyeryongsan (2,772 ft) has many beautiful temple, including Tonghaksa and Kapsa.

- *Naejangsan National Park*

Naejangsan National Park is located between Chonju and Kwangju, Naejangsan (2,503ft) boasts glorious autumn foliage and the splendid temples of Paegyansan and Naejangsa.

- *Odaesan National Park*

Odaesan National Park is located south of Soraksan. Odaesan (5,128ft) is the home of Wolchongsan Temple with its octagonal pagoda and Sang-wonsa Temple.

- *Puk'ansan National Park*

Located 30 minutes north of downtown Seoul. Puk'ansan (2,743 ft) provides good hiking and rock climbing.

- *Sobaeksan National Park*

Located north Yongju, Sobaeksan (4,721ft) is at the beginning of the Sobaeksanmaek Mountain Range. Nearby is Pusoksa Temple, noted for some of the oldest wooden architecture in Korea.

- Songnisan National Park

Located about 10 miles east of Poun, Ch'ungch'ongbuk-do, Songnisan (3,468 ft) is the home of Popchusa where Korea's tallest Buddha status is found, gilded in bronze.

- Soraksan National Park

Located just outside the eastern port city of Sokch'o, Soraksan (5,604ft) is the most beautiful mountain in the Republic of Korea. This 354 km² park is famous for its granite peaks, lush green valleys, mysterious temples, and glorious waterfalls.

- Togyusan National Park

Located 90 minutes southeast of Taejon, Togyusan (5,229ft) is famous for its beautiful scenery.

- Wolch'ulsan National Park

Located in the southwestern area of Chollanam-do, Wolch'ulsan (2,654ft) is famous for its craggy, unusual rock formations.

- Woraksan National Park

Three hours southeast of Seoul, near Ch'ungju. Woraksan (3,599ft) lies near the well-known Suanbo Hot Springs, Ch'ungju Dam and Tanyang P'algyong (Tanyang's Eight Scenic Wonders).

- Kyongju National Park

Kyongju, the ancient capital of the Shilla Kingdom, is directly East of Taegu. Pulguksa Temple, Sokkuram Grotto and many other historic sites are located in this area.

- Hallyo Haesang National Park

This maritime park consists of a stretch of water 93 nautical miles long, running from Koje, South of Pusan, to Yosu in the West. The park encompasses some 400 islands and islets.

- Pyonsanbando National Park

Located on the peninsula in the southwestern area of Chollabuk-do, this park is famous for the old temples scattered over its mountains.

- T'ae-an Hae-an National Park

Located on the western tip of Ch'ungch'ongnam-do, this maritime park includes many beaches and picturesque rock formations.

- *Tadohae Haesany National Park*

Located on the southwestern tip of the Korean Peninsula, this maritime park is made up of several beaches and islands. Hongdo is famous for its camellia forests and unusual rock formations.

(ii) Korea's cultural resources on tourism

*** The people and language**

The Koreans are one ethnic family speaking one language. They share certain distinct physical characteristics which differentiate them from other Asian people including the Chinese and the Japanese, and they have a strong cultural identity as one ethnic family. The modern Korean people are believed to be the descendants of several Mongol tribes which migrated onto Korean Peninsula from central Asia, particularly during the Neolithic Age (C.5000 – 1000 BC) and the Bronze Age (C.1000 – 300BC).

The Koreans were a homogenous people by the beginning of the Christian Era. In the seventh century A.D., they were politically unified for the first time by the Shilla Kingdom (57B.C – A.D 935) and subsequently witnessed a great cultural flourishing.

Korean society retains a strong Confucian tradition which is clearly manifested in the strong devotion to the family and the emphasis on hierarchy and vertical relationships, although modified to adapt to modern conditions. This tradition combined with the passionate nature of Koreans can perhaps explain the strong loyalties felt between relatives, co-workers, classmates, and friends. For things deemed worthy family, friends, company, causes, etc. Koreans will give their utmost. They work hard and enjoy life and entertainment with the same fervor.

Koreans all speak and write the same language which has been a crucial factor in their strong national identity. There are several different dialects, but they are similar enough so that speakers have little trouble in understanding each other. The Korean language belongs to the Ural – Altaic group, which also includes Turkish, Hungarian, Finnish, Mongolian and Japanese.

The written alphabet, Han-gul, was developed by a group of scholars at the behest of King Sejong the Great (r. 1418 – 1450), the fourth monarch of the Choson Dynasty (1392 – 1910). Han-gul consists of 10 vowels and 14 consonants, which can be combined to form numerous syllabic groupings. It is easy to learn and to write for Koreans, factors which have greatly contributed to the high literacy rate of Koreans.

*** The Arts**

Korean art possesses several distinguishing characteristics that create a unique style distinct from other Asian arts. It respects nature, and the extensive use of quiet and subdued color is manifested in Korean paintings' and ceramics. Humor and a sense of quiet harmony are other characteristics of Korean art, which have imbued it with a unique aesthetic sense which depicts beauty with honesty and simplicity that is free of artifice.

*** Music and dance**

Throughout their long history, Koreans have had an outstanding love music and dance. In the distant past, villagers gathered to sing and dance to celebrate planting and harvesting, which was probably the origin of folk music and dance, still widely enjoyed and appreciated. Korean traditional music can be divided into major types: Chong-ak for the noble class and Sog-ak for the common people. Chong-ak consists of music performed at court and tended to be slow and solemn with elaborate melodic lines, Sog-ak included shaman and Buddhist music, folk songs and dramatic songs and was usually more colorful and vibrant, appealing to the emotions. Western music was introduced at the end of the 19th century and gained rapid acceptance. Today, there are a number of Korean musicians performing and competing internationally.

Traditional Korean dance may be divided into court dance, folk dance, ritual dance and the dance of professional entertainers. Court dance is slow, stately and elegant with restrained, balanced movement. Folk dance includes farmers dance, mask dance – dramas and various group dances combining song and dance, often accompanying work. Ritual dance includes sedate Confucian dances, more lively shaman and Buddhist dances and funeral dances. Professional entertainers performed both court and folk dances. Many of their dances combined features of the two. Many traditional dances were forgotten during the colonial period and the chaotic early years of the Republic, but in the 1980s, interest in these long-forgotten dances revived and several were designated intangible cultural properties by the government with their performers being designated Human Cultural Treasures.

*** Paintings**

The earliest known Korean paintings were murals painted on the wall of tomb of three kingdom period (57B.C. – A.D. 668). The paintings of Koguryo were generally dynamic and rhythmic, those of Paekche, elegant and refined while the paintings of Shilla were somewhat speculative and meticulous. Little is known of the paintings of the unified Shilla period (668 – 953) as only one example survives, but it is believed that painting flourished during this culturally rich and harmonious period. In the Koryo period (918 – 1392), painting flourished in great variety, with the heavy Buddhist influence reflected in temple murals and Buddhist scroll paintings. Many master painters produced works of the so-called “Four Gentlemen” (the plum, orchid, chrysanthemum and bamboo). Early Choson (1392 – 1910) painters were unable to free themselves from conservative styles, but later painters showed increasing creativity and originality, and began painting genre paintings depicting scenes from every day life. Understandably, during the Japanese

annexation period, traditional painting was introduced and became prevalent. After liberation, interest in both traditional and western painting grew rapidly, and today, both styles flourish in Korea.

*** Ceramics**

Ceramics are by far the most famous Koreans art objects among the world's art historians and connoisseurs. Neolithic ceramic pots had narrow rounded bases and were decorated with parallel lines and dots. Early Shilla ceramic, free and original in style, varied in color from gray to black and sometime brown tones resulting from the degree of oxidation in the kiln. The art of pottery making in Korea reached its apex during the 12th and 13th centuries of the Koryo Dynasty with the attainment of a mysterious bluish-green celadon glaze and the inlaying technique. The Sung Chinese influences were achieved. During the Choson period, ceramics of plainer and simpler styles flourished.

*** Literature**

Early Korean literature was heavily influenced by shamanism, Buddhism and Confucianism. The early literature which began as an oral tradition, depicted a love of nature and man and held that man was a part of nature. Good was rewarded and evil was punished, and values like loyalty to the king, filial piety, respect for the one's elders, true friendship and chastity were emphasized, some of the earliest Korean writings were poems, called hyangga, written during the Shilla Kingdom using Chinese characters phonetically.

Only 25 remain, during the Koryo period and the later Choson period, Korean literature of upper class mostly written in classical Chinese, was characterized by an emphasis on philosophic expositions on the Chinese classics, an art that was essential for government service, the only respectable revenue to success outside of teaching. Scholarly essays and the literature of this time. Also during this period, hanshi, poems in Chinese characters, developed to maturity, and toward the end of the dynasty, a new form of poetry called shijo gained wide acceptance, The shijo, a short three-line poem written in Han-gul (the Korean alphabet), remained popular through out the Choson Dynasty, as did the later Kasa, a new vernacular verse genre which was more descriptive and expository. The Choson period also was a great outpouring of literature written in Han-gul which often centered on the concept that all men are equal and attached social inequality, spurred by the introduction of sirhak (Practical Learning) in the 17th century. The predecessor of this genre was the story of Hong Kil-Tong, generally considered to be the first Korean novel, written in early 17th century to criticize the inequalities of Choson society. This trend was reinforced during the late 19th century by introduction of western influenced, as writer were inspired by ideas of enlightenment, freedom and independence. Modern writers have also focused on social injustice, particularly under the authoritarian regimes, as well as dehumanizing influence of industrialization and modernization.

*** Korean's World Cultural and Textual Heritage**

In 1995, three Korean sites were added to the World Heritage List. They are Pulguksa Temple and nearby Sokkuram Grotto, Chongmyo (Royal Ancestral Shrine) and the Tripitaka Koreana woodblock and their depositories at Haeinsa Temple. In 1997, Changdok-kung Palace and Hwasong Fortress in Suwon were also added to the list. Through the listing of these five cultural assets, the excellence and uniqueness of Korea's cultural treasures have been made more widely known.

In addition, in 1997, UNESCO began a Memory of the World Register to preserve threatened records and documents utilizing new technologies so that these priceless treasures can be shared. Items initially selected from Korea's written heritage include Hunminjeongeum and the Choson Wangjo Shillok.

- The World Cultural Heritage: Pulguksa Temple and Sokkuram Grotto

The construction of Pulguksa Temple began in 751, under the auspices of the Shilla chief minister, Kim Tae-song (701-774), and was completed in 774. The layout of the temple is a symbolic representation of the Buddha Pure Land. In particular, the interlaced stone structures give the temple a sense of majesty, elegance and exquisite proportions. It thus represents the quintessence of Korean architecture. Integrating traditional styles, the architects created a new form that became the standard for temple construction.

