

HO CHI MINH NATIONAL ACADEMY OF POLITICS

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**STATE MANAGEMENT OF MARINE TOURISM
IN THANH HOA PROVINCE**

SUMMARY OF DOCTORAL THESIS

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INTRODUCTION

1. The urgency of the research topic

Tourism is an important economic sector in the economic development of our country today; tourism is oriented to develop into a spearhead economic sector, creating a driving force for the development of other sectors and fields, and contributing to the formation of a modern economic structure. In all types of tourism, marine tourism has many potentials and advantages and has had rapid development in recent years, accounting for a large proportion of the structure of the whole tourism sector. However, now, the tourism sector, including marine tourism, is not adequately invested in and exploited, and some problems of state management arise in this sector.

Thanh Hoa is one of the localities with great potential in marine tourism in Vietnam, with quite a long coastline, and many places with the potential of developing beach tourism, resorts, seminars, sports, etc. Over the past years, the province's marine tourism has developed significantly, reflected in the growth in the number of tourists, accommodation facilities, tourism business activities, revenue, employment, and contribution to the budget revenue. The assessment shows that, in addition to the achieved results, the tourism sector in general and the marine tourism in particular in Thanh Hoa Province still has many limitations and shortcomings such as the tourism infrastructure system has not kept up with the development; the management of tourism business activities has been still weak in some aspects, the phenomenon of overcharging and soliciting tourists still has occurred; the security and order to ensure safety for tourists in tourism areas and destinations still have many complex factors, the environmental protection, food hygiene, and safety in some places have not been good; the promotion and expansion of the tourism market have remained limited, etc. The key cause for the above situation is that the state management (SM) of marine tourism by Thanh Hoa provincial government is still limited and inadequate.

The above practices are posing an urgent problem, there should be a serious and methodical scientific research topic on state management of marine tourism in Thanh Hoa Province. This will be typical research to develop a theoretical framework on state management of marine tourism development in specific localities and can apply to other localities with similar conditions. In addition, in terms of practice, this research will contribute to perfecting the state management of marine tourism to turn tourism into a spearhead economic sector.

For the above reasons, the doctoral student chose the topic of “*State management of marine tourism in Thanh Hoa Province*” as the doctoral thesis research topic.

2. Research purpose and tasks

* **Research purpose:** The dissertation proposes a theoretical research framework for state management of marine tourism by provincial authorities; analyzes and evaluates the current state of state management of marine tourism in Thanh Hoa province, highlighting the achievements as well as the limitations and their causes. Based on this, the study proposes specific solutions to improve and enhance the effectiveness of state management of marine tourism in the province in the future.

* **Research tasks**

- Summarize the research works related to the thesis topic, thereby determining the research gap and orientation of the thesis.
- Systematize and clarify the theoretical basis and experience in state management of marine tourism by the provincial government.
- Analyze and evaluate the current situation of state management of marine tourism in Thanh Hoa Province, clarify the achieved results, limitations, and reasons.
- Propose directions and solutions to improve state management of marine tourism by Thanh Hoa provincial government.

3. Research object and scopes:

* **Research object:** The research object of the thesis is the state management of marine tourism at the provincial level.

* **Research scopes:**

- Scope of management entities: Various entities are participating in state management of marine tourism such as government at all levels (provinces, districts, communes), authorities, enterprises, people, etc. The thesis limits the scope of the management entity to Thanh Hoa provincial government.

- Scope of management content: State management of marine tourism has many contents. Within the research scope, the thesis only focuses on the following contents:

- + Management of marine tourism resources and environment
- + Management of marine tourism infrastructure
- + Management of marine tourism business activities
- + Management of promotion and expansion of the marine tourism market.

- Spatial scope: The thesis only studies state management of marine tourism within administrative boundaries managed by Thanh Hoa provincial government.

- Time scope: The research time scope is from 2015 to 2023. Directions and solutions are proposed to 2030, a vision to 2045.

4. Theoretical basis and research methodology

* **Theoretical basis**

Developed based on the dialectical materialism methodology of Marxism-Leninism and the viewpoints and policies of the Party and the State on economic management, the dissertation employs an interdisciplinary approach, including economics, tourism studies, cultural studies, and sociology, to examine and assess the state management of marine tourism in Thanh Hoa province. Additionally, it applies theories of state management in marine tourism to establish a theoretical framework and analyze and interpret the state management of marine tourism by the provincial authorities in Thanh Hoa.

* **Research methodology**

The thesis uses qualitative research method to implement the research objectives and tasks set out. In order to analyze and evaluate the state management of marine tourism by Thanh Hoa provincial government, the thesis uses a combination of secondary data analysis according to the desk research method and primary data analysis through a questionnaire survey.

5. New contributions of the thesis

* **New theoretical contributions**

The research findings of the dissertation proposed a framework for provincial government state management of marine tourism development. The dissertation introduces a new approach to state management of marine tourism: an approach based on management fields combined with the state management process, where the management fields of the provincial government in marine tourism serve as the foundation and are combined with process-based evaluations in each field. The research results contribute evidence to summarize practices and develop theories on state management by provincial authorities for tourism in general and marine tourism in particular in our country.

*** *New practical contributions***

- The thesis clearly assesses the current situation of state management of marine tourism in Thanh Hoa province in a systematic and multidimensional manner.

- The evaluation of the thesis helps Thanh Hoa provincial government to be properly aware of the current situation of state management of marine tourism in the province, especially the limitations and reasons. From there, there will be appropriate directions and solutions to overcome.

- The proposed solutions can help Thanh Hoa provincial government develop and promulgate management and direction documents to improve the state management of marine tourism in Thanh Hoa Province.

6. Outline of thesis:

In addition to the introduction, conclusion, appendices, and references, the thesis is structured into 4 chapters and 12 sections.

Chapter 1

OVERVIEW OF CURRENT SITUATION OF RESEARCH ON STATE MANAGEMENT OF MARINE TOURISM

1.1. Overview of research works related to the topic

1.1.1. Overview of research on marine tourism and its impacts

In the world, it is possible to find researches on marine tourism and marine tourism development since the early 1990s. Research topics on marine tourism are very diverse from the approaches of ecotourism and coastal protection, marine tourism with climate change, influences of marine tourism on the environment, the satisfaction of people and tourists with services, the role of state management in the sustainable development of marine tourism, etc. In particular, research on the impacts of marine tourism on the environment has received the most attention from scholars around the world.

Many researches in the world are carried out with different contents and approaches to clarify the impacts of marine tourism on the socio-economic development of destinations, as well as factors affecting the development of marine tourism in the world. These researches show both the positives and negatives of marine tourism.

In general, the researches on marine tourism clarify the concept, positive and negative impacts, especially emphasizing the need for government management to

promote the positive aspects of marine tourism and limit the negative aspects, helping to develop marine tourism sustainably and effectively.

