

Diversifying Quang Binh tourism for a sustainable development orientation

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Abstract. Tourism potential of Quang Binh province is abundant and diversity in typical sites such as white beautiful sandy beaches, the World heritage Phong Nha – Ke Bang and folk cultural types, national historical sites etc. Based on natural geographical, economical, social conditions. Quang Binh province is divided into 5 tourism center which is very specified by typical tourist types for each of them:

- Phong Nha – Ke Bang center includes cave tour, Toi cave tour, telfer tour, climbing mountain in adventure tourist tour, fishing tour, yacht on Gianh river tour, ecological and geopark tour, 8 youth volunteer cave tour.

- Dong Hoi center includes beaches tours, sandy bars tours, ecological tours in fighting village in Vietnam – America war and model of farmstead ecological tours on sandy bars, yacht on the sea.

- Da Nhay – Ly Hoa center includes beaches tours, sandy bars tours, farmstead ecological tours, National Park tours, historical sites tours across Gianh river.

- Ngu Hoa – Le Thuy includes beaches tours, convalescence tours in hot spring Bang, General Vo Nguyen Giap house tours, historical and cultural tour as Ho Mai Nhi, fighting villages, 8 youth volunteers tomb tour... and sandy bars tours.

- Quang Trach center includes sandy beaches, farmstead ecological tours, cave tours, Vung Chua – Bao Yen tours, historical and cultural tours across Gianh river.

Keywords: Phong Nha - Ke Bang; tourism potential; diversified tourism types.

1. Introduction

Sustainable tourism development orientation is a subject of great interest for Quang Binh province. To date the managers and the local policy makers still have not an overall orientation for tourism development. Quang Binh province has a great potential for

tourism development, with diversified natural resources, abundant cultural folk values and the nation's magnanimous historical places. Therefore, diversifying tourism types is one of the proper directions for tourism development, bringing great economy benefit and asserting the position of the province.

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2. Building the main tourism centers