Constructed around the same time, Sokkuram is a man-made cave from white granite using special sculpting techniques. The main figure in the grotto is a seated Buddha. On the walls surrounding him are other 38 Bodhisattvas, disciples, Dharma-protectors and the Four Heavenly Kings. This stone grotto is one of Korea's greatest masterpieces. It exquisitely combines Shilla's knowledge of architecture, math, geometry, physics, religion and art into an organic whole. In particular, the central Buddha figure embodies a sense of the profound and sublime. This Buddha embodies a rarefied aesthetic which is, indeed, rare.

- The World Cultural Heritage: Chongmyo

Chongmyo is the Royal Ancestral Shrine where the spirit tablets of Choson (1392-1910) kings and queen-consorts are enshrined and ritual performed. As the number of spirit tablets increased, the complex was repeatedly expanded. There are two royal shrines in Chongmyo: Chongjon (the main hall, National Treasure No.227) and Yongnyongjon (Hall of Eternal Peace, Treasure No.821). At present, a ceremony is held on the first Sunday in each May. The ritual and music used for the ceremony have been designated as Intangible Cultural Properties No. 56 and No.1, respectively.

When built, Chongmyo's main hall had the longest floor space of any contemporary wooden building in the world. The structure has the Spartan atmosphere preferred by Confucianism instead of the elaborate decoration found on palaces and Buddhist temples. Its wide front gives it a distinct appearance.

When ancestral rites were systematized in China's Zhou Kingdom, homage was paid to seven generations of ancestors, in Ming, this was expanded to nine generations, and

thus, China's ancestral shrine has nine cubicles. Chongmyo, on the other hand, has a unique structure consisting of 19 partitions. The Chongmyo rites are based on the ritual culture of the ancient Chinese kingdom of Xia, Yin and Zhou, and thus give researchers a glimpse into the unique character of these ancient cultures.

- The World Cultural Heritage: The Tripitaka Korean woodblocks and their depositories at Haeinsa Temple.

The Changgyong P'snjon (National Treasure No. 52) at Haeinsa Temple is the repository of the woodblocks used to print the Tripitaka Koreana (National Treasure No.32). The repository is the oldest building at Haeinsa Temple, having constructed in 1488, during the early Choson period (1392 –1910). It has thus – almost miraculously – protected the Tripitaka Koreana for centuries, The building is not only beautiful architecturally but is unique in that its design allows for natural ventilation as well as temperature and humidity control.

The canon, the oldest and most comprehensive compilation of Buddhist scripture in existence today, was carved on 81,340 woodblocks between 1236 and 1251, during the Koryo Dynasty (918- 1392), and is estimated to contain no fewer than 52 million Chinese characters in the On Yang-hsin style of calligraphy. The characters on each block are uniform as if carved by a single hand – a testimony to the advanced engraving techniques of the time. Each block averages 69.5cm in width and 23.9cm in height. They generally contain 23 rows of 14 characters each.

An invaluable resource for Buddhist studies throughout the world, the canon served as the standard for the newly-revised edition of Japan's canon and was also reintroduced into China. In addition, it has been sent to England, America, France, Germany and other Western nations where it plays an important role in international Buddhist research.

- *The World Cultural Heritage: Ch'angdokkung Palace*

Ch'angdokkung, one of the five palaces of Choson Dynasty (1392 – 1910), was constructed in 1405, as an auxiliary palace. In contrast to Kyongbokkung, the main palace, the complex's layout is free from symmetrical or lineal arrangement of structures and instead is designed in accordance with the surrounding topography. Notably a hill and two flat areas to both sides of it were taken into consideration when determining the layout of the main gate, mail hall and inner hall. Since the Three Kingdoms period construction techniques accounted for terrain features. The builders of Ch'angdokkung, fully employing the ancient techniques, created a structure which is uniquely Korean in terms of design,

Ch'adokkung has undergone a number of repairs and reconstructions due to fire; yet it was never reduced in size. Of the three palaces that burnt down during the Hideyoshi invasions of 1592 – 1598, it was the first to be restored – beginning in 1606, and thus served as the main palace for almost 270 years. Built from mid-Choson to the modern period the buildings within the complex demonstrate the styles of different periods. The oldest structure in the complex is Tonhwamun Gate, Other ancient buildings include Injongjon (used for congratulatory ceremonies and the reception of foreign envoys)m Songjongjon (used to discuss national affairs) and Taejojon (the queen's residence). In

addition, the back garden (Huwon) served as a recreational area for Choson Kings. It is a fine example of ancient Korean landscaping with a lotus pond, trees – some now over 300 years old – and a pavilion all arranged in harmony with the natural surroundings. Ch'angdokkung makes an invaluable contribution to our understanding of traditional architecture, landscaping and history.

- The World Heritage: Hwasong Fortress in Suwon

Hwasong Fortress in Suwon was built by King Chongjo (r. 1776 – 1800) as an act of filial piety to restore the honor of his father who had been murdered as a result of palace intrigue and to help bolster the authority of the monarchy which had been weakened by that same factional fighting. In 1789, Chongjo moved his father's tomb to Mt. Hwasan in the small town of Suwon. Subsequently, the King ordered the town moved to nearby Mt. P'altalsan and created a well planned new town. To protect its inhabitants, a fortress was constructed beginning in 1794 and completed in 1796.

The fortress was designed by Chong Yak-gong (Tansan, 1762 – 1836) one of the greatest Confucian Sirhak (School of Practical Learning) scholar and was based on Sirhak efforts to improve labor conditions. The planning for the advanced city allowed for active commerce and effective defense against attack. Bricks, a new building material, were used in the construction, in addition to the more common wood and stone, and a crane – like pulley device was devised to hoist materials. The fortress was thus a test of modern architectural, engineering and construction techniques, while remaining faithful to Choson aesthetic ideals.

Because the fortress was intended to protect the town, it contained numerous defensive devices rarely seen in other Korean fortresses. For example, the kongshimdon, the lookout tower, are unique to this fortress. In addition, the embrasures were designed to accommodate both rifles and arrows, through the major means of defense was cannon.

- The World Textual Heritage: Hunmin Chong-um

The term Humin Chong-um (correct sounds for Instructing the People) has three meanings: it was the original name of the Korean alphabet, which was renamed Han-gul (meaning "Great Letters") in the 20th century; it was the title of a book explaining its use and published when the alphabet was promulgated on the 10th day of the Ninth Moon in 1446 (October 9), and it is the title of the main chapter of the book.

The writing system was created by the fourth monarch of the Choson Dynasty (1392 – 1910), King Sejong the Great (r.1418 – 1450). Before its creation, Korean had been written using Chinese characters, which were awkward because the two languages had different structures and which took long years to learn, so that only the upper class could read and write. Dismayed by this situation, King Sejong, working with scholars in the Chiphyonjon (Hall of Worthies), personally created a phonetic alphabet suited to the Korean language. Completed in the 12th Moon of 1443, the alphabet consisted of 28 letters, 24 of which are still in use today. The alphabet is generally recognized as being both unique and scientific – unique in that it is the only alphabet originally created by a

single person at a specific time without being based on a previously known scripts and scientific because it is based on a knowledge of phonology and phonetic. In addition, it was based on the principles of Neo-Confucian philosophy.

When the alphabet was promulgated, King Sejong wrote an introduction describing the reasons for its creation. He also had the scholars of the Hall of Worthies write a general explanation and examples of its use. These were published under the title *Hunmin Chongum*, and, as a result, the use of the alphabet spread among the general population. Its publication was a truly momentous event in Korean history, and the document which has been preserved to this day is a valued National Treasure.

- *The World Textual Heritage: Choson Wangjo Shillok*

The 2,077 volume *Choson Wangjo Shillok* (Annals of the Dynasty of Choson, National Treasure No.151) is a daily, chronological record of events spanning 472 years (1392-1863) and covering 25 reigns of Choson King from Yaejo, the founding king (r.1392-1398) to Chulchong (r. 1849-1863), the third to the last king. Covering politics, diplomacy, society, the economy, scholar ship and religious life, as well as astronomy, geography, music, scientific facts, astronomical events and descriptions of foreign relations in Northeast Asia, it is the longest, continuous historical record in the world and the preservation of the entire work is unprecedented. Much credit is to e given to the Choson Kings who took special measures to ensure that the work was kept safe. Four copies were printed with movable mental type. To avoid destruction from natural or other disasters, one of these copies was kept in the Ch'unch'ugwan (office of Annals Compilation) in Seoul and the others were kept in special repositories in remote mountains.

During the Hideyoshi Invasion (1592 – 1598) and the Manchu invasion (in 1627and 1636), the repositories in Seoul were burned down, but each time this happened, the lost portions of the document were reprinted. In the early 20th century, four repositories contained copies of the text; they were on Mts. Chongjoksan, Taebaeksan, Choksongsan and Odaesan. Many other copies were burnt or lost during the Japanese colonial period (1910 – 1945) and the Korean was (1950 – 1953). At present, the Choksongsan copy is said to be at Kim Il - Sung University in North Korea, the 848- volume Taebaeksan copy is in the Government Texts Preservation Center in Pusan while the 1,1810- volume Chongjoksan copy, 27 volumes of the Odaesan copy and 21 fragments are kept in the Kyujanggak Archives in Seoul National University.

***Museums:**

Several national museums and number of private institutions preserves Korea's colorful past. The treasure they hold are of great interest to visitors. The National Museum of..... and the National Folk Museum, both in Seoul, have two of the finest collections in Korea. There are also branches in Kyongju, Taegu, Kongju, Kwangju, Chinju, Kimhae, Chonju and Ch'ongju, each museum featuring artifacts connected with the region's local heritage. Of the several universities and private institutions Hoam Art Museum at Yong-

in, South of Seoul, houses perhaps the finest private collection in the nation. There is also much of interest for visitors at the National Museum of Contemporary Art located in Seoul Grand Park at Kwangju'on.

- The National Museum of Korea

Started from the Choson Dynasty Museum built in 1908, the National Museum of Korea exhibits not only some 130,000 cultural assets of Korea, but also those of neighboring countries and religions including China, Japan, and Central Asia, to allow highly instructive comparisons among these various cultures, because the old museum building was demolished in 1996, the current building was built as a temporary structure inside Kyongbookkung Palace and now displays more than 4,500 items in 18 standing exhibition halls. A new museum is to be completed by the year 2003.

- The National Folk Museum

Four display rooms exhibit about 10,000 articles of folk culture.

- The National Museum of Contemporary Art

800 modern works by contemporary artists are on permanent display and special exhibits are often presented.

- The Kyongju National Museum

One of the finest museums in Korea, this institution houses over 19,300 Shilla relics.

- The Kongju National Museum

Over 1,000 artifacts are in display here, including the treasures excavated from the tomb of the Paekche King Muryong (AD. 501 – 523).

- The Puyo National Museum

This museum houses a collection of 7,000 historical articles, including archeological finds made in the vicinity of Puyo, the ancient Paekche capital.

- The Kwangju National Museum

The largest collection of Chinese ceramics ever excavated outside of China is housed here.

- The Chinju National Museum

This museum specializes in the Imjinwaeran (Japanese invasion of Korea 1592).

- The Chonju National Museum

Some 4,500 folk and agricultural –related articles are on display at this museum.