1.1.2. Researches on state management of marine tourism

The researches on state management of marine tourism are carried out by many domestic and foreign researchers. These researches focus on clarifying different aspects of the concepts and methods of state management of marine tourism as well as contents, tools, and impacts of state management of marine tourism on marine tourism development in particular and on socio-economic development in general.

1.1.3. Researches on state management of marine tourism in Thanh Hoa Province

Through looking up data from many different sources (Science Direct, ProQuest, Emerald Management, and domestic e-libraries), the in-depth researches on state management of marine tourism in Thanh Hoa Province are still very limited. Previous researches studied specific contents of Thanh Hoa Province's marine tourism in the context of climate change and the approach to state management of marine tourism from two perspectives: management fields and management processes.

1.2. General assessment of the reviewed research works

Firstly, the researches clarified the connotation of tourism and marine tourism activities, analyzed and evaluated the positive and negative impacts of marine tourism activities on socio-economic development and environmental protection in countries around the world; and provided an important foundation to form a research framework on factors affecting marine tourism development.

Secondly, the researches confirmed the important role of the state and state management in the sustainable development of marine tourism; ensured the promotion of the positive aspects of marine tourism, and limited the negative impacts and aspects of marine tourism activities on socio-economic development and environmental protection in countries.

Thirdly, previous researches clarified the contents of the provincial management on tourism in general in localities, and suggested a basic research framework to study the marine tourism management in Thanh Hoa Province. Accordingly, it is possible to approach the provincial management in the tourism sector based on the analysis and evaluation of its management fields in tourism, including management of marine tourism resources and environment; management of marine tourism infrastructure and techniques; management of marine tourism business activities; management of promotion and expansion of the marine tourism market.

1.3. Research gap and theoretical framework

1.3.1. Research gap and issues to be addressed in the dissertation

- Content gaps: Although there are many domestic and international researches on state management of marine tourism, few direct research works and the management system by the provincial government on marine tourism have been found.

- Gaps in research approach: Previous researches on state management in the fields of marine tourism or marine economy mostly approached the management process from developing strategies, and planning to organizing the implementation, planning, checking, monitoring, and handling violations; therefore, the analysis is

mainly aimed at evaluating the steps in this process, not highlighting the management activities according to key fields, associated with the reality and needs of marine tourism development. Therefore, there is a great need for research on state management by the provincial government by the approach of specific fields in tourism development, especially in the field of marine tourism, due to very few researches that go into this topic.

- Gaps in research scope: Currently, there are some researches on state management on tourism in general conducted in Thanh Hoa Province, however, there is almost no in-depth research on management of marine tourism by the provincial government, although marine tourism is identified as a spearhead economic sector, a driving force for economic development of the province.

* From the research gaps and the identification of research problems, the thesis will focus on the following main contents:

- Study the overview of topic-related research works, thereby developing a state management research framework on marine tourism by the provincial government, according to the management fields. In which, the thesis will focus on studying state management by the provincial government in four important fields, decisive to the success of the marine tourism sector: (1) Management of marine tourism resources and environment; (2) Management of marine tourism infrastructure; (3) Management of marine tourism business activities; (4) Management of promotion and expansion of the marine tourism market.

- Study the current situation of management by Thanh Hoa provincial government on marine tourism to clarify the results and factors affecting the state management by the provincial government on marine tourism development under the management approach on specific fields of marine tourism.

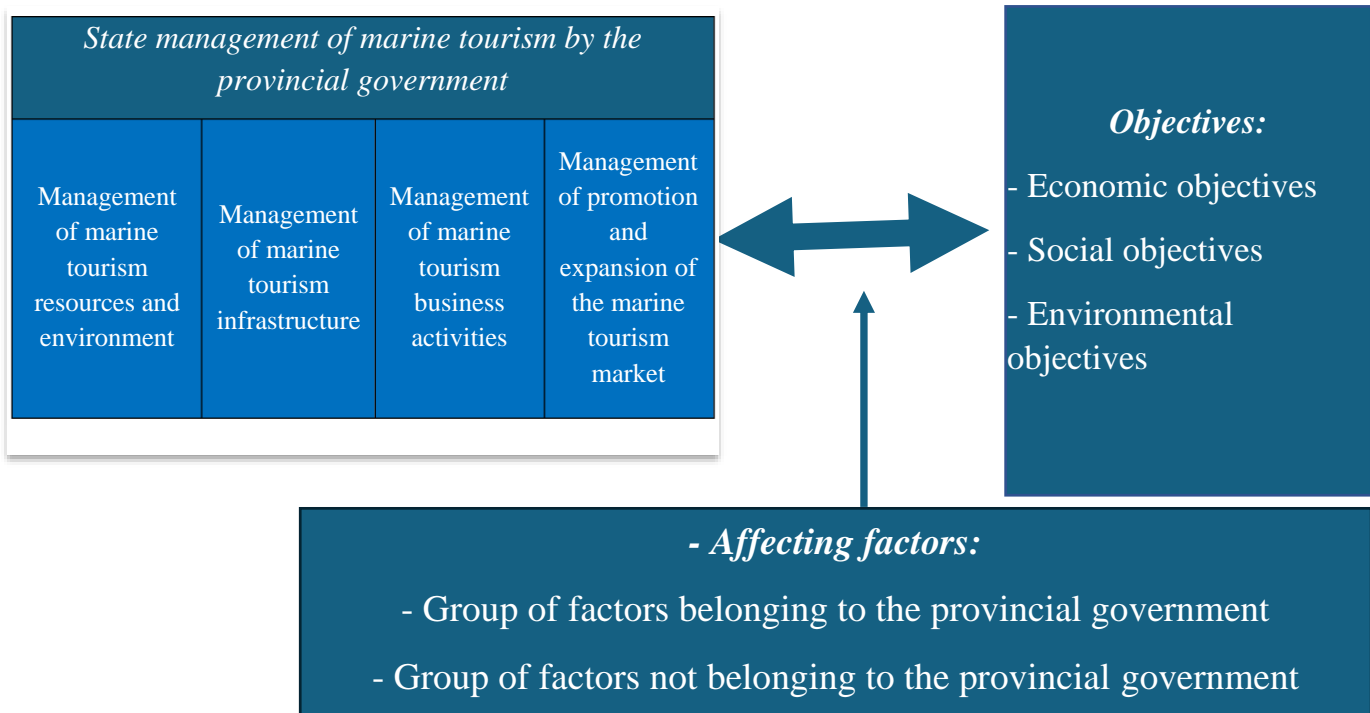
- Based on the assessment of the current situation of management by Thanh Hoa provincial government and the proposed affecting factors from the theoretical framework, the thesis analyzes and clarifies the factors affecting the enforcement and efficiency of the management by Thanh Hoa provincial government on marine tourism, as a scientific basis for proposing directions and solutions to improve the state management of marine tourism in Thanh Hoa Province.

- Analyze the change in the new context to see the problems posed to the management by the provincial government while developing the tourism economy of the locality.