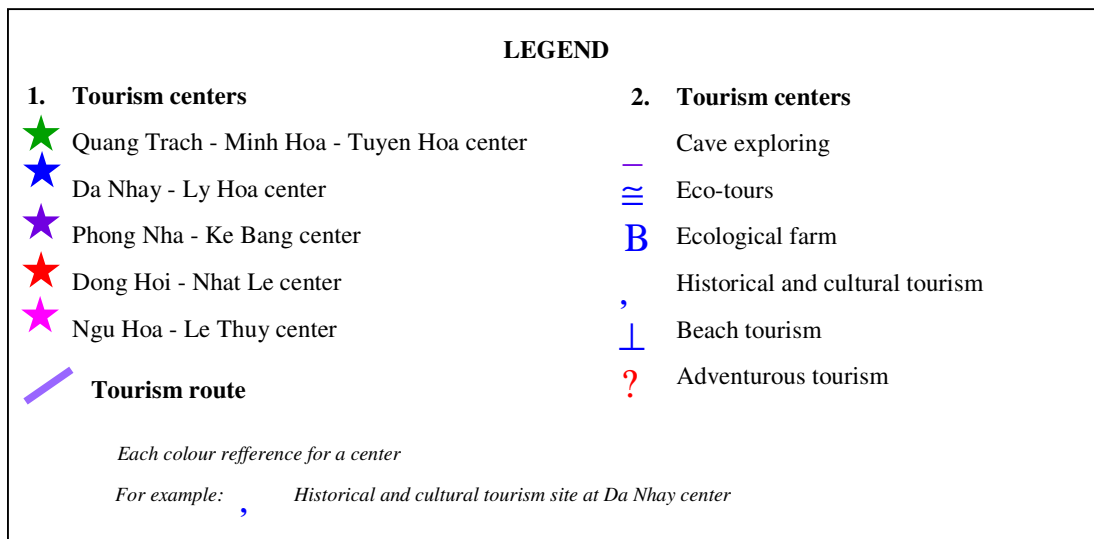
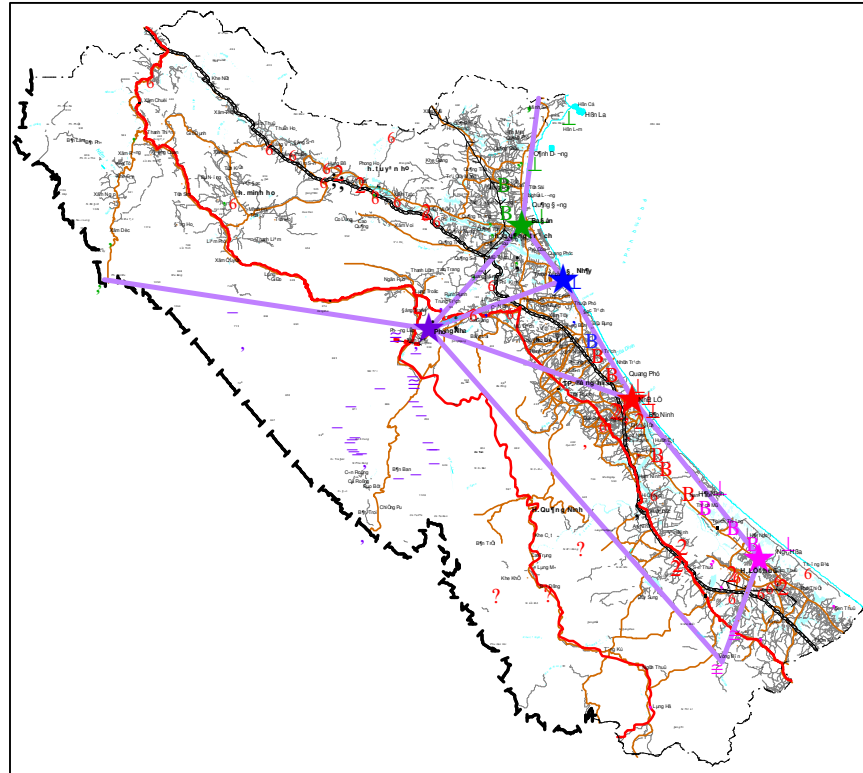
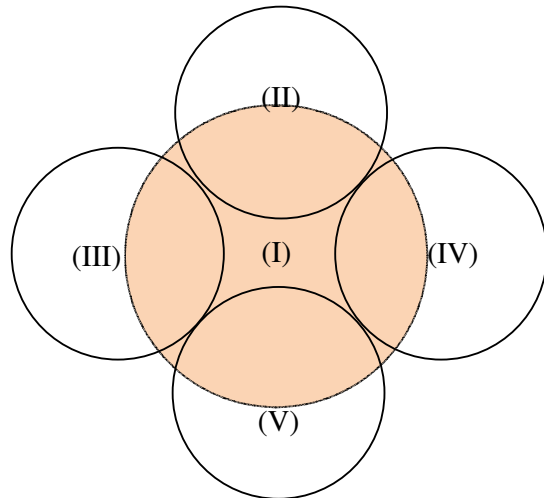


Fig 1. Tourism planning map of Quang Binh province.

The view point of tourism development according to a sustainable tourism economy development orientation is building the tourism centers in each region based on the typical tourism types for each region. According to the projections for the tourism centers in Quang

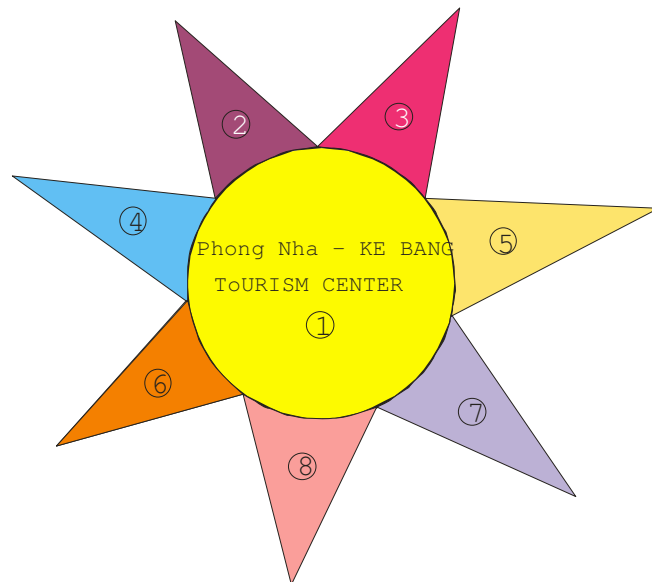
Binh province, national park Phong Nha is the main center for tourism development of the whole province. From Phong Nha visitors can travel by road or waterway to get to the other tourism centers (Fig 1,2).