- The Taegu National Museum

In the Archeology, Art and Folk Rooms of the Taegu National Museum, visitors can learn about Taegu and Kyongsangbul-do through exhibitions of 500 articles and a variety of models.

- The Kimhae National Museum

This museum specializes in Kaya culture, displaying 1,300 items including cart –shaped earthenware.

*** Markets in Seoul**

Seoul and major cities offer a wide variety of shopping opportunities: arcades, department stores, duty free shops, districts specialized in shopping, and outdoor markets. But if you really want to meet the indigenous lifestyle of Korea, why don't you visit regional markets around the country?

They feature the special products of their districts, low prices and humorous local dialect.

- Tongdaemun Market

Tongdaemun Market is one of the oldest and largest markets in Seoul.

You can find shoes, fabrics (especially silk – this area has the largest selection in Korea), clothes, bedding, household goods, sport equipment, cooking utensils, electronic parts, and a large food market. Some shops specialize in one or two items such as zippers and buttons, while others offer a multitude of goods.

- Namdaemun Market

Namdaemun Market is especially famous for its quality clothing at cheap prices, but you will also find large fish and food market.

The market provides an exciting shopping experience and bargains galore. It is full of excitement, as large numbers of people jostle one another to get at the merchandise.

- Insa-dong

Insa-dong is Korea's artists' district. Numerous antique shops, many old bookstores, and art galleries are concentrated in this area. Sometimes it is called a "street museum" for Korean art and handicrafts. Insa-dong is good for many hours of browsing and window shopping. Although it is mainly an antique district, modern furniture and new designs are also available.

- Myong-dong

This major shopping district for high quality clothes and shoes is crowded with cafes, restaurants, and night clubs. But it is within easy walking distance of most major downtown hotels and is definitely one of the places to see around town.

- *Chang-anp'yong Antique Market*

The Antique Market is composed of about 150 stores, located in six buildings.

You will find an enormous variety of items ranging from very old artifacts to articles from the more recent past at very reasonable prices. Popular items paintings, calligraphy, old chests, stone artifacts, ceramics, and lacquer ware.

- *Kyong-dong Market*

This is Korea's most famous oriental medicine market. Shoppers are surrounded by piquant smells and exotic sights. One building specializes in Korea ginseng.

- *Hwanghak-dong Flea Market*

This is a collection of shops and stalls selling everyday items from Korea's recent past. Items include brass bowls, cutlery, jewelry, and old Korean wide-brimmed hats. Also, there are many secondhand electrical shops.

- *Yongsan Electrical Market*

This is a largest special market of electronic goods and computers in Korea. Yongsan Electronic Market is composed of 21 buildings with more than 5,000 shops. The first floor of the Electro-land building offers Korean and Foreign made household appliances, audio equipment, telephones and office equipment.

*** Korean food**

Korean cuisine provides unique aromas and tastes for visitors to savor. In addition to being highly nutritious, Korean food is also very low in calories, being made chiefly of a wide variety of vegetables. Seasonings include garlic, red pepper, scallions, soy sauce, fermented bean paste, ginger, and sesame oil.

Visitors cannot really say they have been to Korea if they have not tasted kimchi, the internationally famous cabbage dish fermented in chili pepper spice. Koreans eat it at almost every meal. There are in fact dozens of different varieties of kimchi, and those who are not accustomed to spicy food are advised to proceed cautiously.

Dishes more familiar to the western palate are kalbi and pulgogi. These two meat dishes, made of pork or beef, are always served at Korean dinner parties. Kalbi is something like Chinese "spare ribs" dish, pulgogi is made from strips of marinated meat. Neither is highly spiced and, being cooked at your table over a charcoal fire, it resembles a barbecue.

Other popular Korean dishes are pibimpap (a mixture of rice, vegetables, egg, and chili sauce), toenjangtchigae (a thick soup made from fermented bean paste and vegetables, eaten with rice), naengmyon (chewy noodles eaten in a cold broth, popular in summer) and samgyet'ang (a both made of chicken and ginseng, excellent for your health).

*** Traditional Festivals and Events**

With a long and proud cultural tradition, Korea is truly a land with a multitude of festivals. Many are celebrated nationally, while other are local and highlight the heritage of a region, city or village.

- Lunar New Year's Day (Lunar January 1)

Lunar New Year's Day (Sollal) is one of the most important traditional events of the year. Most businesses are closed and people take several days off to visit their hometowns to be with family. Feasts are held with specially prepared food such as ttokkuk and manduguk. Men play yut or fly kites, boys spin toys, and women jump on a Korean seesaw.

- *Buddha's Birthday (Lunar April 8)*

Buddha's Birthday is also called the "Feast of Lanterns" Day. Elaborate, solemn rituals are held at many Buddhist temples across the country and lanterns are hung in the temple courtyards. In the evening these lanterns are lit and carried in parades.

- Ch'usok (Lunar August 15)

Ch'usok is the year's most important traditional holiday. It is also called Han-gawi (Harvest Moon Festival) and Chungch'ujol ("Mid-Autumn Festival"), Ch'usok is often referred to as Korean Thanksgiving Days. It is a celebration of the harvest and a thanks giving for the bounty of the earth. Family members come from all parts of the country to visit their ancestral homes.

- Kyongju World Culture Expo (September 1 – November 10)

Kyongju World Culture Expo is held in the "museum without walls" in and around Kyongju of Kyongsangbuldo. You can enjoy a virtual reality presentation of life in the ancient Shilla Kingdom, Korean traditional folk recitals as well as performances from some of the other ASEM countries, puppet fete, etc. You can also see Pulguksa Temple and Sokkuram Grotto, both UNESCO's World Cultural Heritage items, and Kyongju's rich diversity of other ancient buildings and artifacts.

(iii) Accommodations

*** Hotels**

There are many modern hotels in Korea's major cities and tourist destinations.

Tourist hotels are classified into five groups: super deluxe(SDL), deluxe (DLX), first class, second class, and third class.

Facilities in most tourist hotels includes one or more bars and cocktail lounges, restaurants, on-site recreational facilities such as tennis courts and swimming pools, souvenir shops, game rooms, barber shops and beauty salons, laundries and saunas.

- *Youth hotels*

At present, there are 47 youth hostels in Korea; all are members of the Korea Youth Hostel Association. They offer reasonably –priced rooms for economy- minded travelers and students. The charge for one night is about W6,000 – W13,000 per person. Seoul prices somewhat higher. Reservations and further information can be obtained from the Korea Youth Hostel Association.

- *Yogwans*

Budget watchers may enjoy the homey hospitality of a traditional Korean-style inn, or yogwan. A yogwan provides a Korean mattress called yo, a quilt known as ibul, and a hard pillow (filled with wheat husks) called pyogoe. In chilly weather, the room is warmed by ondol, Korea's unique system of under –floor heating. For an additional price, meals can also be served in the room.

Today many yogwans have beds, private bathrooms with hot water, and color TVs. Room rates range from W25,000 to W50,000. Listed below are a few of many yogwans recommended by the city of Seoul for foreign travelers.

(iv) Transportations

*** Getting to and from Korea**

- *International flights*

Korea's three international airports are Kimpo in Seoul, Kimhae just northwest of Pusan, and Cheju on Cheju Island. With the opening of Incheon International Airport in early 2001, Korea's capacity for travelers will greatly increase. Many international airlines maintain a regular flight service, with over 220 flights per day between Seoul and major cities of the world.

- *Sea route*

Pusan is the country's largest port and second –largest city. This international seaport is the main gateway to Korea for visitors who arrive by ship, usually from Japan. Another international port is Incheon which features service to China.

The Pukwan Ferry, Korea Ferry, and Korea Marine Express companies provide regular services between Korea and Japan, while the Weidong Ferry and Incheon Ferry companies

provide regular service to China. High-speed hydrofold services have also begun between Pusan and Hakata.

Temporary entry is allowed for private cars with proper documentation belonging to all visitors to Korea arriving by ferry.

* Getting around in Korea

- *Transportation between Kimpo International Airport and downtown Seoul:* airport Express Buses, Subway, KAL Limousine Buses, Airport Limousine Buses, Taxis will help you get downtown at minimal expenses and with little difficulty.
- *Taxis:* Taxis are plentiful and inexpensive in Korea, clean and safe. There are taxi stands in most busy city areas, and taxis can also be hailed on the streets.
- *City buses:* The city bus systems differ slightly from city to city in Korea, but most cities have local and express buses. They are numbered but since their signs are only in Korean, finding the right bus may be confusing to a first-time visitor. It is advisable to request assistance to find the bus stop and number that you need. The bus fare can be paid with either coins or a bus card available at booths near bus stops.
- *Subways:* There are excellent subway systems in Seoul, Pusan and Taegu. The subway is the most efficient and convenient way for foreign travelers to get around the cities. Station names, ticket windows and transfer signs are all clearly marked in English.
- *Domestic flights:* Korea has a well-developed domestic flight network served by Korean Air and Asiana Airlines linking 16 major cities.
- *Trains:* Passenger trains operated by the Korean National Railroad are reasonably fast, reliable and very inexpensive by world standards. The trains run on a strict schedule and are not affected by traffic congestion during the holiday seasons. An extensive network covers almost every part of the national.

There are three classes of trains: the super-express Saemaul-ho, express Mugunghwa-ho, and limited express Tong-il-ho. First class seats are wider and feature more leg room. Some trains have private compartments for families or small groups.

- *Domestic ferryboats:* boats are one of the most interesting ways to travel around Korea. Ferries ply the water-ways between Pusan and Cheju, Mokpo's and Hongdo, Pohang and Ullungdo, etc.
- *Car rentals:* Rental cars available for visitors, and charges are from ₩55,000 to ₩460,000/ day. Driving safely in Korea takes some practice. Due to the different traffic laws and an unfamiliarity with the roads, it may be advisable to hire a driver along with the car.

- *Long distance express bus*: Fast and reliable high way buses operate on express ways throughout the country, connecting almost major points.
- *Intercity buses*: Korea has excellent intercity bus services connecting virtually every city and town. Since no English language schedules are available , it may be advisable for the foreign traveler who wishes o take this kind of bus to get help from a Korean friend.

Various tour companies offer bus services to mot of the well-known tourist sites for visitors who prefer not to use the intercity buses. For details about these tours, contact the travel agencies scattered throughout the city.