- The thesis proposes a system of solutions to improve the management by Thanh Hoa provincial government in the fields of management of marine resources and environment; management of marine tourism infrastructure; management of marine tourism business activities and management of promotion and expansion of the marine tourism market of Thanh Hoa Province, to achieve the goal of building and developing marine tourism to become a spearhead economic sector of the locality.

1.3.2. Theoretical framework

Research framework for state management of marine tourism by the provincial government



Chapter 2

THEORETICAL AND PRACTICAL BASIS OF STATE MANAGEMENT OF MARINE TOURISM BY THE PROVINCIAL GOVERNMENT

2.1. Overview of marine tourism

2.1.1. Concept of marine tourism

There are many concepts of tourism; according to Vietnam's 2017 Tourism Law: Tourism involves activities in connection with trips taken by people outside their permanent residence for not more than 12 consecutive months for sightseeing, leisure, recreation, study, and exploration of tourism resources and other legal purposes.

Tourism has many different types, based on characteristics, distribution of resources, etc., divided into many types such as mountainous tourism, urban tourism, countryside tourism, marine and island tourism, etc.

In this research, marine tourism is understood as the service sector that provides tourists with conditions for travel, accommodation, travel, food, and tourism products from the natural characteristics of the beaches and cultural characteristics of the locality to meet the needs of sightseeing, leisure, sports, and entertainment.

2.1.2. Roles of marine tourism

The tourism sector makes a major contribution to the global economy, accounting for a significant portion of the national GDP. Marine tourism is one of the few sectors that many developing countries have an advantage over compared to developed countries, due to the advantage of beautiful beaches with cultural heritages,

wildlife, climate, etc. The economy of coastal localities significantly benefits from tourism with higher incomes, employment, investment rates, modern infrastructure, etc.

The main roles of marine tourism for socio-economic development and environmental protection in the locality can be summarized as follows:

- Create jobs for local people.
- Promote the infrastructure investment.
- Contribute to the local economy.
- Directly contribute to the conservation of marine ecological areas and marine environment.
- Enhance people's awareness about protecting marine resources and environment.

2.2. State management of marine tourism by provincial government

2.2.1. Concept of state management of marine tourism by the provincial government

* *Concept of state management:* State management means the impact of state management agencies on objects through their management tools to achieve the objectives set by the state.

* *Concept of state management of marine tourism:* From the concept of state management, it can be seen that state management of marine tourism involves the impacts of state management agencies on marine tourism through management tools to achieve the socio-economic objectives set by the state. Elements of state management on tourism include Management entities; and management objects.

The purpose of state management on tourism is to ensure the development of the tourism sector in accordance with the general orientation and order, ensuring the harmonized interests of the entities, and meeting the sustainable development of marine tourism, contributing to implementing the socio-economic development objectives.

State management tools for marine tourism: The legal system on marine tourism, policies related to marine tourism, and the system of strategies and plans for developing marine tourism.

Because the state management methods and tools used are used differently in various fields of marine tourism, the approach by fields will be more convenient in assessing the current situation of state management in each field, close to the reality, and solving the problems arising in practice.

State management of marine tourism is a part of state management on tourism, thus, consisting of constituent parts such as state management on tourism in general. The only difference is that tourism activities and relationships that the state needs to manage take place in the field of marine tourism. State management activities on marine tourism are associated with the power of the state through a system of management tools that directly affect related entities such as enterprises, households and individuals trading in marine tourism, tourists, organizations related to the protection and exploitation of marine resources, etc. to orient, regulate, inspect and monitor to ensure the sustainable development of marine tourism, bringing efficiency

not only in terms of economy but also social, cultural and environmental issues for the locality.

* *State management objectives pm marine tourism by the provincial government:*

- Increase the number of tourists visiting and using local marine tourism services. Increase revenue from marine tourism to contribute significantly to local economic development. Ensure that the marine and investment resources of the state in marine tourism are exploited and used effectively.

- Protect, preserve, and develop the local traditional cultural values. Contribute to improving the quality of local tourism human resources. Ensure security and safety for local people and tourists.

- Help protect the marine environment and ecosystem; preserve and develop marine resources to develop sustainable marine tourism.

2.2.2. Characteristics of state management of marine tourism by the provincial government

- State management of marine tourism is carried out in localities with marine resources.

- Scope and subjects of state management of marine tourism are very wide.

- State management of marine tourism is interdisciplinary, requiring the coordination of many state management agencies in many different sectors, levels, and fields.

2.2.3. Roles of state management of marine tourism by the provincial government

- Ensure the development of marine tourism in the right direction and contribute to maximizing the potential and advantages of each locality.

- Create a favorable environment for enterprises in the field of marine tourism to develop appropriately.

- Create important developments in the field of marine tourism, while contributing to preserving, spreading, and developing the local traditional cultural values.

- Protect national defense, security, and territorial sovereignty.

2.2.4. Theories of state management of marine tourism

- *Stakeholder theory:* Stakeholder theory is commonly used in the formulation of management methods from micro and macro perspectives. Stakeholder theory is quite common in researches on tourism management when stakeholders in this field depend on each other and are capable of impacting and influencing the development of the tourism sector.

- *Institutional theory:* In the tourism field, institutional theory and its ramifications contribute to explaining the development of tourism, the image of destinations, and the relevance between the image of tourists and local people about the destinations. The principles in institutional theory can suggest the approach of state management of marine tourism, strategies to be aimed at, management methods and tools that can be used to effectively manage marine tourism while ensuring the harmonization of the interests of the entities.

- *Social exchange theory*: The rational choice in this theory goes beyond the usual equivalences of exchange in terms of materiality, it also takes into account both the values of frequency and social benefits. In the tourism field, the social exchange theory is widely used to explain people's perceptions towards tourism or tourism development.

2.2.5. Contents of state management of marine tourism by the provincial government

Within the research scope, the thesis focuses on studying 4 important management fields that have a great influence on and govern the efficiency of state management by the provincial government, including:

- Management of marine tourism resources and environment.
- Management of marine tourism infrastructure.
- Management of marine tourism business activities.
- Management of marine tourism promotion activities and market expansion.

2.2.6. Factors affecting state management of marine tourism by the provincial government

*** Objective factors**

- The Party's guidelines and policies, the State's laws on marine tourism.
- Economic, cultural, and political environment; well-off economic conditions, and high income of people will be an important factor affecting tourism demand.
- National and local socio-economic infrastructures have a great influence on tourism activities in general and marine tourism in particular.
- The participation of people and enterprises.
- Marine tourism resources are also an important factor affecting marine tourism.

*** Subjective factors**

- Strategies, orientations, planning, programs, and socio - economic development plans of the province.
- Apparatus and quality of the state management staff of marine tourism by the provincial government.
- Facility and technical resources and conditions to support the state management of marine tourism by provincial government.