- I. Phong Nha - Ke Bang center
- II. Dong Hoi - Nhat Le center
- III. Da Nhay - Ly Hoa center
- IV. Ngu Hoa - Le Thuy center
- V. Quang Trach - Minh Hoa - Tuyen Hoa center

Fig 2. The tourism centers of Quang Binh.

3. Tourism types at the Phong Nha center



- ① PN cave exploring
- ② Dark cave exploring
- ③ Cable riding tours
- ④ Mountain climbing tours
- ⑤ Fishing tours
- ⑥ Boat riding tours
- ⑦ Eco-tours + Geology parks
- ⑧ Youth-volunteer cave, Ho Chi Minh track, ethnic minorities...

Fig 3. Tourism types at the Phong Nha – Ke Bang center.

Cave exploring tours: Phong Nha - Ke Bang National Park has a system of magnificent caves that greatly enchant the tourists. Organizing cave sightseeing tours and continually exploring other caves, therefore, is the development directions.

Cable riding tours: as the National Park is huge in size together with limestone mountains, building up a cable system is highly regarded by many experts.

Mountain climbing tours: a karst terrain is full of obstacles with perpendicular, even and flat cliffs, makes it suitable for this type of adventurous tourism.

Tourism upon rivers: to Phong Nha, apart from the land roads we can also travel on boats upstream river Gianh. This river used to be a fire exchanging place during the reigns of Trinh Lords and Nguyen Lords, dividing between North and South Vietnam, it has many national historical vestiges. Besides, also inside the National Park, the Son and Chay river systems connecting with an underground river which flows through the karst caves, is suited for the fishing and boat riding activities.

Eco-tourism combining with geology park: this is an indispensable tourism type when sightseeing the National Park. Nowadays, the tourism center has built up a program to organize eco-tours inside the forests. Nevertheless, that is still not enough, because those who are interested in Phong Nha realize that, this area also has typical karst landscapes that can be taken advantage of to erect geology parks to store the values for the purposes of science research and entertainment.

Sightseeing the historical and cultural relics: on the Ho Chi Minh track we have many historical relics such as the youth-volunteer cave, Nguyen Van Troi ferry wharf, Ho Chi Minh track, ethnic minorities... that can be exploited combining with other tourism routes in the region.

4. Tourism types at the Dong Hoi center

Dong Hoi city is located at the center of the province, here tourist first arrive at Quang Binh are wellcome. The main tourism types in this center are showed in fig 4 and fig 5.

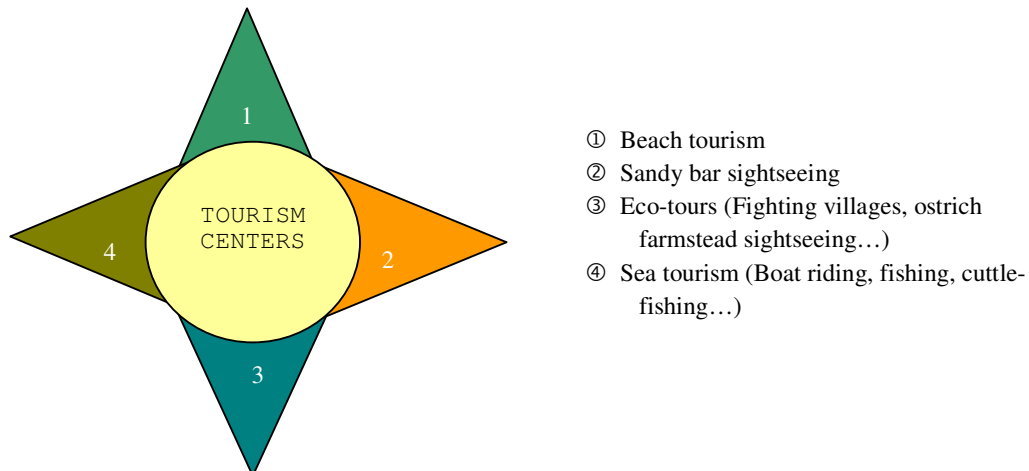


Fig 4. Tourism types at the Dong Hoi center.