2.1.2. Korea's tourism demand (1990 – 1999)

Go header vao day

Table 1: Visitor arrivals, Korean departures, International tourism receipts and expenditures (1990 – 1999)

Year	Visitor arrivals		Korean departures		Tourism receipts		Tourism expenditures	
	Number	Growth (%)	Number	Growth (%)	Number	Growth (%)	Number	Growth (%)
1990	2,958,839	8.5	1,560,925	28.7	3,558,666	0.1	3,165,623	21.7
1991	3,196,340	8.0	1,856,018	18.9	3,426,416	-3.7	3,784,304	19.5
1992	3,231,081	1.1	2,043,299	10.1	3,271,524	-4.5	3,794,409	0.3
1993	3,331,226	3.1	2,419,930	18.4	3,474,640	6.2	3,258,907	-14.1
1994	3,580,024	7.5	3,154,326	30.3	3,806,051	9.5	4,088,081	25.4
1995	3,753,197	4.8	3,818,740	21.1	5,586,536	46.8	5,902,693	44.4
1996	3,683,779	-1.8	4,649,251	21.7	5,430,210	-2.8	6,962,847	18.0
1997	3,908,140	6.1	4,542,159	-2.3	5,115,963	-5.8	6,261,539	-10.1
1998	4,250,216	8.8	3,066,926	-32.5	6,865,400	34.2	2,640,300	-57.8
1999	4,659,785	9.6	4,341,546	41.6	6,801,900	-0.9	3,975,400	50.6

Source: Korea's National Tourism Cooperation Organization Growth rates per year in this period on average for visito arrivals, Korean departures, international tourism receipts and expenditures are in the table 2.

Table 2: Growth rates per year on average for the items in table 1

Items	Growth rate per year in average (%)
Visitor arrivals	5.18
Korean departures	12.04
Tourism receipts	7.46
Tourism expenditures	2.56

Korea tourism developed very strong in this period. Several international events held in Korea contributed to the improvement of the image of Korea to the outside world. There include the Taejon Expo in 1993, Visit to Korea in 1994, and three PATA gatherings. As a result, the number of visitor arrivals recorded 3,580,024 while the international tourism receipts reached 3,806,051 dollars.

However, with the outbreak of Asian financial crisis in 1997, the Korea tourism has to experience another period of depression, amid the general slowdown of national economy.

2.2. Vietnam's tourism market

2.2.1. Vietnam's tourism supply

(i) Vietnam's natural resources on tourism

*** Land and climate**

The Socialist Republic of Vietnam, a sovereign and reunified independent country has a high percentage of territorial waters. Vietnam is located in the center of the Southeast Asia, and its shaped like the letter "S". The country lies in the eastern part of the Indochina Peninsula, bordered by China to the North, Laos and Cambodia to the West and the East Sea and Pacific Ocean to the Southeast. Vietnam is 329,600 square kilometers. Vietnam's coast line is 3,260 km long. Its land border measures 3,730 km. The country's total length, from the northernmost point to the southernmost point, is 1,650km. Vietnam is also a transport junction from the Indian Ocean to the Pacific Ocean.

Three quarters of Vietnam's territory consists of mountains and hills. Vietnam is divided into four distinct mountainous zones:

- *The Northeastern Zone (Viet Bac)*

The mountainous area of Viet Bac is scattered with famous sights: Dong Nhat Grotto, Dong Nhi Grotto, and Tam Thanh Grotto in Lang Son Province; Pac Bo Grotto and Ban Doc Waterfall in Cao bang Province; Ba Be Lake in Bac Can Province; Yen Tu Mountain and Ha Long Bay in Quang Ninh Province, and Tay Con Linh, the highest mountain peak in the region reaching 2,341 meters above sea level.

- The Northwestern Zone

This zone is comprised of mountains that run from the North of the Sino- Vietnamese border to the West of Thanh Hoa Province. This magnificent mountain range is nationally known for its resort town of Sapa in Lao Cai Province which is perched 1,500 meters above sea level. Several ethnic groups, such as H'mong, Dao, Kinh, Tay, Giay, Hoa, and Xa Pho, still reside in this region.

The northwestern zone is also famous for the historical site of Dien Bien Phu and Fansipan Mountain which measures 3,143 meters above sea level at the peak.

- The North Truong Son Zone

This zone runs from the western part of Thanh Hoa Province to the Quang Nam – Da Nang Mountains. This region known locally for its picturesque Phong Nha Grotto and its two breathtaking passes, the Ngang Pass and the Hai Van Pass. It is also known worldwide for being the location of the legendary Ho Chi Minh Trail constructed during the second great resistance war.

- The South Truong Son Zone

This zone is located to the West of the south central coast provinces. Behind these huge mountains is a vast area of red soil known locally as Tay Nguyen (The central Highlands). There are numerous legendary accounts of the flora and fauna and of the lives of several different ethnic minorities living in the Central Highlands. Da Lat, established during the 19th century, is a popular resort town in this part of Vietnam.

Vietnam has two major deltas:

- The Red River Delta (Northern Delta)

This region stretches from 15,000 square kilometers. Over time, deposits of alluvium carried from the Red River and Thai Binh River have accumulated to form the delta. The ancient Viet people settled at the junction of the two rivers. At that time, the wet rice civilization was established.

- The Mekong River Delta (Southern Delta)

This region is approximately 36,000 square kilometers. The land is very fertile and has favorable climate conditions for agriculture. As a result, it is the largest rice growing region in Vietnam.

Vietnam is located in both tropical and a temperate zone. It is characterized by strong monsoon influences, but has a considerable amount of sun, a high rate of rainfall and high humidity. Regions located near the tropical and in the mountainous regions are endowed with a temperate climate.

The annual average temperature ranges from 22 °C to 27 °C.

There are two distinguishable seasons. The cold season occurs from November to April and the hot season from May to October. The difference in temperature between the two seasons in southern Vietnam is almost unnoticeable, averaging 3 °C. The most noticeable variations are found in the northern provinces where differences of 12 °C have been observed. There are essentially four distinct seasons, which are most evident in the northern province.

*** The World Heritage Site: Ha Long Bay**

Ha Long Bay is made up of 1,969 islands of various sizes, 989 of which have been given names. There are two kinds of islands, limestone and schist, which are concentrated in two main zones: the southeast (belonging to Bai Tu Long Bay), and southwest (belonging to Ha Long Bay). This densely concentrated zone of stone islands, world famous for its spectacular scenery of grottoes and caves, forms the central zone of Ha Long Bay, which has been named a UNESCO World Heritage Site.

Viewed from above, Ha Long Bay resembles a geographic work of art. While exploring the Bay, you feel lost in a legendary world of stone islands. There is a man's head Island, which resembles a man standing and looking toward the mainland. Dragon Island looks like a dragon hovering above the turquoise water. La Vong Island resembles an old man fishing. At the core of the islands, there are wonderful caves and grottoes, such as Thien Cung (Heavenly Residence Grotto), Dau Go (Driftwood Grotto), Sung Sot (Surprise Grotto), and Tam Cung (Three Palace Grotto).

Ha Long Bay has many links to the history of Vietnam. For example, there are such famous geographical sites as Van Don (site of an ancient commercial port), Poem Mountain (with engravings of many poems about emperors and other famous historical figures), and Bach Dang River (the location of two fierce naval battles fought against foreign aggressors).

*** National Parks**

Vietnam has many parks. The famous national parks include: Cuc Phuong, Bach Ma, Nam Cat Tien, Ba Be, Ba Vi, Cat Ba, and etc.

- *Cuc Phuong National Park*

Cuc Phuong National Park is located 160 km South of Ha Noi in Ninh Binh Province. The park is conveniently located on the route to several tourist attractions, including Bich Dong Pagoda, Hoa Lu, and Sam Son Beach. It was officially opened in 1960 as the first national park in Vietnam.

Cuc Phuong National Park is surrounded by several limestone cliffs, the highest being May Bac, meaning "silver cloud", with a height of 65m. There are plenty of plants and mammals living in the park. There are an estimated 2,000 different species of flora and the 450 species fauna account for 38% of the national fauna.

Thanks to the limestone terrain, Cuc Phuong National Park has a multitude of caves, including Thang Khuyet Cave, Con Moong Cave, Pho Ma cave, and Nguoi Xua Cave.

Global environmental programs led by the UNDP, United Nations Development Program, and FFI, Flora and Fauna International, researched the distinguished primitiveness of the tropical forest and the monsoon influence on Southeast Asia in Cuc Phuong National Park.

- Bach Ma National Park

Bach Ma National Park is located in Thua Thien Hue Province, approximately 50 km North of Hue City.

Bach Ma National Park is now considered to be another Dalat, but in the center of the country. The temperature never falls below 4⁰C in the winter and the hottest summer temperature does not exceed 26⁰C.

The rich flora and fauna also attract many tourists. Bach Ma National Park is home to 233 species of birds and 55 species of mammals, as well as extensive vegetation of more than 500 species. Thus, the park does not only offer beautiful landscape, but it also allows for scientific research.

- Nam Cat Tien National Park

Nam Cat Tien National Park is located in Dong Nai Province, 160 km North of Ho Chi Minh City. In 1978, Nam Cat Tien forest was classified as a restricted area, the area was later transformed into a national park in 1992. Along with Tan Phu forest, Nam Cat Tien forest is part of the primitive and tropical forests of South Vietnam.

Nam Cat Tien National Park attracts many archaeologists and tourists, who came to study and admire its 600 plant species, including hundreds of valuable medical herbs and flowers, and its 240 species of birds, including rare species such as the red pheasant. Over 50 species of mammals among which are the one-horned rhinoceros and the Bateng cow also live in this area.

In early 1997, the tomb of a primitive man was excavated in the center of the park.

- Cat Ba National Park

Cat Ba National Park is located on Ca Ba Island, 150 km east of Ha Noi. The park covers approximately 200 km², two third of which consists off a forested zone and one third, a marine zone.

One should leave Ha Long Bay or Do Son without a visit to Cat Ba Island. The island is home to over 600 kinds of plants including bang, Goi Nep, Sang Le and Kim Giao trees. The fauna living on the island is also diverse, the island is home to rare wild whiteheads langurs, deer, and macaques, to name a few. Cat Ba marine reserves comprise sea turtles, lobster, coral, oysteis, and dolphins.

The cool weather in Cat Ba is suitable for relaxation and convalescence. From Ha Noi, one can travel to Hap Phong by train or by bus, and then by boat to Cat Ba Island.

- Ba Be National Park

Ba Be Lakes, located 145 meters above sea level, are among the largest natural lakes in Vietnam with a total surface area of 500 hectares. The area was established as a national preserved forest and tourist center in 1978.

Ba Be Lakes are surrounding by many ancient trees, from which several varieties of precious wood are obtained. Up to animal species such as wild pigs, bears, panthers, monkeys, and birds inhabit the area.

***The beautiful beaches**

Vietnam's coast line is 3,260 km long. If you have a chance to travel along the coast of Vietnam, you will be able to enjoy the beautiful beaches of Tia Co, Sam Son, Lang Co, Non Nuoc, Nha Trang, Vung Tau, and Ha Tien. In some places, you will see mountains jutting out to the sea. One such magnificent is Ha Lang Bay, which has recently been listed as a world heritage site by UNESCO .

*** The mineral water sources**

Vietnam also has abundant subterranean mineral water sources. These are found at Quang Hanh in Quang Ninh, Hoi Van in Binh Dinh, Vinh Hao in Binh Thuan, Duc My in Nha Trang, Kim Boi in Hoa Binh, and Binh Chau in Vung Tau.