2.3. State management experience on marine tourism by the provincial government in some localities in Vietnam

2.3.1. State management experience on marine tourism in Quang Ninh Province

*** Overview of marine tourism in Quang Ninh Province:** Quang Ninh is a locality with many natural landscapes and beautiful seas in our country; for a long time, sea and island tourism has become a strong form of tourism in the province. Quang Ninh has many famous marine tourism areas in the country such as Ha Long, Tuan Chau, Cam Pha, Van Don, Mong Cai, etc., the marine tourism products are diversified and attractive to many international tourists.

*** Experience of Quang Ninh Province in marine tourism management:**

- *Experience in management of marine tourism resources and environment:*

The province focuses fiercely on building a master plan for marine tourism development, which includes the master plan on the exploitation and protection of marine and island resources as well as the development of marine tourism infrastructure. Appreciate sustainable tourism development in the direction of green growth.

- *Experience in management of marine tourism infrastructure:* The tourism and marine tourism planning is synchronous, quality, and attracting many investors in the development of the tourism sector, focusing on developing regional and open infrastructure to the region and world such as the construction of Van Don International Airport, Ha Long International Port, the highway connecting Ha Long with Mong Cai International Border Gate. Deploy the marine tourism planning in formal, public, and transparent manner, creating favorable conditions for many entities to participate in monitoring.

- *Experience in management of marine tourism business activities:* Practically and effectively support enterprises in marine tourism business activities; regularly inspect and rectify violations in business activities. Apply modern information technology to management.

- *Experience in management of promotion and expansion of the marine tourism market:* Diversify types of promotion and advertising on different information channels; organize many events, and seminars for in-depth promotion to different objects.

2.3.2 State management experience on marine tourism in Khanh Hoa Province

* *Overview of marine tourism in Khanh Hoa Province:* Khanh Hoa Province has many advantages in the development of marine tourism in terms of natural conditions, geographical location, natural resources, and especially the ecological environment landscape. With a length of 385 km of coastline, including nearly 100 km of fine white sand beaches, about 200 large and small islands, and many puddles and bays, Khanh Hoa has been famous for its beautiful and favorable landscape in the development of marine economy in general and marine tourism in particular. In addition, Khanh Hoa has outstanding advantages in climate with warm sunshine almost all year round, especially less heavily affected by rain and storms.

*** Experience of Khanh Hoa Province in marine tourism management**

- *Experience in management of marine tourism resources and environment:* In order to implement sustainable tourism development orientations, Khanh Hoa has been developing appropriate investment policies and project planning to bring positive impacts on conservation of ecology and habitat environment of the residential community.

- *Experience in management of marine tourism infrastructure:* Carry out planning work on infrastructure development in sync with the master plan for socio-economic development. Devote resources to investing in important and pervasive infrastructures such as upgrading Cam Ranh International Airport, Nha Trang Tourist Port, transport infrastructure of Nha Trang Urban Area; attracting investors to invest in high-class international hotel infrastructure.

- *Experience in management of marine tourism business activities*: Strengthen propaganda and dissemination of tourism laws to people, enterprises, and tourists; regularly inspect and strictly handle enterprises and business households violating marine tourism business activities. Strengthen the coordination in the management of sectors and localities by the Regulation on coordination signed annually.

- *Experience in management of promotion and expansion of the marine tourism market*: There are guidelines and solutions to stimulate tourism demand and attract tourists to Khanh Hoa; strengthen tourism promotion and advertising in many international markets such as Russia, China, Korea, Japan, etc. Invest in the strong application of information technology and digital transformation to improve the efficiency of supporting tourists.

2.3.3. Lessons on state management of marine tourism for Thanh Hoa province

*** Lessons on management of marine tourism resources and environment**

- Develop scientific and detailed strategies, planning, and plans on management of marine tourism resources, aiming for sustainable tourism development in the direction of green growth, environmental friendliness, and climate change adaptation.

- Regularly monitor, inspect, and urge the implementation of guidelines and policies on marine resource management.

- Place importance on evaluating, summarizing, and drawing lessons from resource management activities.

- Proactively develop and implement sustainable marine tourism development policies based on existing marine resources.

- Identify and focus on key tasks that are breakthrough in nature.

*** Lessons on management of marine tourism infrastructure**

- Well perform the planning and development of marine tourism infrastructure.

- Prioritize investment resources to upgrade infrastructure, especially essential infrastructure such as transportation, electricity, water, and waste treatment; pay attention to investing in large-scale entertainment sites, event centers such as national and international art performances, museums, conferences, conferences to attract tourists.

- Develop mechanisms and policies to attract social capital, and encourage the development of new and specific tourism products.

- Well perform the inspection and supervision of investment works to build infrastructure for marine tourism.

*** Lessons on management of marine tourism business activities**

- Strengthen propaganda and dissemination of tourism laws to people, enterprises, and tourists. Orient enterprises and organizations providing marine tourism services to tourists.

- Develop technical standards and guide tourism enterprises to strictly implement these standards in order to build a professional marine tourism service system.

- Regularly inspect and supervise tourism business activities of facilities, organizations, and individuals conducting tourism business in the area.

- Directly attach the responsibilities of grassroots management agencies

(commune-level People's Committees) to ensuring security and order and safety for tourists to the locality.

- Strengthen inspection of rescue equipment, flags, buoys, life buoys, and marine rescue vehicles; maintain rescue forces on duty at the beach to ensure the safety of visitors.

**** Lessons on management of promotion and expansion of the marine tourism market***

- Diversify tourism products and tourist markets.

- Improve the efficiency of marine tourism advertising and promotion coordinated between marine tourism enterprises and telecommunication units to attract domestic tourists.

- Encourage enterprises to refresh old destinations, and add additional services to attract tourists to spend and return.

- Associate tourism development with the conservation and promotion of natural resource values, cultural and artistic heritage values, and environmental protection. Develop and implement policies to support the development of community-based tourism, rural tourism associated with agriculture, traditional craft villages, and ecotourism in localities such as Khanh Hoa and Quang Ninh.

Chapter 3

CURRENT SITUATION OF STATE MANAGEMENT OF MARINE TOURISM IN THANH HOA PROVINCE

3.1. Potential and current situation of marine tourism in Thanh Hoa province

3.1.1. Potential of marine tourism in Thanh Hoa Province

Thanh Hoa Province has a large land area, large population, rich natural resources, and a long history of fighting to build and protect the country. The province has 4 geographical regions: mountains, midlands, plains, and sea areas; there is a coastal area with an area of 110,655 hectares, accounting for 9.95% of the entire province's area; The coastline is 102 km long and the terrain is relatively flat; along the coastline are river mouths. Thanh Hoa is heavily influenced by the Northern climate, early summer is sunny, dry with little rain due to the influence of the Foehn wind.

Thanh Hoa has many beaches that can be exploited and developed for tourism, of which Sam Son Beach is currently the location with the strongest marine tourism development. Along with Sam Son, the province also has other potential marine tourism areas and destinations such as Hai Tien, Dong Beach - Me Island, Nghi Son, Hai Ninh, Hai Hoa, Hai An, Tien Trang - Quang Nham and some other destinations in Nga Son District and Hau Loc District. The above locations have been invested in to form a chain of marine tourism areas and destinations in Thanh Hoa Province.

