

Sustainable Development for Vietnam's Industry

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Abstract: Sustainable development is a global concern. In the development process of the world, each region and country has many common pressing issues. The more the economy grows, the scarcity of raw materials and energy due to the depletion of non-renewable resources is increasing, the more the natural environment is destroyed, the ecological balance is broken. , nature causes extremely catastrophic disasters. It is economic growth not in keeping with social progress and development. There is economic growth but no progress and social justice; economic growth but cultural and moral decline; Economic growth has made the gap between rich and poor differentiated, leading to social instability. Therefore, the development process that needs to harmonize economic growth with social security and environmental protection or sustainable development is becoming an urgent requirement for the whole world.

Index Terms: sustainable development, environmental perspective, policy

I. INTRODUCTION

In 1980, in the "World Conservation Strategy" by the International Union for Conservation of Nature and Natural Resources (IUCN-International Union for Conservation of Nature and Natural Resources) set out the goal of sustainable development. is "achieving sustainable development by protecting biological resources" and the term sustainable development herein is addressed with a narrow content, emphasizing the sustainability of biological development. ecological resources, to call for the conservation of biological resources. In 1987, in the Report "Our Joint Future", the World Commission on Environment and Development (WCED-World Commission on Environment and Development) of the United Nations, "sustainable development" was defined as "Development meets the needs of the present without hurting the ability to meet the needs of future generations."This concept mainly emphasizes the effective use of natural resources and ensures the living environment for human beings during the development process. Sustainable development is a transformation model that optimizes the current economic and social benefits but does not harm the potential of similar interests in the future (Goian and Hecdue, 1988, GS). Grimalino).

The content of sustainable development was reaffirmed at the 1992 Earth Summit on Environment and Development in Rio de Janeiro (Brazil) in 1992 and was supplemented and completed at the World Summit on Sustainable development organized in Johannesburg (Republic of South Africa) in 2002: "Sustainable development" is a development process with a close, reasonable and harmonious combination between 3 aspects of development, including: economic development (especially economic growth), social development (especially implementation of social progress and justice; poverty reduction and job creation) and environmental protection (especially handling , remedying pollution, restoring and improving environmental quality; preventing fire and deforestation; rational exploitation and economical use m natural resources).The concept of sustainable development is gradually formed from the realities of social life and is indispensable. Thinking about sustainable development begins with recognizing the importance of environmental protection and then recognizing the need to address social instability. In 1992, the United Nations Environment and Development Summit held in Rio de Janeiro set out the Global Agenda for the 21st Century, according to which sustainable development was identified as: " A development that satisfies the needs of the current generation without compromising its ability to meet the needs of future generations. "In principle, sustainable development is the process of operating simultaneously three dimensions of development: sustainable economic growth, prosperous society, fairness, stability, diverse culture and a healthy environment, Resources are maintained sustainably. Therefore, the complete system of ethical principles for sustainable development includes the principles of sustainable development in all three economic, social and environmental "stakes".

Up to now, the concept of sustainable development on the international level has a common unity and goals to make sustainable development become a millennium goal.Since the end of World War II, global tourism has grown rapidly with an average passenger speed of 6.93% / year, income is 11.8% / year and becomes the leading important economic sector. According to the World Tourism Organization (UNWTO), despite the prolonged difficult economic situation in some countries and regions, the number of international tourists in 2015 reached more than 1 billion people[1]. It is also the sixth year in a row, achieving an annual growth rate of 4% or more[2].However, in addition to the above positive contributions, there are also many negative things that tourism brings. That is the problem of environmental pollution, security and order, damage to the heritage ... has been mentioned in many of the agenda of countries around the world [3]. That is why it is

necessary to develop tourism models that not only operate efficiently but can overcome these limitations and aim at a sustainable goal[4]. Community-based tourism or community tourism (CBD) is a comprehensive tourism development model, one of the forms of sustainable tourism development, with the direct participation of local people in travel activities. Because of the benefits that tourism brings, people also have a sense of self-awareness in building and protecting their local tourist sites. Especially the condition of our country with more than 70% of the terrain is mountainous. It is a place where many tourism resources (caves, landscapes, forests, streams ...), where many ethnic minorities live, still retain cultural identity. These conditions are extremely favorable for developing community ecotourism and community cultural tourism[5].