(ii) Vietnam's cultural resources on tourism

*** People and language**

At the beginning of the Bronze, the Viet tribe groups had settled down in the North and in the North of Central Vietnam. There were about 15 groups of Lac Viet tribesmen living mainly in the northern highland and delta and a dozen Au Viet groups of tribesmen living in Viet Bac, the northern region of old Vietnam. At that time, the two ethnic tribes of Lac

Viet and Au Viet lived together in many areas with other inhabitants. Due to the increasing need to control floods, fights against invaders, and exchange culture and economy. These tribes living near other tended to gather together and integrate into a larger mixed group. Among these Lac Viet tribes was Van Lang which was the most powerful tribe. The header of this tribe joined all the Lac Viet tribes together to found Van Lang Nation, addressing himself as Hung King. The next generations, followed in their father's footsteps and kept this appellation. Based on historical documents, researchers correlatively delineated the location of Van Lang Nation to the present day regions of North and North of central Vietnam, as well as the South of present day Kwangsi (China). The Van Lang Nation approximately lasted from the beginning of the first millennium B.C. to the 3rd century B.C.

Vietnamese nation was primarily influenced through a process of anthropological cross-pollination between ancient Chinese and Indian cultures.

At present, there are about 54 ethnic minority groups inhabiting in Vietnam. The King (or Viet) people account for nearly 90 percent of Vietnam's total population. Major ethnic minority groups include Tay, Thai, H'mong, Dao and Khmer. Each ethnic group has developed its own language and cultural identity, thus making the Vietnamese culture a well-blended combination of different cultures.

The Vietnamese language belongs to a language group, which was established a long time ago in East Asia. Changes in material conditions over many centuries and the increasing demands of cultural life have influenced the Vietnamese language.

While drop many elements of the Chinese language, Vietnamese people changed many Chinese words, gradually creating Han - Viet (Chinese - Vietnamese) which incorporated purely Vietnamese words. "Vietnamization" not only applied to the Chinese language, but also to French and other language groups, creating a diverse vocabulary for the Vietnamese language.

Based on Chinese characters, Vietnamese worked out a unique writing system of their own called Chu Nom. Chu Nom probably originated around the end of the northern domination period and early in the 10th century. It was not until the 13th century under the Tam dynasty that Chu Nom was systematized and used in literature.

In conjunction with the development of the nation, the Vietnamese language was constantly developed and improved. Around the 17th century, western missionaries came to Vietnam and learned Vietnamese in order to disseminate Catholicism. They developed a romanced script to represent the Quoc Ngu (meaning national language) in order to translate prayer books and catechisms. A number of Portuguese and Italian missionaries used Quoc Ngu to compile catechisms and Portuguese - Vietnamese and Vietnamese - Portuguese dictionaries. Based on these works, Alexandre de Rhodes, a French Jesuit missionary, published the Portuguese - Latin dictionary which was a fundamental catechisms in Rome from 1649 to 1651. In 1867, some colonial schools began to teach Quoc Ngu. It was not until early in the 20th century That Quoc Ngu became widely used

in the local primary educational system. It is easy to learn and to write for Vietnamese, factors which have greatly contributed to the literacy rate of Vietnamese

*** The Art:**

- Music

Vietnamese music has had a rather long history. Since ancient times, Vietnamese have had a strong inclination for music. For the Vietnamese, music is considered to be an essential need. Therefore, numerous musical instruments and genres intended for various purpose have been developed. Vietnamese people use music to express their innermost feelings, to encourage themselves while working and fighting, to educate their children in good traditions and national sentiment, to communicate with the invisible, and to sublimate their aspirations for a happy life.

The simple and primitive instruments, as well as the more sophisticated ones, have been preserved to form a rich musical treasure. Numerous forms of songs and music have also been created and retained. They include lullabies, children's songs, ritual songs, melodies, and poem narration. There are also songs and music for groups, as well as for traditional theatre.

Vietnamese traditional music is diverse due to the various genres that took shape during different periods of history. Songs of the same genre often differ very much in melody and expression from ethnicity to ethnicity. As a result, lullabies, for example, of the king differ from those of the Muong.

Traditional music has played an important role in the lives of the Vietnamese. Currently, music still occupies a considerable position in the spiritual lives of the Vietnamese. Some genres of music still exist in rural areas, which others were brought to the stage to meet the demands of the population.

- Fine art and craft products

Vietnam is a country rich in handicraft products, thanks to the hardworking, dexterous, and creative qualities of the Vietnamese people.

For a very long time, handicraft products have been a source of cultural pride and a source of income of the people. As the varieties of handicraft products are too numerous to be fully introduced, only few typical items and their sources are mentioned here.

Woven tapestries and Tho Cam handbags are unique works from skilled hands of the ethnic women living in the Northwestern regions, such as Cao Bang.

Embroidered articles and silk products are famous from the regions of Ha Dong, Nam Ha, Thai Binh and Hue.

Wool tapestries from Ha Noi and Hai Phong, and jute tapestries from Hung Yen, Hai PHong, Ha Noi and Thai Binh are much sought after.

Ceramic and porcelain items have been produced in Vietnam for a long time. Ceramic and porcelain products glazed by traditional methods into beautiful art are well-known in Bat Trang (Ha Noi), Quang Ninh and Hai Phong .Copperware is fabricated by the skillful hands of coppersmiths in Nam Ha, Ngu Xa (Ha Noi), Dong Son (Thanh Hoa) and Long Tho.

Jewelry products and metalwork are concentrated in Ha Noi, Thai Binh and Hai Phong while stonework are mainly produced in Da Nang (Five Element Mountain Region).

Wood products and carvings can usually be found in Phu Xuyen (Ha Tay), Hai Phong, and Hue. There are thousand of types of handicraft products. Some of these handicrafts have been internationally recognized and popularized, such as lacquer ware. While lacquer artist produce a limited number of paintings and sculptures, lacquer crafts have been part of Vietnamese life in many forms: Vases, boxes, interior, decorating items, jewelry, and office products. with about 2,000 years of history, Vietnamese lacquer ware and other products made by a community of handicraft artists, have established a firm and growing position in the domestic and international markets.

-Literature:

It was not until the 13th century under the Tam dynasty that Chu Nom was systematized and used in literature, Nguyen Thuyen (alias Han Thuyen) and Nguyen Si Co wrote poems in Chu Nom. Ho Quy Ly (1400 A.D.) made Chinese textbooks which translated into Vietnamese language using the Chu Nom writing system. He also used Chu Nom to write the royal proclamations and ordinances. In the 15th century, Nguyen Trai, a national hero, used Chu Nom to write 250 poems in Quoc Am Thi Tap (collection of poems in the National Language). The Chu Nom literature continued to be developed from the 16th century onwards and the totally dominated national literary circles. Ba Huyen Thanh Quan (the wife of the chief of Thanh Quan District), Cao Ba Quat and Kieu Story of Nguyen Du, and the translation of Chinh Phu Ngam (Lament of a wife whose husband has gone to war) by Doan Thi Diem were quite noteworthy poems. It was not until early in the 20th century that Quoc Ngu became widely used in the local primary educational system and used in literature. Modern writers have also focused on social injustice as well as the dehumanizing influence of industrialization and modernization.

*** Vietnam's world cultural heritage**

Vietnam has more than 1,000 historical, cultural, and architectural sites which have been officially classified as "Heritage sites". Three of these site have been recognized as world cultural heritage sites by UNSCE (United Nations Educational and Scientific Cultural Organization), including the ancient capital of Hue, the ancient town Hoi An, and My Son Holly Land. It will become clear from excursions to these sited that Vietnam is a country with a long-established history.

- The world cultural heritage: The ancient capital of Hue

Hue is the most beautiful city in Vietnam. Hue was the country's capital from 1802 to 1945, and has long been a major cultural, religious and educational center. The remains of the huge, walled citadel, constructed by the Emperor Gia Long from 1804, contain many interesting sights, such as the Nine Holy Cannons, the Imperial Enclosure, the Palace of Supreme Harmony and the Hall of the Ancestors. Sadly, the intriguing Purple Forbidden city was largely destroyed during the Vietnam War. About 15 km south of Hue are the Royal Tombs. Hue has many other places of religious and dynastic importance, and some good museums.

If you want to get out of the city for a swim, head 13 km north-east to Thuan An Beach, where there is a lagoon, a hotel and the possibility of sampan trips up the Perfume River. Vehicles from Hue's Dong Ba Bus Station run here.

There is a range of accommodation in Hue to suit most budgets and some good restaurants, Hue has a long tradition of vegetarian food, which is prepared at pagodas for the monks. Stalls in the markets serve vegetarian food on the 1st and the 15th days of the lunar month, and there are several restaurants serving it all the time.

- The world cultural heritage: The ancient town of Hoi An

The ancient town of Hoi An, 30 km South of Da Nang, lies on the banks of the Thu Bon River. Occupied by early western traders, Hoi An was one of the major trading centers in Southeast Asia in the 16th century.

Hoi An has a distinct Chinese atmosphere with low, tile-roofed houses and narrow streets, the original structure of some of these streets still remains almost intact. All the houses were made of teak wood, decorated with lacquered boards and panels engraved with Chinese characters. Pillars were also carved with ornamental designs.

Tourists can visit the relics of the Sa Huynh and Cham cultures. They can also enjoy the beautiful scenery of the romantic Hoi An River, Cua Dai Beach and Cham Island.

Over the last ten years, Hoi An become a very popular tourist destination in Vietnam.

- The World Cultural Heritage: My Son Holy Land

My Son, located 69 km southwest of Da Nang, was an imperial city during the Cham dynasty, between the 4th and 12th centuries. My Son sanctuary is a large complex of religious relics that comprises more than 70 architectural works. They include temples and towers that connect to each other with complicated red brick designs. The main component of the Cham architectural design is the tower, built to reflect the divinity of the king.

Each historical period has its own identity, so that each temple worshipping a genie or a king of a different dynasty has its own architectural style full of different impression. All of the Cham towers were built on a quadrature foundations and each comprises three parts: a solid tower base, representing the world of human beings, the mysterious and sacred tower body, representing the world of spirits, and the tower top built in the shape of a man offering flowers and fruits or trees, birds, animals, etc. representing things that are close to the spirits and human beings. According to many researchers of the ancient Cham towers, the architectural art of the Cham towers at My Son sanctuary in the convergence of the different styles, including the continuity of the ancient style of the 8th – 9th centuries, the Dong Duong style from the mid-9th century, the My Son and My Son - Binh Dinh style, etc. Among the remnants of many architectural sites excavated in 1898, a 24 meters high tower was found in the Thap Chua area and coded AI by archaeologists and researchers on My Son. This tower is a masterpiece of ancient Cham architecture. It has two doors, one in the east and the other in the west. The tower body is high and delicate with a system of paved pillars; six sub-towers surround the tower. This two-story tower looks like a lotus flower. The top of the upper layer is made of sandstone and carved with elephant and Lion designs. In the lower layer, the walls are carved with fairies and water evils and men riding elephants.