Nhat Le beach and Bau Tro relic: This landscape is 2km far from Dong Hoi to the north that is next to Nhat Le estuary. Nhat Le charming beach has been attracting many tourists with a lot of activities such as: swimming, boat riding, fishing... Apart from those

activities, tourists also have a chance to visit Bau Tro relic. Here, in 1923, a French geologist had discovered and unearthed the vestiges of the ancient men which was estimated forming 5000 years ago in the Stone Age. This is a meeting place of Viet and Cham pa culture.

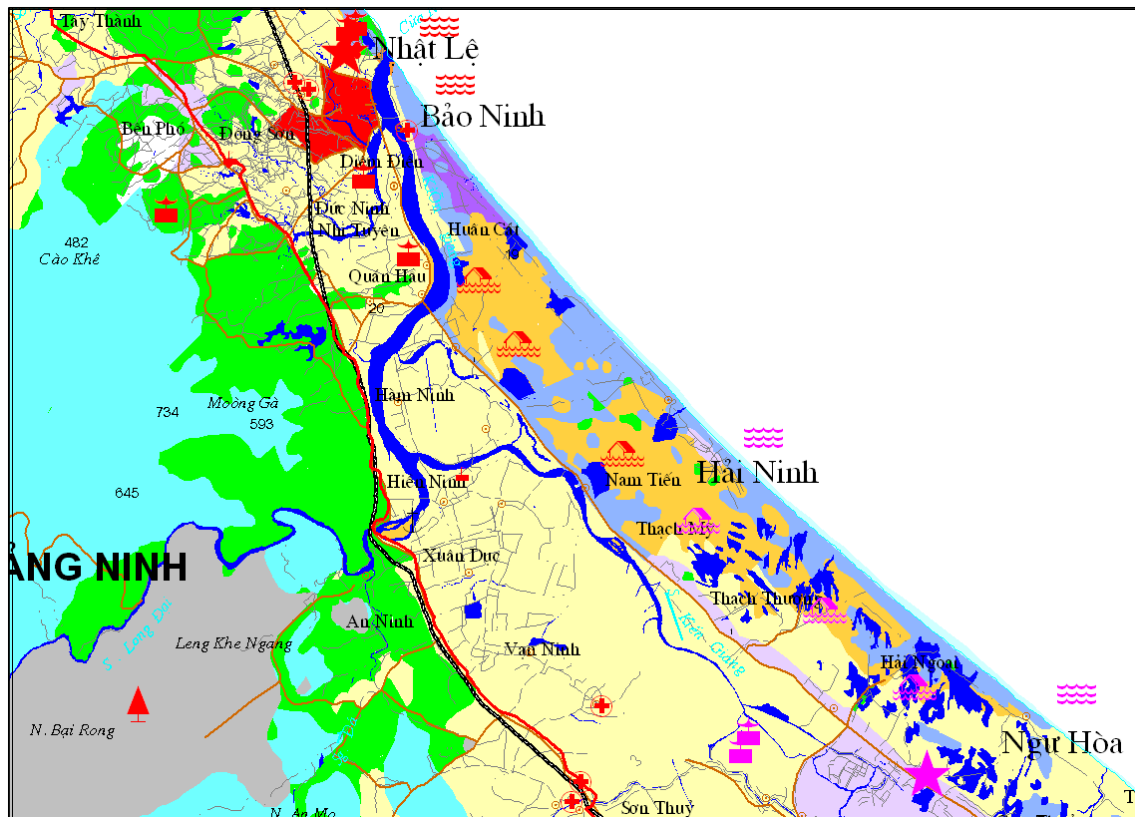


Fig 5. Master planning map of Dong Hoi city.

Bao Ninh beach: this is a well quality beach (according to Pham Trung Luong’s assessment) and has been invested with luxury resorts (Sunspa Resort, etc..)

