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TOURISM DEVELOPMENT: THE STRATEGY OF ECONOMIC RESTRUCTURING FROM "BROWN GROWTH" TO "GREEN GROWTH" OF CAM PHA, VIETNAM

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ABSTRACT
Cam Pha city with its investment strategy in service and tourism sectors to gradually shift the economic structure from "brown to green" has become the growth fulcrum of Quang Ninh province, Vietnam. The article has collected secondary data sources and used statistical, systematic, generalized and synthetic methods to analyze the tourism development of Cam Pha city in the process of economic restructuring from "Brown Growth" to "Green Growth". The article used the SWOT model to clarify the strengths, weaknesses, opportunities and challenges in Cam Pha tourism development, and evaluate tourism's contributions to the socio-economic development of Cam Pha city. The research also pointed out the limitations in the process of economic restructuring from brown to green is that the proportion of the tourism industry has decreased in recent years, despite being the focus of the city's development. Based on the above analysis, the article has proposed the following recommendations: strengthen administrative reform; improve the efficiency of state management of socio-economic; strengthen tourism promotion, protect the environment and improve the ability to respond to climate change.

Keywords:
Tourism, green growth, Sustainable development, economics restructuring

INTRODUCTION

Green economic development is an inevitable trend that many countries are interested in, aiming to protect a clean and sustainable living environment.
Currently, there have been many researches on green economic development as well as the restructuring of the economy from brown to green, including some studies such as "From Growth to Green Growth - a Framework" by Stéphane et al (2012) introduced the theoretical framework and rationale for green growth as well as discussed the policies that can be implemented to achieve environmental benefits and co-benefits. The theory of growth and green growth was also studied by Sjak et al (2015) in the article "Growth theory and 'Green Growth"' with the conclusion that a green growth strategy is highly depends on the initial conditions as well as on simultaneous adjustments in the strategy implementation process. Ngoc and Thu (2015) in the study "Trends to develop green economy in the world" also analyzed the damage caused by the "Brown Economy" to the environment and pointed out some major trends in green economic development in the world with the participation of 4 global development organizations including the United Nations, the Organization for Economic Cooperation and Development, the World Bank and Global Green Growth Institute. Simone et al (2020) with the study "Feasible alternatives to green growth" developed a dynamic macro model to investigate the long-term impact of three scenarios: green growth, social justice policy and development. According to the authors, only radical social policies can achieve both social development and carbon emission reduction goals.

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Some studies have discussed the development of "Green Economy" in Vietnam such as Huong and Chi (2020) with the study "Green economy and practice in Vietnam" that assessed the adverse impacts from climate change on the economy, the guidelines and policies for green economic development in Vietnam, thereby suggesting some solutions for technology transformation, building synchronous infrastructure and changing the thinking, consciousness and behavior of individuals and organizations. Tu (2020) in the topic "Developing a green financial system to promote a green economy, international experiences and recommendations for Vietnam" analyzed the Green Growth Strategy from the perspective of Vietnamese Government in developing a green financial system to lead and facilitate sustainable growth in Vietnam.

Thus, the concept of a green economy has been mentioned in Vietnam in recent years and there have been many policies to develop the economy towards a green and sustainable direction. However, reality in Vietnam shows that the “Green” concept is still quite new among the population and many businesses.

Cam Pha city is a major coal mining and thermal power industry center of Quang Ninh province, however, this is an industry with limited resources and risks to the environment. Recognizing these challenges, Cam Pha city has implemented a policy of transforming the development mode from "Brown" to "Green" based on the available advantages, potential for commercial development and services of the locality in the direction of environmental friendliness. The city has built an orientation to become a transit tourism center with many sightseeing and entertainment activities in the Northern region. However, the tourism potential of the city has not been fully exploited yet, Cam Pha tourism is still developing slowly because there is no plan to focus on appropriate development investment, service - tourism quality is not high. Therefore, it is urgent to study the current situation of tourism development in the strategy of restructuring the economy from "brown to green" in Cam Pha City, thereby proposing basic solutions to overcome limitations and promote Cam Pha tourism to develop more sustainably and comprehensively.