After the My Son ancient tower complex was discovered, many of its artifacts, especially statues of female dancers and genies worshipped by the Cham people, worship animals and artifacts of the daily communal activities, were collected and displayed at the Cham Architecture Museum in Da Nang City. Although there are not many remnants left, those that remain display the typical sculptural works of cultural value of the Cham nationality. Furthermore, they are vivid proof, confirming the history of a nationality living within the Vietnamese community boasting of a rich cultural tradition.

*** Museums:**

Vietnam National museums are of great interest to visitors.

Vietnam Army Museum, Revolution Museum, the Vietnam Women's Museum, Vietnam History Museum, Vietnam Fine arts Museum, Ho Chi Minh Museum, Vietnam Museum of Ethnology in Ha Noi City, Son La Provincial Museum, Museum of the Cultures of Vietnam's Ethnic Minority Group is in Thai Nguyen Province, Cham Museum in Da Nang City, Ho Chi Minh Museum, Hue Museum of Antiquity in Hue City, Quang Trung Museum in Binh Dinh Province, Ho Chi Minh City Fine Art Museum, Ho Chi Minh Museum, Ho Chi Minh Campaign Museum, Municipal Revolutionary Museum, Na Bo Women's Museum, Vietnam Historical Museum, War Remnants Museum are in Ho Chi Minh City.

- Vietnam Historical Museum:

Vietnam History Museum is located near the Municipal Theater and Hoan Kiem Lake in downtown Ha Noi. The museum preserves a large number of valuable artifacts from various historical periods.

The exhibits are clearly displayed on two floors covering an area of more than 2,000m². The first section contains relics from prehistoric times discovered at different sites throughout the country. These items date back mainly from the Paleolithic and Neolithic Ages.

All who visit the Vietnam History Museum gain a clearer understanding of the prolonged process of defending the country.

- *Vietnam Fine Arts Museum*

In June 1966, house No.66 on Nguyen Thai Hoc street in Ba Dinh District, Ha Noi, was transformed into the Vietnam Fine Arts Museum. Approximately 10,000 works, objects, restored articles, reproduced pictures and paintings are displayed in 16 showrooms.

- *Ho Chi Minh Museum*

This museum is located near the Ho Chi Minh Mausoleum. It was completed on May 19, 1990 on the occasion of President Ho Chi Minh's birthday.

The museum is housed in a 4-storey building covering a total area of 10,000 m². The museum is designed in the shape of a lotus flower, as a symbol of Ho's noble character.

- *Museum of the Cultures of Vietnam's Ethnic Groups*

The Museum of the Cultures of Vietnam's Ethnic Groups, located in downtown Thai Nguyen in Thai Nguyen Province, was established in 1960. It contains more than 4,000 documents, exhibits, and pictures, concerning all aspects of Vietnamese civilization. The museum also presents an extensive collection of agricultural, handcraft, and hunting tools. Typical ritual clothes with bright colors and decorative motifs of different ethnic minorities are also exhibited. The unusual costumes of the Tay and Nung ethnic groups used for worshipping their sorcerers are embroidered with lines and designs that supposedly perceive magical sounds.

The Museum of the Cultures of Vietnam's Ethnic Groups is a repository depicting the culture of ethnic groups living throughout the nation. It is also a place for people to learn about the origins and traditional cultural identities of every ethnic group in Vietnam

- *Cham Museum*

The Cham Museum is located at the intersection of Trung Nu Vuong and Bach Dang streets in Da Nang. The Cham Museum was built in 1915 with the financial support of the French Far-East research Institute in Vietnam. This museum houses the most extensive collection of Cham art worldwide. In the past, the capital of the Champa nation was located in Da Nang. Other famous sites of the Champa civilization include Tra Kien, Dong Duong, My Son and Thap Man.

At present, the museum displays approximately 300 sculptures, among which some are made from terracotta. The sculptures were collected from Cham temples and towers throughout Central Vietnam, more specifically the area stretching from Quang Binh to Binh Thuan. All the sculptures are displayed in ten showrooms named after 10 localities where the pieces have been discovered.

- *The Hue Museum of Antiquity*

The Hue museum of Antiquity is a gallery displaying collection of bronze ware, ceramics, chinaware. Furniture, royal costumes, and personal belongings of former Vietnamese emperors.

Now located at 3 Le Truc Street in Hue, the museum was built in 1845 by the Emperor Thien Tri. The elegant building, initially called Long An palace. Was dismantled and rebuilt in 1090 at its present location to serve as the library and office of the Association of Friends of Old Hue.

- *The Municipal Revolutionary Museum*

The construction of the museum started in 1885 and was completed in 1890 under the design of French architect Alfred Foulhous, who also designed the Saigon Court. The museum was originally intended to display items from Nam Ky (the former name of South Vietnam), but the Governor of Nam Ky enlisted it as his residence. Following that, the building became the residence of Japanese Governor Minoda. It was also the office of the Nam Bo provisional Administrative Committee (1945) and of the republic of France High Commissioner. The building was later reconverted into the residence of the Governor of Nam Ky. It was not until August 1978 that the building was finally turned into the Ho Chi Minh City Revolutionary Museum.

The museum displays items related to the invasion of Vietnam by French colonialists, the foundation of the Vietnam Communist party, the anti-French resistance in Saigon – Gia Dinh (1945 – 1954), the anti-American movement, the national resistance of Saigon – Gia Dinh and the Ho Chi Minh Campaign.

- *The Vietnam Historical Museum*

The Vietnam Historical Museum in HO Chi Minh City was built in 1929 and was called “Musee Blanchard de la Bosse” until 1956. During that period, the museum had different exhibits of ancient Asian art.

In 1956, the museum was renamed Saigon National Museum, and finally in 1975, after some renovations, the museum was expanded and became The Vietnam Historical Museum.

Through the different exhibits that can be seen, the museum portrays Vietnam’s history from ancient times (approximately 300,000 years ago) up to the 1930s.

A second part of the museum displays specific characteristics of the southern area of Vietnam as the Oc-Eo culture, the ancient culture of Me Kong delta, Cham art, the Ben

Nghe Saigon art, the Vietnamese ethnic minorities, and ancient pottery of various Asian countries.

- *The War Remnants Museum*

The War Remnants Museum was established in September 1975 in Ho Chi Minh City. It contains countless artifacts, photographs, and pictures documenting American war crimes.

Over the last 20 years, over 6 million visitors entered the museum. Among this number, nearly 1 million were foreign visitors, including American tourists.

(*) Market in Ha Noi City.

The image of the capital city of Vietnam rapidly developing from a backward agricultural economy and small-scale production is reflected clearly in the scenes and daily life of Ha Noi's markets.

During the week before Tet (Lunar New Year Festival), the Hang Luoc – Hang Ma area is often made into a flower market. All kind of flowers and bonsai are displayed there for sale. In winter drizzle and wind, flowers and plants of different colors mix with flows of visitors buying something for themselves and admiring flowers and other shoppers. Going out shopping at this flower market during Tet holidays is a pleasant must for Hanoians.

During the Mid-Autumn Festival, this area also becomes a colorful and bustling market selling toys and lanterns for children. Recently, flower markets have mushroomed across the city, while markets with traditional toys for children are gradually disappearing.

Following is a list of large markets in Ha Noi:

- *Dong Xuan Market:*

Dong Xuan Market is the city's largest market with an area of over 5,000m² was built in 1890. Damaged by the disastrous fire in July 1994, Dong Xuan Market has been rebuilt and brought into operation again since December 1996.

- *Hom Market*

Mainly from fabrics, cosmetics, ready-made garments, food-stuffs, vegetables and fruits. The market has also a mini-mart on second floor and a gymnastic club for women on the third floor.

- *Hang Da Market:*

The outside all are surrounded by kiosks selling liquor, beer, soft-drinks and canned food-stuffs. Ground floor is reserved for raw meat, fish, vegetables and fruits. The first floor is for fabrics, ready made garments and a lot of second hand clothes.

- *Mo Market:*

This is a main wholesale outlet for raw materials, vegetables and fruits, fish, meat of poultry.

- *Long Bien Market:*

This is a main wholesale outlet for vegetables, fruits and forest products which is also engaged in inter-provincial trade and import-export with China.

- *Buoi Market:*

This is a main wholesale outlet for raw vegetables, fruits, and other food, seedlings and ornamental trees coming from Ha Noi's outskirts.

*** Vietnamese Food**

Vietnamese cuisine is especially varied. There are nearly 500 different traditional dishes, ranging from exotic meats such as bat, cobra and pangolin to fantastic vegetarian creations (often prepared to replace meat and fish dishes). However, the staple of Vietnamese cuisine is plain white rice dressed up with a plethora of vegetables, meat, fish, spices and sources. Spring rolls and steamed rice pancakes are popular snacks, and the ubiquitous soups include eel and vermicelli shredded chicken and bitter soups. Some of the more unusual fruits available include green dragon fruit, jujube, khaki, logan mangosteen, pomelo, three-seed cherry and water apple. Vietnamese coffee is excellent.

*** Traditional festival and events**

Festivals have long been considered as the traditional cultural activity of the Vietnamese people. They are attractive to all social classes and have become a necessary part of people's lives for many centuries.

Festivals are the crystallization of cultural, spiritual, and physical activities that have been chosen, maintained and improved over many generations. Festivals are the living cultural museums of the way people live.

Festivals are a place to enjoy and learn about the people's crafts. For example, the Master Pagoda Festival (Ha Tay) has puppet shows and the Hung Temple festival (Vinh Phu) has the "Xoan" folk songs. The Phu Giay Festival has "Chau Van" folk songs. The Lim Festival has "Quan Ho" folk songs. The drum beats that are mixed with traditional musical songs and dances create an never ending energy during the festivals.

Festivals are also a place to enjoy interesting games. There are many festival contests such as wrestling, rowing, rice cooking, rope pulling, rope climbing, and chess playing. There are also competitions between trained animals such as cock fights, buffalo fights, and pigeon races.

Festivals are an occasion to remember national heroes, the manifestation of religious freedom, and religious ceremonies.

Festivals are also a place where different people can show their own customs and habits. Festival days are usually days where one can find social encounters, relationship, and love. Many loving relationships have originated from tournaments, competitions or during a few lines of singing.

The most important festivals include:

- Tet (Lunar January 1), the most important festival of the year, marking the new lunar year as well as the advent of spring.
- Wandering Souls Day (Lunar July 15), the second largest festival of the year, when offerings of food and gifts are given to the wandering souls of the forgotten dead.
- Doan Ngo Festival (Lunar May 5). It is also called Parasite-Killing Festival. This is a mid-year festival to enhance the prevention of evils.
- Holiday of the Death (April), which commemorate deceased relatives.
- Mid-Autumn Festival (Lunar August 15), the most impressive event for the Vietnamese, particularly the children. This is the time when the moon is full, the farm work is at rest, and the weather is cool and fresh. There is no other event in the year other than this festival that provides the children with as much entertainment, toys, cakes, candies, and fruit.