3.1.2. Overview of marine tourism in Thanh Hoa Province

**** Number of marine tourists to Thanh Hoa***

With efforts to develop the tourism products, promote the tourism, and improve the quality of tourism services, the number of tourists to Thanh Hoa has increased continuously over recent years, making an important contribution to the socio-economic development of the locality. If in 2015, the number of tourists to Thanh Hoa

reached 5,530,000, the total revenue from tourism was over 5,180 billion VND, by 2019, Thanh Hoa welcomed 9,655,000 tourists, the revenue from tourism reached more than 14,526 billion VND. The average growth rate of tourists in the period 2015 - 2020 was over 16.8%/year, and the average growth rate of tourism income was 45.1%/year.

In 2021 and 2022, on average, Thanh Hoa welcomed over 11 million tourists/year, and total revenue from tourism reached 20,038 billion VND (in 2022), in 2023, the total number of tourists reached nearly 12,5 million, total tourism revenue was over 24.500 billion VND; in which tourists to Sam Son increased rapidly; on average, each month, Sam Son collected nearly 1,400 billion VND from tourism. That result for the first time brought Thanh Hoa to the third rank in the country in terms of tourist attraction.

**** Current situation of marine tourism infrastructure in Thanh Hoa Province***

In recent years, the province has spent many resources to the development of socio-economic infrastructure, as well as to the development of local tourism, of which the top priority is marine tourism. Up to now, Thanh Hoa has a convenient transportation system in terms of railways, roadways, and waterways; the North-South railway running through Thanh Hoa area is 92 km long with 9 stations, convenient for the transportation of goods and passengers. Roadways have a total length of over 8,000 km, with more than 1,600 km of riverways, of which 487 km have been exploited for vehicles with a carrying capacity of 20 to 1,000 tons. Electricity for daily life and production and business in the area has been invested in and upgraded. To date, tourism areas and destinations have 130 substations, with a capacity of 120,000 KVA, 13.5 km of 22 KV lines, and more than 100 km of 0.4 KV lines; in 2003, the 110 KV transformer station was completed.

Regarding the information technology: The telecommunications and information technology services sector has a good growth rate in recent years, and the facilities have developed rapidly to meet the needs of local people and tourists.

Regarding the environment: The environmental treatment system is invested in; daily solid waste is collected and treated; the daily volume of solid waste collected in the town is 28 tons/day (in winter) and 40 tons/day (in summer).

The province's system of accommodation facilities has developed at a relatively fast pace. In 2016, the province had only 700 accommodation facilities with 23,000 rooms. By 2023, the province had 925 accommodation facilities with a total of 41,300 rooms; of which, 206 hotels were rated from 1 to 5 stars, with 14,050 rooms and 87 homestays, with a capacity of over 4,500 people. In particular, there are some large-scale and high-class accommodation facilities capable of providing high-quality services such as Muong Thanh Hotel (4 stars), Thien Y Hotel (4 stars), Van Chay Resort (4 stars), FLC Golf and Resort Complex (5 stars), Central Hotel (5 stars), Vinpearl Hotel (5 stars), etc. In addition, the province also has 4 shopping malls serving tourists, including Vincom Plaza Shopping Mall; Vincom Nghi Son Shopping Mall; Co.op Mart Supermarket, and BigC Supermarket.

By 2023, the total number of ongoing tourism business investment projects is 80 with a total registered capital of more than 145,800 billion VND; there are many large-scale projects with synchronous and high-quality service systems to meet the needs of domestic and foreign tourists such as Tien Thanh Marine Ecotourism Area; Beach

square and Festival landscape axis of Sam Son City; Ben En High-class Eco-tourism, Resort and Entertainment Urban Area, Nhu Thanh District; Hot Mineral Resort Urban Area in Quang Yen Commune, Quang Xuong District; Hotel and Commercial Center Complex in Quang Nham Commune, Quang Xuong District of ORG Joint Stock Company, Flamingo Linh Truong - Zone B, Hoang Truong Commune, Hoang Hoa District of Flamingo Holding Group Joint Stock Company, etc.

**** Current situation of marine tourism products of Thanh Hoa Province***

Currently, in order to attract marine tourists, Thanh Hoa promotes the development of many tourism products in combination with events, conferences, and seminars at locations with advantages in high-class resort tourism, golf tourism, shopping, etc.

Traditional marine tourism focuses on some main products such as resort - swimming; culture - spirituality; ecology, community-based, and craft villages; tourism combined with seminars, conferences, shopping, and public services; river tourism "Down the Ma River". Along with that, promoting the development of tourism areas, routes, and destinations; creating all conditions for enterprises to invest and organize marine services such as sailing, water skiing, water motorcycles, parasailing, thrilling entertainment areas, etc.

Thanh Hoa has 1,535 ranked historical relics and scenic destinations; there is 01 world heritage site of the Ho Dynasty Citadel, 05 special national relics, 789 provincial relics, and scenic destinations; 363 types of intangible culture such as folk songs, folk dances, traditional festivals, etc. In order to promote the advantages of cultural and spiritual tourism, the province selects and builds some typical and organized annual cultural festivals to promote and create its own brand for tourism such as Lam Kinh Festival, Le Hoan Festival, Ba Trieu Festival, Mai An Tiem Festival, Dong Co Festival; Nam Giao Ceremony to the Ho Dynasty Citadel, Tu Thuc Festival, Muong Xia - Quan Son Festival, etc.; develops and implements projects to support the organization and performances of traditional folk arts in key tourism areas and community-based tourism villages to serve tourists.

3.2. Current situation of state management of marine tourism in Thanh Hoa province

3.2.1. State management apparatus on marine tourism in Thanh Hoa Province

Currently, the state management apparatus on tourism in Thanh Hoa Province is organized directly, the highest at the Provincial People's Committee, followed by the Department of Culture, Sports and Tourism and the district-level Division of Culture, Sports and Tourism. In addition, in the vertical sector, the state management agencies on tourism are under the management and control of the Vietnam National Authority of Tourism and the Ministry of Culture, Sports, and Tourism. Currently, the province has about 100 tourism managers, including officials and civil servants of the Department of Culture, Sports and Tourism, officials and officials in charge of tourism promotion under the Provincial Center for Investment, Trade and Tourism Promotion, and officials, civil servants and officials specializing in tourism management in the People's Committees of districts, towns, and cities.

The Provincial People's Committee issues many documents regulating the specific functions and tasks of the units under the Provincial People's Committee in implementing state management of marine tourism in the locality; in which, the Department of Culture, Sports and Tourism is assigned to directly manage at provincial level. In addition to the Department of Culture, Sports and Tourism, the Provincial People's Committee also establishes the Provincial Steering Committee for Tourism Development. For People's Committees at all levels (districts, communes), in addition to the tasks prescribed by laws, it is necessary to base the contents of the Tourism development program to concretize in accordance with the actual local conditions.