II. OVERVIEW ABOUT SUSTAINABLE TOURISM DEVELOPMENT

The term sustainable development was first used in the report "World Conservation Strategy" proposed by the International Union for Conservation of Nature (IUCN) in 1980[6]. The overall goal of the strategy is to achieve sustainable development by protecting biological resources, emphasizing the sustainability of ecological development, in order to call for conservation of biological resources.

Most of the following concepts agree that the inner meaning of sustainable development is a development process with a close, reasonable and harmonious combination between the three aspects of development, economically sustainable, environmentally sustainable and culturally sustainable. Tourism is considered the largest "smokeless industry" on a worldwide scale, contributing positively to the economic development of nations, preserving global cultural values as well as working that touches all aspects of natural resources and environment.

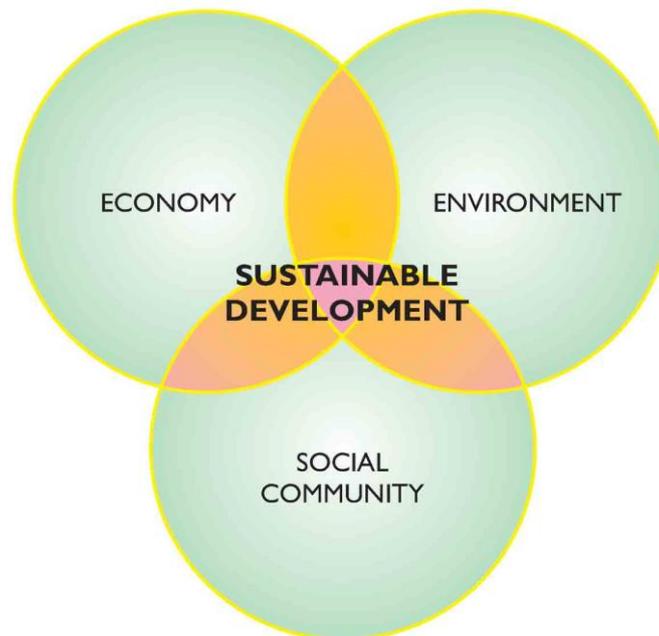


Fig. 1. Triple issue for development[7]

The concept of sustainable tourism development: "It is the development of tourism that meets current needs without compromising the ability to meet the travel needs of future generations." Accordingly, in the development process, it is necessary to ensure the economic sustainability, sustainability of environmental resources and sustainable socio-culture.

In particular, economic sustainability should be understood as a long-term stable development of tourism, creating a significant source of revenue, contributing positively to the growth of the economy and society, bringing benefits to community, especially local people. Local people's living standards are improved from tourism, they will have a reason to protect this source of income by protecting natural resources and environment, protecting traditional cultural values for tourists to continue. Next, through which poverty reduction will bring opportunities to improve living standards for local people, economic growth for disadvantaged areas.

Issues of sustainable development have been introduced since the 1980s, conducting research on this issue; many scientific studies have been carried out to provide aspects related to sustainable development. Since the 1990s, scientists around the world have mentioned a lot about developing tourism with a purely economic purpose that threatens to destroy the ecological environment, to the local culture[8]. The consequences of these

impacts will again affect the long-term development of the tourism industry itself. But defining sustainable tourism development not only focuses on environmental protection but also focuses on maintaining local cultures and ensuring economic development and fair benefits for the group of participants. Sustainable tourism development is considered to be a branch of Sustainable Development, with many definitions already in place and the research team offers a number of concepts given:

According to the World Commission on Development and Environment Conference (or Brundtland Commission) identified in 1987: "Sustainable tourism development is a development activity in a specific area so that content and images are consciousness and scale are appropriate and sustainable over time, do not degrade the environment, affect the ability to support"[9].

According to the World Tourism Organization (WTO): "Sustainable tourism development is the development of tourism activities to meet the current needs of tourists and indigenous people, while still interested in preserving and embellishing resources for future tourism development"[10]. Sustainable tourism development is the most complete and comfortable meeting the needs of tourists, attracting tourists to regions and tourist spots today and protecting and improving the quality for the future.