(iii) Accommodation

*** Hotels**

There are many modern hotels in Vietnam's major cities and some tourist destinations.

Hotels are classified into five groups: super deluxe (SDL, 5 star – hotel), deluxe (DLX, 4 star-hotel), 3 star-hotel, 2 star-hotel and 1 star-hotel. Facilities in most hotels include bars and cocktail lounges, restaurants, on-site recreational facilities such as tennis courts and swimming pools, souvenir shops, game rooms, barber shops and saunas.

- Youth Hotels

There are a lot of youth hotels in Vietnam. They offer reasonably – priced rooms for economy-minded travelers and students.

- Nha San (stilt house)

Nha San is a Vietnamese traditional house. The stilt houses are quite large with palm leaf roofs and polished bamboo slat floors. The kitchen is located in the center of the house, the cooking as well as the making of the colorful Tho Cam, the material used by the Thai minority to make their clothes, takes place in the kitchen. The windows are large and decorated with patterns. Each house also has a pond to breed fish.

(iv) Transportation

*** Getting to and from Vietnam**

- International flights

Vietnam's two international airports are Noi Bai near Ha Noi City and Tan San Nhat in Ho Chi Minh City.

Bangkok, only 80 minutes flying time from Ho Chi Minh City, is the main port of embarkation for air travel to Vietnam. There are also direct Bangkok - Ha Noi flights. Vietnam Airline, the government airline, still has a stranglehold on flights into the country, although other airlines are allowed some access.

- International Buses

It is become very popular to cross the border at Dong Dang, 20km North of Lang Son in North-East Vietnam, to get to/ from Nanning in China's Guangxi Province. The other popular border crossing is at Lao Cai in North- West Vietnam, which lies on the railway line between Ha Noi and Kunming in China's Yunnan Province. Buses run daily between Phnompeng and Ho Chi Minh City via the Moc Bai border checkpoint. It is possible to enter Laos from Lao Bao in North Central Vietnam.

- Trains

A new Ha Noi - Beijing passenger train began operating in February 1996.

- Sea routes

Vietnam's two international seaports are Hai Phong and Da Nang. These international seaports are the main gateway to Vietnam for visitors who arrive by ship, usually from China.

*** Getting around in Vietnam**

- Domestic flights

Vietnam airlines has a near-monopoly on domestic flights, which are relatively expensive.

- Trains

Train travel can be even slower than bus travel, but it is more relaxed and you are likely to have decent legroom. There are several types of train, you definitely don't want a crowded, snail-paced local train.

- *Long distance buses*

Most long distance buses leave early in the morning, so it is a good idea to buy your ticket the night before.

- *Express buses*

There are express buses, but few are really fast. Count on an average speed of 50km/h for a genuine express bus, 35km/h for a so-called express bus and 25km/h for an ordinary bus

- *Public buses*

Public minibuses suffer the same drawbacks as public buses. The alternative, used by many foreigners, to charter a minibus. They cost more but they are much more comfortable. You will find people taking bookings in tourist destinations. Budget hotels and cafes are the best place to start looking.

- *Taxis or cyclos*

Other than a few ancient and infrequent buses, local transport is by taxi (some metered, some not) or cyclo (pedal-powered conveyances that are cheap and plentiful). The Vietnamese government has announced plans to phase out cyclo in the cosmetic bid to improve Vietnam's image.

- *Motorbikes or bicycles*

Traveling through Vietnam by bicycle or motorbike is worth considering, though the traffic is still a hazard on high ways without wide shoulders. Trains and buses will carry your bike when you want a break

- *Domestic ferryboats*

Boats are one of the most interesting ways to travel around Vietnam. Ferries ply the water-ways between Ho Chi Minh City and Ha Phong City. Ho Chi Minh City and Dang Nang City, etc.

2.2.2 Vietnam's tourism demand (1990 – 1999)

Table 3: Visitors arrivals to Vietnam from 1990 to 1999

Year	Visitor arrivals	
	Number	Growth (%)
1990	250,000	-

1991	300,000	20
1992	440,000	46.7
1993	690,000	52.2
1994	1,018,000	51.9
1995	1,351,296	32.7
1996	1,607,155	18.9
1997	1,715,637	6.7
1998	1,520,128	-1.2
1999	1,781,754	17.2

Vietnamese tourist developed strong in this period because Vietnam's economy has opened since 1985.

Table 4: Visitor arrivals to Vietnam from 1993 to 1999 by purpose of visit

Year \ Purpose of visit	1993	1994	1995	1996	1997	1998	1999
Leisure, recreation and holidays	267,900	475,825	610,647	661,716	691,402	598,930	837,550
Business and professional	202,800	263,420	308,015	364,896	403,175	291,865	266,001
Visiting friends and relatives	152,672	210,064	202,694	273,784	371,849	300,985	337,086
Other	46,490	68,935	229,940	306,759	249,211	328,348	341,117

Source: Vietnam's general Directorate of Tourism

3. THE STRATEGIES ON TOURISM DEVELOPMENT OF TWO COUNTRIES

3.1. Korea tourism and Korea's strategy on tourism development

The word “tourism” meant nothing to Korean who lived in the early part of the last century. Amid the extreme poverty and hardship caused by the decades of Japanese colonial rule and the subsequent Korean war, most Koreans’ primary objective in life was simply to survive.

The situation did not improve much until the end of the 1950s when there were virtually nothing that could be called tourist business or institutions in Korea. It was only in 1962 that Korean government began to realize the importance of tourism industry and establish the state-run institution called the International Tourism Corporation, currently the Korea National Tourism Organization.

Over the years, the tourism industry has taken on more importance, partly due to the changing global atmosphere. In particular, technological advances and the introduction of Internet communication of these days are bringing people closer around the globe, both in physical and psychological dimensions. It is no surprise that Korea government has designated tourism, once considered marginal for the national industry, as the major industry of the new era.

3.1.1. The 1960s – Birth of Tourism Industry

In 1961, the Tourism Promotion Law is enacted.

The International Tourism Cooperation (ITC) – which changed its name to the Korea national Tourism Corporation (KNTC) in 1986 and again 1992 to the National Tourism Corporation Organization (NTCO) – was founded on May 26, 1962. At the time, Korea had no basic tourist accommodations or recreation facilities, except the Korea Travel Bureau. The need to revamp these facilities and establish basic tourism institutions in the country was growing.

The founding goal of the ITC was to create a basic tourism infrastructure in order to attract more foreign currency. At the start of the organization, the ITC began buying the Sluggish state-run hotels and tourist shops to make radical improvements on the facilities. Among the improved tourist sites were hotels on Haeundae Beach in Pusan, Pulkuksa Temple in Kyongju, Mt. Sorak in Kangwon Province and Sokwipo City in Cheju Island. Upon taking up these facilities, the ITC invested additional 2.5 billion Won to revamp them and reorganize the managing system.

In 1965, the ITC opened Bando Arcade, Korea’s earliest shopping mall in downtown Seoul, while privatizing three state-run hotels in Sokwipo, Kwangju, and Mt. Sorak in an effort to boost the burgeoning tourism sector. In 1969, the hotel institute is opened (now Tourism Employee training Institute) and the Tokyo branch office was set up in Tokyo, marking the first time a Korean tourism office was established overseas.

In general, the period marks the start of national tourism, when the Korea government took the lead in establishing the basic framework for the tourism industry. As a result of this effort, the number of the foreign visitors passes the 100,000 marks.

3.1.2. The 1970s – tourism is included in the Five Year Economic Development Plan of Korea and development of infrastructure.

This is the period when the ITC began to put more emphasis on targeting foreign visitors. It invested the profit earned from various tourism business such as liquor sales, rentals of stores in shopping arcades, and hotel investment into a series of tourism promotion projects.

Among the projects were raising Korea's visibility at various international tourism – related institutions, and stepping up promotional activities at international airports, seaports and other transportation hubs. A number of tourism offices were set up in cities Hong Kong, San Francisco, Paris and Singapore. The number of ITC's overseas offices increases from one in 1969 to nine in 1979. In 1972, the Japanese school excursion program is inaugurated. In 1975, tour programs specially targeting Korean war veterans are established.

At the domestic level, the ITC worked toward widening tourism information services and improving accommodation and recreational facilities. Several regional tourism organizations and training schools for hotels management were built under the sponsorship of the ITC. In 1971, the development of the Bomun Lake Resort in Gyeongju is begun. In 1973. The development of the Mt. Seoraksan Resort is begun.

In a landmark occasion, Korea first hosted the Pacific Asia Travel Association (PATA) in 1979, the first major international tourism event held in the country. By the end of the 1970s, the number of foreign visitors to Korea reached one million.

3.1.3. The 1980s – Taking an active role in both domestic and international tourism promotion

A series of major international events held in Korea, including ASTA in 1983, the Asian Games in 1985, and the Olympic Games in 1988, gave an unprecedented boost to Korea tourism. The successful hosting of the Seoul Olympics in particular played an important role in changing the image of Korea to the outside world.

With the number of Korean visitors reaching a historic 2,340,462 in 1988, The Korea government had to create more infrastructure to deal with the ever-increasing tourists. Therefore, the policy focus of the ITC, which changed its name to the Korea National Tourism Cooperation (KNTC) in 1986, was on expanding tourism accommodations and service facilities. As part of this effort, the tourist information center was set up in 1986 within its Seoul headquarter and a number of small scale regional hotels and recreation facilities, like golf course, began to built in tourist spots.

3.1.4. The 1990s – The Korea tourism industry enters an era of change and increasing international competition, as well as rapidly growing domestic tourism demand.

While the 1980s saw the tourism sector high times due to the upsurge in the number of inbound tourists, it suffered a great setback in the early part of the 1990s, though number of foreign visitors passes three million mark in 1991 (3,196,340). The main reason was that the Korea government's decision to categorize tourism as a consumption industry, and as a result, withdraw various tax benefits and subsidies..

It was a difficult period for those in the industry who were left with no other choice but to enhance their own competitive edge for survival. However, as the industry, which had fallen into stagnation, showed little sign of immediate recovery, the Korea government resumed the role of active supporter of the sector.

Several international events held in Korea contributed to the improvement of the image of Korea to the outside world. These include the Taejon Expo in 1983, Visit Korea Year in 1994, and the PATA Annual Conference, Travel Mark, and Chapters World Congress are all held in Korea. As a result, the number of foreign visitors recorded 4,69,785 in 1999, while the tourism revenue reached \$5.6 billion.

However, with the outbreak of Asian financial crisis in 1987, the tourism industry had to experience another period of depression, amid the general slowdown of national economy.

3.1.5. The 2000s – on the Road to Strong Tourism Nation

With the onset of the year 2000, the NTCO geared up its effort to capitalize on the millennial mood by turning the country into a key tourist destination of the world. A series of high-profile international events were held in the past months, including the Asia Europe Meeting, and more are planned in the coming years, including Visit Korea Year 2001, the FIFA World Cup and Asian Games in Pusan in 2002, which is expected to offer the local tourism unprecedented opportunities.