Along with government agencies, there are some other entities participating in management activities such as associations, unions, enterprises, people, etc. Within the research scope mentioned above, the thesis only focuses on state management agencies on tourism by the provincial government, in which the focus is the Provincial People's Committee and affiliated agencies which are assigned to be in charge of state management on tourism at the provincial level such as the Department of Culture, Sports and Tourism and related departments and sectors.

3.2.2. Current situation of management by the provincial government on marine tourism resources and environment

- *Regarding planning and exploitation of marine tourism resources:* Attention is paid to maximizing the potential and advantages of rich and diverse marine tourism resources; by 2023, there are 03 ongoing plans.

- *Regarding environmental protection in marine tourism areas and destinations:* The People's Committee of Thanh Hoa Province issues many documents directing and guiding propaganda on environmental protection. The actual survey among tourists to the province's tourism destinations on the environmental situation shows that good and very good reviews account for about 55.4%; average reviews account for 38.6% and a few poor and very poor reviews.

3.2.3. Current situation of management by the provincial government on marine tourism infrastructure

The People's Committee of Thanh Hoa Province carries out synchronous infrastructure planning, including transport infrastructure, electricity infrastructure, and accommodation facilities for tourism areas and destinations; directs and urges relevant agencies to review and check conditions for tourists, especially accommodation facilities, restaurants, shopping malls, entertainment facilities, relics, scenic destinations and tourist transport activities throughout the province to serve as a basis for building and supplementing the planning and plan for the development of marine tourism infrastructure.

On the basis of the approved planning and development orientation of the tourism sector in general and the marine tourism in particular of the province, the Department of Culture, Sports and Tourism actively cooperates with relevant departments and sectors to advise the Provincial People's Committee to implement effectively to create a breakthrough in tourism infrastructure investment in coastal tourism areas and destinations.

3.2.4. Current situation of management by the provincial government on marine tourism business activities

- *Regarding enterprise support:* The provincial government focuses on management and administration to create the most favorable environment for the operation of enterprises and people. There are many legal documents on investment support, land, compensation for land clearance when the state recovers land and other policies on tax, credit, etc. to create favorable conditions for land and market access. In addition to enhancing the above-mentioned support policies for investors in the field of marine tourism, the Department of Culture, Sports and Tourism regularly accompanies tourism enterprises in the province in the process of tourism investment and business. Recognition of marine tourism areas and destinations and business licensing for enterprises and facilities trading in marine tourism destinations and areas is also evaluated quite well by managers in the field of marine tourism or related to this field, with over 50% rating well and over 15% rating very well.

- *Regarding management of travel, accommodation, and catering business:*

Specialized agencies issue many documents to implement the contents related to the travel business, ensuring security and safety for tourists. The provincial government directs functional agencies and People's Committees of localities to regularly strengthen the management and inspection of catering services and strictly handle violations. The management and control of tourism business activities are strengthened, ensuring food safety and hygiene, quality of goods, listing and selling at the right price; and coordinating with relevant authorities to inspect and strictly handle violations affecting the safety and interests of tourists.

Reviews of enterprises and business households at the beaches in Thanh Hoa Province with a high rate of good (accounting for about 60% of respondents) and very good (accounting for about 15% of respondents). The reviews of tourists on security and safety at Thanh Hoa beaches are also quite good, with over 64% rating that the tourism option at the beaches in Thanh Hoa Province is safe and very safe; over 34% rating it is normal.

The results of management activities by the provincial government in travel, accommodation, and catering business in tourism areas and destinations have a significant impact on the level of satisfaction of tourists. In general, most tourists rate satisfied and very satisfied on the last trip to the seas in Thanh Hoa.

3.2.5. Current situation of management by the provincial government on promotion and expansion of the marine tourism market

The provincial government always has many guidelines and measures to implement and encourage organizations and individuals to participate in that process. The province classifies tourism products by domestic and international customers to have a strategy to promote products and expand the market accordingly. For the international tourist market, typical tourism products are eco-tourism, especially tourism to explore the West of Thanh Hoa. For the domestic tourist market, typical tourism products are cultural tourism products, festivals, weekend tourism, outdoor activities, and types of tourism combined with sports activities.

3.3. Overview of state management of marine tourism in Thanh Hoa province

3.3.1. Successes of state management of marine tourism in Thanh Hoa Province

The successes of the provincial government in state management of marine tourism are shown in the following contents:

- Regarding management of marine tourism resources and environment

Environmental management in marine tourism areas and destinations in the province is implemented synchronously from planning to implementing the plan; effectively exploiting potentials and advantages to diversify marine tourism products.

- Regarding management of marine tourism infrastructure

Technical infrastructure in tourism areas and destinations that are planned and built synchronously with the general technical infrastructure planning of the locality does not only serve the tourism sector but also the socio-economic development of the province. Every year, the province spends resources from the budget to reasonably allocate the investment in marine tourism development infrastructure; which has attracted large corporations such as FLC, ORG, Flamingo Holding Group Joint Stock Company, Sun Group Joint Stock Company, etc. to invest.

- Regarding management of marine tourism business activities

The Provincial People's Committee issues many documents guiding and supporting enterprises trading in marine tourism services, especially travel, accommodation, and catering services; localities with marine tourism areas and destinations develops regulations on the management of marine tourism business activities such as price, accommodation, catering, trams, street vendors, parking lots, etc. The assurance of security, order, and safety for business activities and tourists receives attention.

- Regarding management of promotion and expansion of the marine tourism market

Diversify forms of promoting and advertising marine tourism; develop many information channels to promote marine tourism, increase opportunities to access information about the province's potential, strengths, and attractive marine tourism destinations and areas, connect with other enterprises and localities to form marine and experience tourism chains and tours in order to promote marine tourism in the locality; initially, the province connects with the international tourist markets to introduce marine tourism services, laying the foundation for the province's strategy in the coming years to attract international tourists in large numbers.

3.3.2. Limitations of state management of marine tourism in Thanh Hoa Province

- Limitations in management of marine tourism resources and environment: Most of the plans do not fully forecast and calculate the potential, socio-economic development, regional linkages, diverse needs of tourists, etc. There is an overlap and unclear authority in state management of marine tourism resources and environment. The management of the wastewater and waste collection and treatment in marine tourism areas is not completely treated, especially during the tourist season; the

wastewater treatment system is overloaded compared to the actual daily wastewater volume. Public toilets at marine tourism destinations do not meet the needs of tourists.

- *Limitations in management of marine tourism infrastructure:* Some localities and authorities do not have effective solutions to invest in important, connected and pervasive infrastructures such as transport, information technology and communications. Infrastructure systems such as transportation to tourism areas and destinations still face many difficulties, especially the connection between marine tourism and cultural, spiritual and community-based tourism products. Some technical infrastructure is invested in and put into operation but degraded and not been maintained and upgraded by the government.