Besides, there is also Quang Phu beach located to the north of the city. This beach has not been invested with sandy bar sightseeing and eco-farms, and it is still in a primary state.

At night, tourists can get on the boats to go cuttle-fishing, enjoying seafood.

Dong Hoi fighting villages: built to the west of Dong Hoi province, reflecting the life of military doctors during the fierce anti-American war period.

Quang Binh boat racing festival: Like other groups of people who live elsewhere nearby rivers and seashores, the people of Quang Binh annually open boat racing tournaments. Boat racing festivals have existed since long time ago in Quang Binh province, before the time of Nguyen Lords, at Bao Ninh, the boat racing festivals were formerly organized every six years in the years of the Rat and the Horse. One thing different is that to end the festival the people organize a festival called Buong Phao, to commemorate those who died

in the water. The boat racing festival of Le Thuy, as said, is organized every year at spring time or in the sixth lunar month, to end the crops.

5. The Da Nhay tourism center

The Da Nhay tourism center is located at a convenient area near national road 1A, 25km from the center of Dong Hoi and 15 km from Phong Nha.

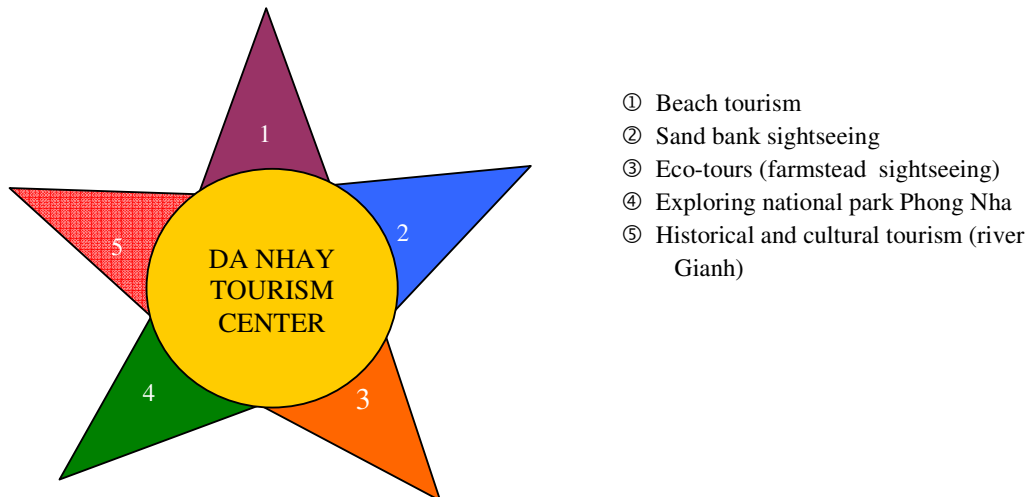


Fig 6. Tourism types at the Da Nhay center.

Ly Hoa is a small mountain pass, with the undulating stones upon the water at the bottom of the mountain pass. Not far from that place is a place of a long and smooth sand dune, blue water, simmer waves, called Da Nhay beach. The scenery of the place is very poetic, an ideal place for sea bathing and this place is also a spot for receiving visitors as they prepare to explore Phong Nha cave by water-passage.

The tourism types in this center include:

- ① Beach tourism
- ② Sand bank sightseeing
- ③ Eco-tours (farmstead sightseeing)
- ④ Exploring national park Phong Nha
- ⑤ Historical and cultural tourism (river Gianh)

Sea bathing: The beach here is famous for its cleanness and beauty for the activities of entertainment and relaxation. The capacity of the beach is about 8000 per day.

Sightseeing the eco-farmsteads as well as sightseeing the sandy bars: digging up the ancient lagunes lying beneath the sandy bars to supply fresh water into the farmsteads. Digging the fresh water ponds is easily carried out without many technical requirements. From

that, the ponds will connect to each other to form the sand eco-scenery systems and will be projected for tourism-farmstead models. Breeding farms and family unit eco-farmstead is a specific characteristic that performs three tasks: providing the precious ostrich products, attracting the tourists, as well as fulfilling one wish that the people of Quang Binh have not attained for hundred of generations, that is to

turn the wild places by the seashores that often threatened the people's lives into and tourism-economy zone that brings benefits to the people.