METHODOLOGY

The study used the method of collecting secondary data from reports and statistics of Cam Pha city departments such as: Tourism development project; Report on tourism development; Report on implementation of tasks and solutions for tourism development in Cam Pha city… as well as studies, seminars and conferences that have been conducted and published by relevant organizations and individuals. The topic used descriptive statistical methods, comparative methods and SWOT model to analyze and evaluate the contributions of tourism to the socio-economic development of Cam Pha city.

RESULTS AND DISCUSSION

A. SWOT analysis for tourism of Cam Pha

** Strengths*

- Geographical location: located in the center of Quang Ninh Province with an important role of transit between the two largest tourist centers of province, Ha Long and Van Don. Convenient connectivity with Binh Lieu, Tien Yen and Ba Che districts.
- Diversified, unique, fairly concentrated, accessible and easy-to-link tourism resources... are strengths to develop the city into a new tourist center that adds and enriches traditional tourism products of Quang Ninh.
- Having a large reserve of high-quality mineral water, capable of developing high-class medical resort centers.
- The unique culture of the mining area and special landscape of the restored coal mines are the foundation for building unique and exclusive experience tours under the Cam Pha brand.
- There are beaches, landscape of Bai Tu Long island bay and pristine marine ecosystems that are potential for developing sightseeing, entertainment and resort tours on the Bay.
- The famous Cua Ong Temple of Cam Pha associated with historical imprints of the Tran Dynasty is an opportunity to develop unique spiritual tourism products that attract many people.

** Weaknesses*

- Awareness of the tourism role is still limited in many levels and sectors.
- Tourism products are still monotonous, lacking of specific identity and professionalism. Tourism is seasonal.
- Investment in tourism development is still spontaneously fragmented, lacking systematic links due to lack of long-term strategy and vision.
- Policy mechanisms and administrative procedures are not effective enough to promote the progress of tourism investment projects.
- Facilities and human resources in the tourism industry are primitive, not meeting the needs of tourists.
- Small land fund and limited investment capital, cannot afford to develop large-scale tourist areas.

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- Uncontrolled tourism environment: direct waste of industries, especially coal, negatively affects the tourism environment. The phenomenon of annually heavy rain, flash floods, landslides, etc. is a threat to tourism.

** Opportunities:*

- Resolution 08-NQ/TW dated January 16, 2017 of the Politburo on developing tourism to become a key economic sector has raised the tourism industry to a new height with major guidelines and orientations to create favorable conditions for tourists development.
- Quang Ninh Socio-Economic Plan and Cam Pha City's Socio-Economic Plan 2020-2050: Orientation to transform the economic exploitation model from BROWN to GREEN is an opportunity for tourism to be prioritized for development.
- Tourism in Ha Long has developed saturated, exceeded the threshold and is gradually becoming an old image in the eyes of tourists. This is an opportunity for new tourist destinations with diverse and unique resources like Cam Pha.
- Investment projects in inter-provincial infrastructure (highway, coastal ring road, Van Don airport) will create new breakthroughs in resource exploitation.
- Major programs and projects on commerce and tourism real estate are being implemented in the area.

** Threats:*

- Uncontrollable developments of the Covid-19 pandemic, climate change and border security in the Vietnam-China political relationship.
- The challenge of urbanization tends, hot development, real estate investment encroaching on the sea has a great impact on the quality and sustainability of the tourism environment.
- The conflict between the needs of tourism and the demand for coal mining and other industries.

B. Tourism's contribution to Cam Pha's socio-economic development

Scale and structure of tourists in Cam Pha city

Implementing the policy of the Party Committee and city government to develop the economy from "Brown" to "Green", promoting service development, Cam Pha has synchronously implemented many solutions, including focusing on Bai Tu Long Bay tourism development master project; building a new passenger ship port in Cua Ong in order to connect Cua Ong Temple with relics and landscapes; invest in beaches associated with service business areas. In the period 2017-2019, the number of tourists in Cam Pha city tends to increase gradually, from 915,000 arrivals in 2017 to 986,000 arrivals in 2019 with corresponding growth rates in 2018 and 2019 are 5.36% and 2.28%. In which, the scale of international visitors has a stronger growth rate than domestic tourists, the number of international visitors in 2017 was 9,400 arrivals, then by 2019 was 15,700 arrivals with the growth rate in 2019 up to 48.11%.

