

MEASURES TO DEVELOP THE LÂM ĐỒNG TOURISM BUSINESS UP TO 2020

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1. Potentials

Lâm Đồng is in the south of Western Highlands, next to Daklak, Dak

The Lâm Đồng tourism business has developed its accommodations and some 93% of them are in Đà Lạt. According to the World Tourism

40%, transportation 20 and tour 7%. The number of visitors to Đà Lạt increases steadily over years, as shown in the following table

Of the number of domestic tourists, 63.35% are from HCMC, 26.1% from the Eastern South and 10.55% from the North and Central Vietnam. Of the foreign tourists, 50.09% are from Europe, 29.66% from Asia, 12.19% from North America, 6.03% from Australia and 2.03% from others. In 2003, the average stay was 2.2 days for foreign tourists and 1.56 days for domestic ones. These data show that the tourist receipts didn't match the tourism potentials although the number of visitors increased over years. Shortcomings of the Lâm Đồng tour-

Table 1: Average temperature in some big cities in Vietnam

City	Average temperature (°C)	The lowest	The highest
Hà Nội	23.4	16.5 (January)	28.8 (June)
Huế	25.1	19.7 (January)	29.4 (June-July)
HCMC	26.9	25.8 (January)	28.9 (April)
Đà Lạt	18.0	15.6 (January)	19.8 (May)

Nông, Khánh Hòa, Ninh Thuận and Đồng Nai and the Southern Pivotal Economic Zone. It enjoys beautiful landscape and weather with an average temperature of 18°C, which makes it the ideal tourism resort in Vietnam.

Lâm Đồng has some 575,000 hectares of forest including 243,00 hectares of broad-leaved forest, 123,700 hectares of coniferous forest, 97,132 hectares of mixed forest and 94,760 hectares of bamboo forest, that house some 100 species of bird and 50 species of animal. There are some 10 species of pine that occupy 5,919 hectares. The system of lakes, streams, waterfalls and diverse kinds of plants become potentials for ecological and researching tourism.

In Đà Lạt, there are many old buildings of French style. The Đà Lạt Railroad Station and College of Pedagogy are recognized as national architectural heritages. After the economic reform was launched, the building of many new villas made the landscape more attractive.

Organization, hotels make no profit when the occupancy rate is below 60%. Of tourist receipts, accommodation accounts for 30%; food and drink

Table 3: Visitors to Đà Lạt and tourist receipts

Year	Visitor	Domestic tourists	Foreign tourists	Receipts (VND billion)
1991	233,612	221,000	12,612	54
1992	260,874	231,000	29,874	61
1993	320,500	280,000	40,500	79
1994	156,493	400,000	56,493	82
1995	550,000	490,000	65,000	121
1996	605,120	539,120	66,000	134
1997	534,430	463,529	70,901	154
2000	700,000	635,000	65,000	197
2001	803,000	725,000	78,000	240
2002	905,000	820,000	85,000	378
2003	1,150,000	1,085,000	65,000	500
2004	1,257,000	1,179,000	78,000	615

Source: Lâm Đồng Service of Tourism and Trade

Table 2: Lâm Đồng accommodation capacity

Indicator	2000	2001	2002	2003	2004
Accommodation	384	400	434	550	679
One- to five-star hotel	18	20	24	41	42
Available room	4,482	4,800	5,300	7,000	7,826
Occupancy rate (%)	35	35	45	45	60

Source: Lâm Đồng Service of Tourism and Trade

ism industry are simple products, poor services and lack of recreation grounds. They explained why tourists' stay and spending are not as high as expected

2. Measures to develop the Lâm Đồng tourism industry

In the coming years, the tourism must be treated as one of key industries in Lâm Đồng. In 1995 the agriculture accounted for 68% of its gross

product, manufacturing and construction 11% and service 21%. These figures were 49%, 18% and 23% respectively in 2003. These changes show that the service sector, and tourism in particular, should become the dynamic of the provincial economy. In developing the tourism, full attention must be given to protection for the environment and cultural heritage. Moreover, Lâm Đồng tourism authorities must aim at foreign markets instead of limiting itself in the domestic one.

Targets set for the tourism industry by 2020 are: a growth rate of 21% - 22%; a number of visitors of 10 million - 14 million a year and tourist receipts of VND14,000 - 25,000 billion. These targets are very high in comparison with current achievements but they are still within the reach if necessary measures are taken to tap its potentials.

Lâm Đồng tourism products must be unique and characterized by its comparative advantages and cultural features. In Lâm Đồng, ecological, researching, sport, adventuring and health caring tours could be developed. Various kinds of resorts and recreation grounds could be built all over the province. Tourism authorities could open tours connecting to neighboring and famous tourist attractions, such as Nhà Trang, Mũi Né, Hội An, Buôn Ma Thuột, HCMC and the Mekong Delta.

Markets for Lâm Đồng tourism products must be expanded. Statistics show that the number of visitors to Đà Lạt rose by 30% in recent

years. The growth rate is expected to rise to 40% in the years 2005-2010. Domestic tourists are mostly from HCMC (from 63% to 79%) and the Eastern South. As for foreign markets, Lâm Đồng tourism authorities should consider the following strategies:

- The same products for existing markets: This strategy aims at tourists from the U.S., Japan, France, Hong Kong, Taiwan and overseas Vietnamese.

- The same products for new markets: The target includes French and American veterans of the Vietnam War.

- New products for existing markets: The strategy aims at diversifying tourism products with a view to preventing its market share from falling and attracting more tourists from European countries, such as England, Switzerland, Austria and Belgium.

- New products for new markets: This strategy requires more investment in diversification of products and marketing campaigns that aim at ASEAN, Chinese, Japanese and South Korean markets.

Tourist attractions and tours must be included in the development plan. In Lâm Đồng, there are many sites where tourist resorts could be built, such as the Tuyền Lâm Lake with an area of 1,470 hectares suitable for a cluster of health resorts including some 500 rooms in one- to three-star hotels; and the 5,000-hectare Đan Kia- Suối Vàng area where many bungalows, hotels, golf

courses, swimming pools and supermarkets could be developed.

New investment is much needed. Lâm Đồng should make plan to build new hotels of three- to five-star rates, sport facilities, sites for fairs, exhibitions, conferences and workshops at international level. Foreign investment must be facilitated in order to build works of international standards. Up to 2010, Lâm Đồng must provide at least 1,400 hotel rooms by 2010 and 3,000 ones by 2020. The estimated investment for this project would amount to some US\$210 million.

Launching more marketing campaigns and training tourism personnel are measures to develop the tourism industry in the long range. All of these measures depend a lot on reforms in planning and state control.■

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