Apart from that, it is possible to make some sightseeing tours along the historical places. Such as riding boats on river Gianh, upstream to Phong Nha.

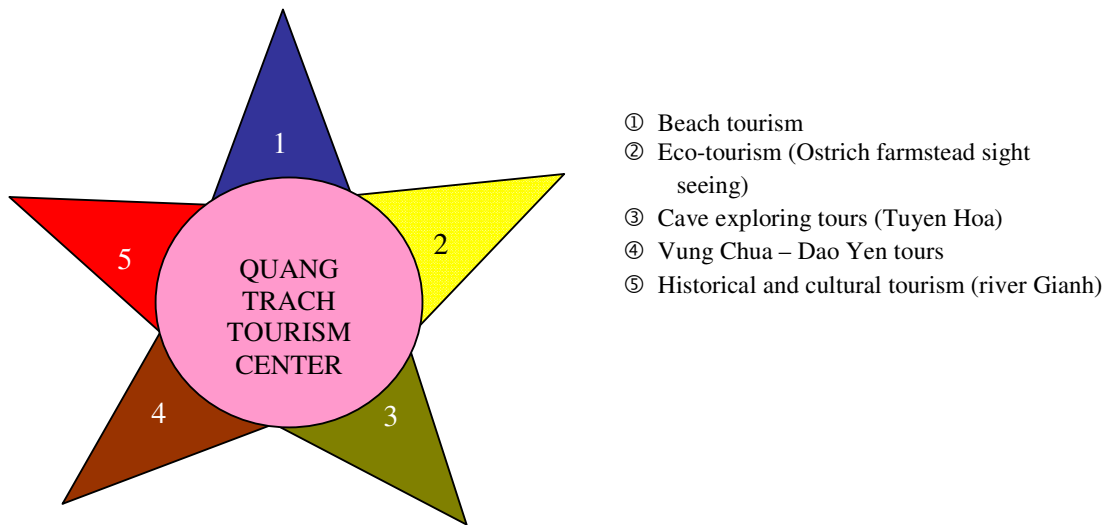


Fig 7. Tourism types at the Quang Trach center.

In this area as well as in the other centers of the province, the main tourism types are sea bathing, eco-farmstead sightseeing. Other cultural tourism types include:

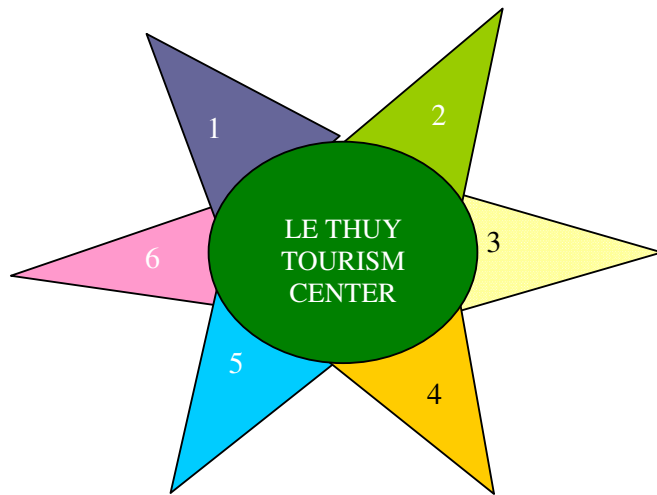
Sea village Canh Duong: The sea village lies next to national road 1A, 10 km from Ngang mountain pass, at Ron gate, the converging point of many transportation routes, convenient from South to North. Canh Duong sea village is one of the crowded and prosperous sea villages of Quang Binh. Sea village Canh Duong has a traditional, historical and cultural thickness. In the year of Quy Mui

(1643), the first ancestors of the village leaved Nghi Loc (Nghe An) and travelled to the sand zone next to Ron gate to earn a living. As time passes, the village gets more crowded, the fishing, sea product processing, business have been flourishing. The village gets rich and prosperous. The cultural activities of the village have developed. The cultural and folk activities of the people of Canh Duong hold a lot of unique characteristics, and a lot of local colors. Twice a year, during the spring and autumn times, the village opens the saint-greeting festivals, man-chess festivals, rice cooking

contests, boat racing, onshore singing contests... Canh Duong deserves to be one of the civilized villages (Mountain – River – Scenery – Land; Literature – Martial Arts –

Antiquity – Modernity) of Chau Bo Chinh at the past and present time.