In terms of visitor structure, domestic tourists still accounted for a large proportion of the total number of tourists to Cam Pha city was 98.97% in 2017 but tending to decrease gradually to 98.41% in 2019. International tourists tend to increase gradually with the proportion of 1.03% in 2017 to 1.59% in 2019. However, this proportion was still low, so it is necessary to have a strategy and orientation for tourism development to connect the space of Bai Tu Long Bay with Ha Long Bay to attract domestic and foreign tourists.

Table 1: Tourists in Cam Pha city, 2017 – 2019 [1]

Indicators	Year 2017	Year 2018	Year 2019	Comparison 2018/2017		Comparison 2019/2018	
				+/-	(%)	+/-	(%)
Scale (turns)	915,000	964,000	986,000	49,000	5.36	22,000	2.28
International visitors	9,400	10,600	15,700	1,200	12.77	5,100	48.11
Domestic visitors	905,600	953,400	970,300	47,800	5.28	16,900	1.77
Structure (%)	100	100	100	-	-	-	-
International visitors	1.03	1.10	1.59	-	-	-	-
Domestic visitors	98.97	98.90	98.41	-	-	-	-

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The above statistical results show that the number of tourists to Cam Pha is still very modest. In fact, only Cua Ong Temple is attracting a large number of tourists from all over the world. Tourist activities on Bai Tu Long Bay are still spontaneous, without a methodical strategy and specific plan. Investment in the construction of a passenger ship port for tourism is still slow. Tourism has not yet created regional links with localities such as Van Don, Co To, Ha Long, Mong Cai, Tien Yen, Ba Che, Binh Lieu...

Revenue from tourism of Cam Pha city

Along with the increase in tourist arrivals and the development of tourism service establishments, the total revenue from the tourism industry of Cam Pha city tended to increase over the years in the period 2017- 2019. In 2017, the total revenue from tourism was 32,964 billion VND. In 2018, total revenue from tourism reached VND 48,139 billion, increase VND 15,175 billion, equivalent to an increase of 46.04% compared to 2017. In 2019, total revenue from tourism reached VND 57,097 billion, an increase of VND 8,958 billion, equivalent to an increase of 18.61% compared to 2018. With the current trend, along with the increase in the number of tourists, it is certain that in the coming years the total revenue from tourists of Cam Pha will increase, contribute positively to the socio-economic development of the locality. Although there has been an increase over the years, the average expenditure of guests on accommodation and food services is still quite low and the growth rate is very slow, so the total revenue from tourists is generally still limited. In order to increase total revenue from tourists in the coming time, Cam Pha city's tourism needs to have solutions to attract tourists with high spending ability and enhance additional services, entertainment services, building unique and outstanding tourism products to prolong the stay and increase the spending ability of guests.

The growth rate and position of tourism in the economic structure of Cam Pha

The total production value of economic sectors in Cam Pha city in the period 2017 - 2019 continuously increased over the years with a growth rate of 12.9%. As the capital of the coal mining industry of Quang Ninh province as well as in the whole country, the production value of the local industry - construction still accounts for the largest value of VND 80,637.7 billion in 2019 with an average growth rate of 13.58% in the period 2017-2019. Next is the production value of the commerce, service and tourism industry, which is attracting the attention of large domestic and foreign investors with a production value of 20,268 billion dong in 2019, corresponding to a growth rate of 6.68% during this period. The production value of agriculture, forestry and fishery is the lowest, but the average growth rate is quite high during this period (11.72%).

Table 2: Production value of economic sectors of Cam Pha city, 2017 – 2019 [1]

Indicators	2017 (billion VND)	2018 (billion VND)	2019 (billion VND)	Growth rate 2017 – 2019 (%)
Total production value	80934.4	91703.6	101682.6	12.09
Agriculture, forestry and fishery industry	622.4	689.6	776.9	11.72
Industry – construction	62503	70410	80637.7	13.58
Trade, service and tourism industry	17809	20604	20268	6.68

In the total production value of economic sectors of Cam Pha city, the industry - construction has the highest proportion (76-79%), followed by the structure of trade, service and tourism sectors with the proportion of 19-22%. The agriculture, forestry and fishery sector had the lowest proportion and did not change much during this period at 0.7% of the city's total production value.