- *Limitations in management of marine tourism business activities:* There is a situation of imbalance in human resources between types of marine tourism in tourist seasons. The inspection, examination, post-inspection, monitoring, and rectification of the business of international and domestic travel, transportation, tourism environment, security, and order has not high efficiency. The management of the marine tourism business in some areas and destinations is limited. The quality of some tourism products is not high. There are violations of regulations on food hygiene and safety, goods quality management; fire and explosion prevention, and rescue.

- *Limitations in management of promotion and expansion of marine tourism market:* The promotion of marine tourism, propaganda and advertising of new marine tourism activities are mainly organized before each tourism season according to the movements, not yet a regular, continuous, and professional program. The basic forms of propaganda and advertising are still traditional forms, not taking full advantage of the power of technology. There is no close linkage between sectors and localities with enterprises as well as among enterprises in tourism propaganda, advertising and promotion activities.

3.3.3. Reasons for limitations in state management of marine tourism in Thanh Hoa Province

** Objective reasons*

- The marine tourism in the Northern region in our country is generally affected quite a lot by the weather.

- Some legal provisions on Tourism, Natural Resources, Environment, Land, Planning, Investment, Construction, Heritage, etc. also have shortcomings and problems.

- The tourism sector in general and the marine tourism field in particular depends not only on the weather but also on the needs of tourists.

- A part of the coastal community and some enterprises providing marine tourism services have limited legal awareness; They do not clearly see their roles and responsibilities in tourism development.

- In the management and exploitation of tourism resources, there is overlap between sectors, causing difficulties in the exploitation of tourism resources.

** Subjective reasons*

- Awareness and responsibilities of some levels of committees and local authorities, especially the heads in leadership and direction for the development of the tourism sector in general and the marine tourism field in particular, are still limited.

- Reform of administrative procedures in the fields of land, investment and construction licensing is not synchronous; there is the situation of harassment and negativity in the works of cadres, civil servants and officials of the government at all levels.

- The government does not allocate adequate resources to invest in the development of marine tourism; funds allocated for the tasks of the Marine Tourism Development Program do not meet the set plan.

- The planning management and supervision are still not strict, leading to low efficiency in the implementation; specialized and interdisciplinary inspection and examination in tourism business activities in some areas are not carried out continuously, but there is an overlap and lack of serious handling of violations.

- The state management apparatus of tourism, including marine tourism, still has shortcomings; the number of cadres, civil servants, and officials is not reasonable; some aspects of professional qualifications, work skills, and service ethics are not good, etc. The tour guide team lacks in numbers; some do not meet requirements.

Chapter 4

ORIENTATIONS AND SOLUTIONS TO IMPROVE STATE MANAGEMENT OF MARINE TOURISM IN THANH HOA PROVINCE

4.1. Forecast of current situation and orientations of marine tourism development in Thanh Hoa province to 2030, with a vision to 2045

4.1.1. Tourism trends in the future

Sustainable marine tourism will be a mainstream trend in the coming years. A survey of Vietnam Report for tourists to Vietnam shows that 94% of participants are willing to spend more on green tourism services to promote sustainable tourism development, and 70.8% of participants are willing to use public transport means to travel to tourist destinations and areas to contribute to environmental protection. It is necessary to pay attention to these changes in the trend of using tourism services in general and marine tourism services in particular in the coming time when developing strategies, programs and policies to develop marine tourism in Thanh Hoa.

4.1.2. Forecast of the socio-economic and marine tourism situation of Thanh Hoa Province

The planning of Thanh Hoa Province in the period of 2021 - 2030, with a vision to 2045, gives the key view of development in depth; turning Thanh Hoa Province into a new growth pole, along with Hanoi, Hai Phong and Quang Ninh to form a development quadrangle in the North of the country. In terms of economy, Thanh Hoa strives for the growth rate of gross regional domestic product (GRDP) in the period 2021 - 2030 to reach 10% or more. By 2030, agriculture, forestry and fishery account for 5.1%; industry and construction account for 57%; services account for 33.3%; and product tax accounts for 4.6%. GRDP per capita by 2025 will reach about \$4,200 or more; and \$7,850 or more by 2030.

In terms of tourism, by 2030, Thanh Hoa will become one of the major tourism centers of the country with high-quality tourism products; focusing on developing tourism on three main types of tourism: marine tourism, community-based ecotourism; and cultural and historical tourism; by 2025, Thanh Hoa will welcome 63,700,000 tourists or more, of which international tourists are 3,087,400 or more, an average increase of 88.7%/year or more.

4.1.3. Orientations for completing state management of marine tourism in Thanh Hoa Province

Based on the current situation of state management and forecasts of the tourism environment, in the period from now to 2030, state management of marine tourism in Thanh Hoa Province should focus on improving the management enforcement and efficiency in developing and deploying the legal documents on state management of marine tourism. In addition to the major orientations, in general, the provincial government should focus on important management areas with a dominant impact on the efficiency of state management of tourism and marine tourism with the following specific orientations:

- *Regarding management of marine tourism resources and environment:* Improve the efficiency, feasibility and closeness to the reality of marine tourism planning, programs and plans to best exploit the potential and strengths of marine tourism of Thanh Hoa Province. Marine tourism development should be consistent with national master plan, and national development orientation; and closely linked with other economic sectors and fields of the locality. Focus on positioning typical marine tourism products of Thanh Hoa based on outstanding potentials and advantages, then giving mechanisms and policies to develop a system of professional marine tourism products. The marine tourism development is associated with the protection and sustainable development of the marine environment.

- *Regarding management of marine tourism infrastructure:* Continue to review the planning to adjust and supplement in accordance with the province's tourism development orientation; focus on improving institutions to diversify resources for marine tourism development; have policies to attract more non-state investment for marine tourism development according to the program and plan of the province.

- *Regarding management of marine tourism business activities:* It is necessary to improve the efficiency of inspecting and supervising the implementation of regulations of the State and local authorities on marine tourism business; and promote the development of state management human resources on marine tourism.

- *Regarding management of promotion and expansion of the marine tourism market:* It is necessary to improve the professionalism and efficiency in marine tourism promotion activities; and professionalize the promotion in close connection with marine tourism investment and development activities in the locality.

4.2. Solutions to improve state management of marine tourism in Thanh Hoa province

4.2.1. Solutions for management of marine tourism resources and environment

- Well perform the planning and planning management, strategic orientation for effective investment to exploit and manage marine tourism resources; promulgate documents unifying the method of managing and administrating activities in marine tourism areas in the province.

- Manage and develop high-quality and competitive typical tourism products of the province associated with the outstanding potential and advantages in natural and cultural resources.

- Manage the environmental protection of marine areas, tourism areas and destinations right from the stage of planning, and making investment projects; have mechanisms and policies to encourage tourism enterprises to use environmentally friendly equipment and technologies, apply business models to minimize waste, reuse and recycle waste; and save energy.