6. The Ngu Hoa – Le Thuy tourism center



- ① Beach tourism
- ② Resort tours at Bang stream (bathing in a hot stream)
- ③ Sightseeing the house of general Vo Nguyen Giap
- ④ Eco-tours (farmstead sightseeing)
- ⑤ Historical and cultural tourism (Ho Mai Nhi, fighting villages, graves, ..)
- ⑥ Sandy bars sightseeing

Fig 8. Tourism types at the Le Thuy center.

Sea bathing at Ngu Hoa: The beach is appreciated for possessing good quality with white sandy bars. Like other fields, sea tourism will be one of tourism types that bring great economy benefit, creating potentials to develop the region.

Bang mineral water stream: This is a precious and rare source of mineral water, with the temperature of about 105⁰C, 60 km from Dong Hoi and 21 km from Le Thuy to the west. In the future this place will be transformed into a resort for relaxation and treatment for domestic and foreign tourists.

Sightseeing the house of General Vo Nguyen Giap: General Vo Nguyen Giap is worldly recognized as one among the 10 best generals of all time. As a result, his house in Quang Binh is one of the potentially attractive tourism spots of the region. Besides, there are

also graves of national heroes in this place, such as those of Nguyen Huu Canh, Hoang Ke Viem.

Fishing demand festival: This is the fishing demand festival of the people of Quang Binh. The festival takes places from 14th to 16th day of the 4th lunar month each year at the commune of Bao Ninh (Dong Hoi). The communal house of the village worships the father-fisherman and the son-fisherman and Mister Fish (the whale that saved the people's lives from a storm). At the beginning of the festival the people accompany His bones from the village to the communal house, with performances of "ho khoan, cheo can", and wool dancing. After that is a festive day of beginning going out to the sea, lowering down paper boats, paper fish to the sea, festival of giving prayers of a fishing village with dreams of a surplus harvest.

Ho Le Thuy: Otherwise called Quang Binh boat-singing, there are 9 melodies, of which the basic ones are: “che”, “nen”, “xap”, “ba”, “ruoi”, “nhi” and “nau xam” singing, “khai” singing (sea region), “lia trau” singing (mountainous areas). Formerly people used to sing “che”, “nhen” when they started building a house, white-washing the house, when having ground-breaking to build pagodas; sing “nhi” when in the fields, when grinding alone; they used to sing “ruoi”, “ba” when oaring, and multitude’s “noc ket” singing... In times of the festivals (twice in spring and autumn times), the boys and girls of the village at night sing for each other, enthusiastically or follow an existing regulation: righteousness, separation, “bon ba”, “ho kieu”... Ho Le Thuy has reached its skilled complicacy, moving people’s hearts, and also it has strong, simple, candid and funny melodies reflecting the farmers. Ho Le Thuy is a part contributing to folk song of Binh – Tri – Thien within the scope of Vietnamese traditional music. [1]

7. Conclusions and proposals

The province of Quang Binh is diversified in different tourism types with famous tourism spots created by both nature and men. Therefore, projections for tourism is a decisive solution for the investment and sustainable tourism development. Based on that point of view, the splitting of different tourism centers, creating different tourism routes in the whole province has been carried out in 5 main tourism centers, 1 spot can belong to 1 or more tourism centers, but we must always put this unified point of view in mind, that is to create convenient and interesting tourism routes for domestic and foreign tourists. These tourism

centers include Phong Nha – Ke Bang, Dong Hoi, Da Nhay – Ly Hoa, Ngu Hoa – Le Thuy and Quang Trach with various types of tourism, ranging from cave exploring, sea bathing to eco-tourism inside the protezoic forests and the farmstead models on the sandy bars, the cultural and historical tourism models in the historical and cultural tourism spots and the spiritual culture of the folks of Quang Binh province.

As a result, it’s necessary to build up a complete tourism-projection map as well as improve and project sandy bars in order to turn an endangered place to a specific tourism resource of Quang Binh province.

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