Table 3: The economic restructuring of Cam Pha city, 2017 – 2019 [1]

Unit: %

No	Indicators	Year 2017	Year 2018	Year 2019
1	Agriculture, forestry and fishery industry	0.77	0.75	0.76
2	Industry – construction	77.23	76.78	79.3
3	Trade, service and tourism industry	22.0	22.47	19.94

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Total	**100**	**100**	**100**

In the total production value of economic sectors of Cam Pha city over the years, the industry - construction always held the leading position (at 79.3% in 2019), the second is the trade, service and tourism industry (19.94%), the lowest is agriculture, forestry and fishery (0.76%). The structural shift of economic sectors of Cam Pha city in the three years 2017 - 2019 is not really clear, the pace of change is slow. The proportion of the agriculture, forestry and fishery industry tends to decrease (decreased by 0.01 percentage points), the proportion of industry - construction tends to increase (2.07 percentage points) and the proportion of the trade, service and tourism sectors decreased by 2.06%. Thus, basically, the economic structure of Cam Pha city is reasonable when the industry - construction held the leading position and tended to increase. However, the proportion of commerce, service and tourism has decreased gradually over the years, although tourism is the key industry for the city's development in the coming years. Therefore, in the coming time, the city needs to develop and implement more effectively policies for economic development in order to promote the process of restructuring economic sectors, promote strong growth of industry – construction and trade, service and tourism.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the SWOT analysis for the tourism development potential of Cam Pha, the research has shown that the tourism industry in Cam Pha has a lot of potential for development but also faces many difficulties in terms of tourism mechanism, environment, development resources. Cam Pha tourism industry is being invested, promoted for development and has made many contributions in terms of scale, structure and production value in the socio-economic development of the city. However, the proportion of tourism industry tends to decrease gradually in the period 2017-2019 despite being the city's development focus. Therefore, Cam Pha city needs having synchronous solutions to maximize and effectively use tourism resources in the direction of green and sustainable growth, contributing to local socio-economic development while protecting the environment. Some proposed solutions are as follows:

(1) Continue to implement synchronously administrative reform, focusing on administrative procedure reform, considering this an important breakthrough contributing to local socio-economic development.

(2) Improve the effectiveness and efficiency of state management of socio-economic affairs of governments at all levels. Implement regulations, work programs, training and education to strengthen the capacity of the contigent of civil servants to ensure professionalism to meet the requirements of the task. Continue to innovate cadre work in terms of viewpoints, contents, methods, management organization, responsibility regime, apparatus and people.

(3) Strenthen the promotion of tourism propaganda. Strong focus on promoting the message of tourism products: "Cam Pha - The city of 5 seasons of love" ; Promote 8 specific groups of tourism products: Transfer tourism, Cultural-historical-Spiritual tourism, festivals, resort tourism, marine entertainment, Hot mineral healing resort tourism, Sightseeing, discovery, and experiences the cultural heritage of the coal industry, Mangrove eco-tourism, Tourism products associated with the City's Cultural and Sports events, Tourism products adapted to climate change (rain, storm, flood). To promote the image of Cam Pha tourism, it is necessary to expand the market and develop a promotion strategy. Based on the orientation of Cam Pha tourism market development to build a market product strategy.

(4) Enhance environmental protection. Build garbage disposal areas to avoid the increasing amount of waste. It is necessary to build many garbage disposal and collection sites in different places, but ensure that they do not affect the environment and landscape here. Clearly define the area serving the living needs of visitors and the responsibilities of business households. Invest in building, upgrading and renovating places that have been degraded and polluted, if necessary, it can be temporarily closed for tourists to visit there.

(5) Improve resilience to climate change. Raising awareness for the whole people about the consequences of climate change, the relationship of climate change to natural resources and environment in general and tourism in particular. Strengthen the adaptability of tourism activities to climate change in the organization of tourism types and products as well as in business activities. It is necessary to renew the planning and architecture of tourism works to adapt to climate change. Prioritize the self-contained, self-sufficient ecotourism model, with biomimetic architecture, small scale, low construction density, integration with nature. Develop various types of indoor tourism so that visitors do not have "dead time" in rainy, stormy and flood days. Strengthen training activities on prevention and response to natural disasters and environmental incidents for tourism business organizations and individuals. Enhance the ability to mitigate the effects of climate change by integrating

environmental impact assessment in planning; application of technical solutions to construction of tourist works, materials, afforestation...

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