Moreover, the changing atmosphere on the Korean peninsula is opening new horizons for the Korea industry. There are improving relations between South and North Korea, and North and the US, and the recent awarding to President Kim Dae –Jung of the Nobel Peace Prize. According to government, the number of foreign visitors in 2000 is expected to reach 5,321,792, a 14.2 percent increase from 199's 4,659,785. The number, in turn, translates into \$7.7 billion in tourism revenue, a 35 percent rise from 1999's \$5.7 billion.

Seeking to utilize the opportunity, NTCO is engaged in various promotional activities that involve multinational broadcast network, airlines and foreign tourism offices.

Experts in the field, however, are pointing out several tasks to make the country more presentable to outsiders. They include strengthening of tourism accommodations and service facilities, developing more diverse and substantial tourism products based on traditional culture, diversifying regional tourism resources, and enhancing the public sense of etiquette, among others.

3.2. Vietnam Tourism and Vietnam's strategy on tourism development.

It was only in 1960 that the Vietnam government began to realize the importance of tourism and establish the Vietnam tourism corporation, currently Vietnam National Administration of Tourism.

During these past years, along with the renovation of the country, Vietnam tourism gradually had been developed. The number of international visitors had increased from 250,000 in 1990 to 2,140, 100 in 2000. At the same period, the domestic visitors grew from 1 to 11.2 millions. The infrastructure for tourism had been upgraded.

Against this background, it will be worthwhile to trace the 41 years of evolution of the Vietnam National Administration of tourism, since the organization represents the modern history of tourism in Vietnam.

3.2.1. The period (1960 – 1975) – A birth of Vietnam tourism

The Vietnam Tourism Corporation - which changed its name to Vietnam National Administration of Tourism in 1979 – was founded on July 9th, 1960. At the time, the Vietnam Tourism Corporation had no basic tourist accommodations or recreation facilities, except some old hotels and two cars.

Vietnam Tourism has not been developing in the period because Vietnam had been at war for many years to 1975. The Vietnam Tourism Corporation only served for specialists of socialist countries. In South Vietnam, Saigon puppet administration did not interest to develop tourism, hotels and restaurants only served for American Army and paid soldiers.

3.2.2. The period (1976 – 1989) – Reorganize the managing system of Vietnam Tourism

Following the liberation of southern Vietnam on April 30, 1975, the entire country of Vietnam was completely unified. It was a golden opportunity for tourism development over the country. The Vietnam Tourism Corporation which changed its name to Vietnam National Administration of Tourism on January 23, 1979. The Vietnam government revamped and reorganized the managing system of Vietnam Tourism.

In 1981, Vietnam Tourism has become a member of the World Tourism Organization (WTO). At the time, Vietnam Tourism had poor basic tourism accommodations or old recreation facilities. The need to revamp these facilities and establish basic tourism institutions in Vietnam was growing. Among the improved tourist sites were hotels in Ha Noi, Quang Ninh, Hai Phong, etc. As a result of this effort, the number of foreign visitors to Vietnam reached 215,000 in 1989.

3.2.3. The period (1990 – 1999) – the Vietnam Tourism has become an important economic branch

Vietnam economy has opened since 1986. At the time, the amount of international demand for travel to Vietnam has increased.

The infrastructure for tourism has been upgraded. The number of hotels or motels reached 3050 in 1998. Until September 1989, the number of foreign projects in tourism reached 156 with an investment of \$4 billion.

The Vietnam government took cognizance the importance of the tourism in the economy. Vietnam National Administration of Tourism and Ministry of Culture and Information have entrusted to set up cross- sectoral circular letter Tourism- Culture for management and exploitation of cultural, historical and traditional relics in tourism. In 1999, the event “Welcome Spring in Homeland” was mainly target at overseas Vietnamese. A result of this effort, the number of foreign visitors reached 1,781,754.

3.2.4. The 2000s - “Vietnam – a destination for the new millennium”

Vietnam has a thousand –year history, with an originally traditional culture, rich variety of relics, landscapes and many other tourism resources, which are serious attraction for tourists.

During these past years, along with the renovation of the country, Vietnam Tourism gradually had been developed. However, Vietnam Tourism it still showing many restrictions, especially on tourism promotion. Globally, the information of Vietnam Tourism is still a shortage; its potential has not changed to a full tourism product with high competitiveness.

In the circumstance of monetary – financial crisis and harsh tourism competition globally and regionally, with the spirit of the Polibureau and Government’s guidance for “tourism development in a new circumstance”, it is necessary to conduct a State Action Program in terms of overcoming weaknesses and opening a new page of development, Entitled “Vietnam - a destination for the new millennium”, the State Tourism Action Program has been launching in 2000 and will be continuing in the next years.

A series of events were held in 2000, including Welcome Spring in Homeland (in the end night of the Lunar Year 1999 –2000), festival tourism and tourism events in localities (Huong pagoda, Hung Pagoda, Hue 2000, etc.), ceremony of 40 –year birthday of Vietnam Tourism, etc. As a result of effort, the number of foreign visitors recorded 2,140,100 in 2000.

The State Tourism Action Program “Vietnam - a destination for the new millennium” also will be continuing in the next years, including promotional program for Vietnam Tourism, program on developing cultural tourism associated with traditional festivals and

sport events, program on developing and upgrading tourism resorts and attractions, program on improving tourism and service qualities, program on facilitation of international travel, program on streamlining the institutional mechanism and improving the efficiency of state management in tourism.

3.3.Comparison of the strategies on tourism of the two countries

3.3.1. On process of tourism development

Korean Tourism has developed all the time in consecutive order since 1962, Korean Tourism was born in 1960s, development of infrastructure in the 1970s, boom of international tourism in the 1980s, strengthening international competitiveness in the 1990s, and on the road to strong tourism nation in the 2000s.

Meanwhile, Vietnam Tourism has developed discontinuously since 1960: Vietnam Tourism was born in the period (1960 – 1975), and it had not been developing in this period by the long Vietnam war, recognize the managing system of Vietnam Tourism in this period (1976 - 1989), the Vietnam Tourism only has become an important economic branch in the period of 1990 –1999 and on the road to developing tourism nation in the next year.

3.3.2. On state management over tourism

Korea Tourism has developed since 1960 within favorable condition – Korea's economy has been mixed economies, with elements of market and command. But the Korea government has played an important role in Korea Tourism; the Korea government set the Tourism Promotion Law in 1961, Korea Tourism is included in the Five Year Economic Development Plan and is fostered as major national strategic industry in 1970s, and in the early part of the 1990s, the main reason was the government's decision to categorize tourism as a consumption industry, and as a result, withdrew various tax benefits and subsidies, etc.

Meanwhile, Vietnam Tourism has not been developing in the period (1960-1989) because Vietnam had been at war for many years to 1975, and because Vietnam's economy had been a command economy in this period (1960 – 1989), and Vietnam's economy has opened since 1986, it has the tendency to a market economy since 1990. In this command economy, the Vietnam government has owned a considerable fraction of the means of production.

3.3.3. The strategy of tourism development in the next years.

Korea on the road to strong tourism nation in the next years based on a series of events are hold, including Visit Korea Year 2001, the World Cup in 2002, etc. and various promotional activities that involve multinational broadcast network, airlines and foreign

tourist offices, strengthening of tourism accommodations and service facilities, developing more diverse and substantial tourism products based on traditional culture, diversifying regional tourism resources, and enhancing the public sense of etiquette, etc.

Meanwhile, the Vietnam's strategy of tourism development in the next years based on State Tourism Action Program includes:

- Promotional program for Vietnam tourism, including participation in tourism Expo, international conference and forum, internet exploitation, publication of tourism printed matters by matters by various languages (English, Japanese, Chinese, French, German, etc.) advertisement on foreign television and press (CNN, TV), organization of investigation tours for international visitors in Vietnam, cooperation with international tourism organizations (WTO, PATA, ASEANTA,...) etc.
- Program on developing cultural tourism associated with traditional festivals and sport events, including spring festivals, Hue 2000 festival, 990 years ceremony for Thang Long – Ha Noi, the end night of Lunar year between two centuries, ceremonies of National Days, etc.
- Program on developing and upgrading tourism resorts and attractions, including upgrading physical facilities in tourism destinations (localities would take main responsibility), investing in construction of some tourism complexes such as Quang Ninh – Hai Phong, Hue – Da Nang, Ho Chi Minh City and surroundings, improving environment at tourism destinations.
- Program on improving tourism and service qualities of tourism hotel and restaurant system, of guide and traveling, of hospitality and other services, as well a on diversification of accommodation types, tours, tourism forms, souvenirs offered to tourists.
- Program on facilitation of international travel; to coordinate with concerning ministries and localities in order to provide tourism with facilitating procedures everywhere they visit, to gain consensus with ministries and localities to unify every fees and cost directly related to international tourists in the whole country.
- Program on streamlining the institutional mechanism and improving the efficiency of state management in tourism, including strengthening an organization system and perfect function, mission of Vietnam National Administration of Tourism, stimulate the role, power of State Steering Committee, deployment of building legal documents, guidance, assessment on present situation of officers, staffs and employees working in tourism sector, formulation of standard office of tourism officers and employees.

4. EXPERIENCE LESSONS DRAWN FROM KOREAN CASE STUDY

4.1. Set up the strategy on Vietnam Tourism development in the Strategy on Vietnam economic development

The tourism is an important and comprehensive economic branch with profound cultural contents of an inter-branch, inter-regional and high-socialized character. Therefore, Vietnam National Administration of Tourism must coordinate with concerning ministries and localities in planning and implementing the strategy on Vietnam tourism development.

4.2. Strengthening the effective management in Vietnam tourism

Vietnam's economy has been a command economy in the period (1960-1989). As a result of this command economy, Vietnam National Administration has managed a lot of effete state enterprises since 1975. Strengthening the effective management in Vietnam tourism by strengthening utilization of state enterprises.

The number of state-owned enterprises in Vietnam tourism reached under 10 in the period (1990 – 2000) This suggests the need to broaden the menu of options to access additional capital and better management for these enterprises. This is a clearly a need to take three steps. *First*, remove the existing ownership caps on share purchases by individuals and legal entities to allow majority purchases. This will permit entrepreneurs with management talent and capital to buy majority shares in these state-owned enterprises. *Second*, increase transparency of the process of equitization through announcements and advertisements of sales at least a month in advance of accepting offers, to solicit interest. *Third*, move the authority to sell and issue shares outside the management of each state-owned enterprises. These two actions will enhance access of Vietnamese outsiders to state-owned enterprises being equalized.

4.3. Make a fast profit by concentrated investments

Some international tourism specialists have valued that Vietnam has not a comprehensive modern tourist resort. So Vietnam tourism can make a fast profits by concentrated investments in some existent tourist resorts such as Quang Ninh, Hai Phong, Hue – Da Nang, Ho Chi Minh City and surroundings.

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