- Promote propaganda to enhance the environmental protection awareness of tourism enterprises and communities.

- Strengthen to inspect and handle violations related to the infringement of marine natural resources, biodiversity; food hygiene and safety, and environmental sanitation in tourism areas and destinations.

- Develop and widely apply a set of Guidelines for environmental protection in the field of tourism in general and marine tourism in particular.

4.2.2. Solutions to improve the efficiency of management of marine tourism infrastructure

- Plan synchronously for the development of socio-economic and tourism infrastructure systems, including marine tourism. Improve the quality and speed up the development of planning for tourism areas and destinations. Publicize criteria and standards to evaluate and measure the quality of planning, and schemes, and unify implementation throughout the province.

- Review delayed marine tourism development projects and schemes to develop appropriate adjustments.

- Clearly identify the ability of resources mobilization to implement the planning right from the formation and approve these marine tourism development plans, and have specific plans for the mobilization and use of resources for implementing marine tourism projects.

- Direct the complete resolution of problems and difficulties in implementing the delayed relic restoration projects to soon complete and put into operation for tourism development. Prioritize the allocation of investment capital to complete key tourism infrastructure projects.

- Develop a serious supervision mechanism to continue to accelerate the progress of projects.

- Need to build communication channels to connect with investors, promptly grasp and remove difficulties and problems for investors during implementing investment projects;

4.2.3. Solutions for management of marine tourism business activities

** Solutions to create a favorable environment for enterprises and communities to develop marine tourism investment and business activities*

- Synchronously deploy solutions, remove difficulties and problems, contribute to strongly improving the business investment environment in the province, and attracting tourism enterprises and investors with potential and strong brands.

- Promote the reform of administrative procedures, create a favorable environment for tourism development enterprises, especially small and medium enterprises; and support enterprises to start up in tourism trading.

- Strengthen the coordination among sectors and localities in tourism development. Enhance the roles and responsibilities of local authorities in ensuring the environment and food safety, tourism civilization, security, social order and safety in tourism areas and destinations in the province.

- Actively apply science and technology in the management and operation of tourism activities, contributing to improving the efficiency of state management of tourism.

- Promote specialized and interdisciplinary inspection and examination in order to control and improve the quality of local tourism services.

- Establish a system of criteria to evaluate the service quality of accommodation facilities, and travel enterprises directly inform tourists for evaluation.

- Research and develop models of tourism area management, especially marine tourism areas, in coordination between the government and units, organizations and individuals conducting business activities in these tourism areas.

** Training support solutions to help enterprises conveniently access marine tourism human resources*

It is necessary to have a clear strategy for human resources in the tourism sector in general, including marine tourism, to meet the actual needs and successfully implement the project of turning marine tourism into a spearhead economic sector of the locality.

** Solutions to strengthen security and order in tourism business activities and ensure the safety of people and tourists*

- Promulgate the Regulation on coordination in security and order assurance for tourism business activities.

- Strengthen to inspect and guide tourism business establishments and enterprises to implement measures to ensure safety, fire and explosion prevention, theft prevention and protection of tourists' property.

4.2.4. Solutions for management of promotion and expansion of the marine tourism market

- Focus on diversifying professional and themed tourism communication, advertising and promotion activities on central television channels and towards prestigious international television channels; promote the power of communication and promote advertising on social networks, etc. in order to successfully develop Thanh Hoa Province's tourism.

- Continue to organize stimulus events in key tourism markets; encourage and guide tourism enterprises to form a tourism stimulus alliance; strengthen domestic and international tourism development links.

- Promote cooperation activities and links between regions and localities of countries that have established relationships with the province to develop products and promote destinations.

4.2.5. Other solutions

- Improve the operational capacity and efficiency of state management apparatus on marine tourism.

- Strengthen the application of smart technologies in state management of marine tourism.

4.3. Some recommendations

4.3.1. Recommendations to the Government

4.3.2. Recommendations to central ministries and sectors

- * *Recommendations to the Ministry of Culture, Sports and Tourism*

- * *Recommendations to the Ministry of Transport*

- * *Recommendations to the Ministry of Finance*

CONCLUSION

The thesis is conducted with the goal of studying and clarifying the theoretical system of state management of marine tourism by the provincial government and, on that basis, applying and evaluating the current situation of management activities of Thanh Hoa provincial government for marine tourism in the past time and proposing solutions and recommendations to improve the state management of the province in this field.

Theoretically, the thesis has developed a theoretical framework for research on the management of provincial government for marine tourism in our country today. Based on an overview of domestic and foreign research works, the thesis clarifies and proposes the provincial government's state management research approach on marine tourism according to the key areas of marine tourism. These are management of marine tourism resources and environment; management of marine tourism infrastructure; management of marine tourism business activities; and management of promotion and expansion of the marine tourism market. Based on this theoretical framework, together with an overview of the research works, the thesis proposes a system of factors affecting the management of marine tourism by the provincial government, as a basis for assessing the reasons for limitations in marine tourism management of Thanh Hoa provincial government.

Regarding practical contributions, the thesis focuses on analyzing and clarifying the current situation of marine tourism management in Thanh Hoa Province in recent years. Marine tourism development is the focus of the current Thanh Hoa's economic development model when marine tourism is considered a driving force of economic growth. State management by the provincial government plays an important role in the development of local marine tourism, reflected in all aspects of marine tourism from management of marine tourism resources and environment to management and exploitation of marine tourism business activities, management and promotion of marine tourism and human resources in the field of marine tourism through specific and effective management mechanisms, policies and measures.

With the above research results, the thesis contributes to the improvement of the theoretical system of state management of marine tourism by the provincial government; and contributes to the completion and improvement of the management efficiency by Thanh Hoa provincial government in order to make the marine tourism sector truly sustainable and become a key economic sector of Thanh Hoa.

Although efforts are made to provide systematic analysis and practical survey evidence to clarify the theoretical and practical issues of state management of marine tourism by the provincial government, due to limited time and resources, the thesis has not been able to carry out quantitative research to confirm the reasons and result relationship between the affecting factors and state management by Thanh Hoa provincial government. Therefore, the analysis of the reasons of limitations in management of marine tourism by Thanh Hoa provincial government has stopped qualitative research from secondary data. Further researches on this topic can be carried out by applying quantitative research methods to quantify the relationship between the affecting factors and state management by Thanh Hoa provincial government./.

LIST OF THESIS-RELATED PUBLISHED SCIENTIFIC WORKS

1. Nguyen Ngoc Tien (2023), "Development of marine tourism in Thanh Hoa Province", Journal of Finance; p.130-133.

2. Nguyen Ngoc Tien (2023), "Development of marine tourism market by the provincial government: Case study of Thanh Hoa Province"; Journal of Economics and Forecasting; p.84-87.

3. Nguyen Ngoc Tien (2023), "State management on marine tourism business activities in Thanh Hoa Province"; Journal of Finance; p.198-202.