Fig. 2.Sustainable Development

So far, most experts in tourism and other related fields in Vietnam think that: "Sustainable tourism development is a mining activity that manages natural and human values to satisfy the diverse needs of tourists, pay attention to long-term economic benefits while ensuring the contribution to conservation and restoration of resources, maintaining cultural integrity to develop future tourism activities; for environmental protection and contribute to improving the living standards of local communities". This is also the concept that the authors use as a basis for conducting research.

III. PRINCIPLES FOR SUSTAINABLE TOURISM DEVELOPMENT

Tourism is a general economic sector, interdisciplinary, interdisciplinary and highly socialized, in order to develop sustainably, requires the common efforts of the whole society. The goal of sustainable development brings harmony between economy - society and the environment but does not affect the future. To accomplish that goal, it is necessary to identify 10 principles of sustainable tourism development, taking the guideline for the next activities, helping the tourism industry to develop sustainably in the future, specifically:

A. Firstly, exploit and use resources appropriately

Resources are the overall geographical location, natural resources, national asset system, human resources, policy guidelines, capital and market ... both at home and abroad can be exploited to serve service for tourism development. The sustainable use and conservation of socio-cultural natural resources is absolutely necessary to ensure long-term development and exploitation for tourism activities based on the calculation of current needs.

Tourism industry should prevent vandalism to natural resources, environment, humanity, develop and enforce reasonable environmental policies in the areas of tourism, install noise reduction equipment air and water sources ... Implementing the principle of preventing and respecting the needs of local people, protecting and supporting the inheritance of national cultural heritage in the world, implementing tourism activities Responsible and ethical calendar, resolutely eliminating tourism activities that are not in the traditional style.

B. Second, minimize excessive consumption of natural resources

The consumption of natural resources at a level that is sufficient on the one hand helps restore natural resources. On the other hand, reducing waste to the environment will avoid many costs for environmental recovery, contributing to increasing the quality of tourism.

In order to implement this principle, the tourism industry must encourage the reduction of improper consumption by visitors. Prioritize the use of local resources, reduce waste and ensure safe waste discharged by visitors, support, invest in local infrastructure, waste recycling projects, is responsible for recovering losses through the tourism planning work created.

C. Third, maintain the diversity of nature, society and humanity

Need to respect the diversity of nature, society and environment of the destination, ensuring the pace, scale and type of tourism development, to protect the diversity of local culture. Preventing respect for each region's capacity, closely monitoring tourism activities for plants and animals, integrating tourism activities into activities of the community. At the same time, preventing the replacement of long-term traditional industries with modern industries, encouraging specific characteristics of each region and region should be considered. Developing tourism in accordance with indigenous culture, social welfare, the needs of development, ensuring scale, progress of tourism types in order to increase mutual understanding between visitors and local residents may be the suitable solution for Vietnamese situations.

D. Fourth, tourism development must be placed in the overall socio-economic planning

The long-term survival of the tourism industry must be within the strategic framework of the nation, region and locality on socio-economy. In order to ensure the development, the tourism industry needs to take into account the immediate needs of both people and tourists, in the planning need to unify the economic - social, environmental aspects, respect the national strategy. Households, regions, territories, localities, integrated industry development in the general strategy, taking the overall strategy as a development orientation for the whole industry. Development of the tourism industry must be appropriate to the locality, in accordance with the planning assigned by the locality, that development is sustainable and long-term.

E. Fifthly, tourism development must support the local economy

With interdisciplinary peculiarity, sustainable development is not only about it but also in many other fields, in the field of tourism. Support for other industries is not only large enterprises but also small and medium enterprises are the ones that are heavily supported, leading to economic support for the locality. In other words, the tourism industry serves as a platform for diversifying by economic activities in many fields. Investment in tourism, not only tourism products, project areas, but also tourism infrastructure, local infrastructure, and bringing benefits to many local economic sectors.

F. Sixth, attract the participation of local communities in sustainable tourism development

The participation of local communities is a factor to ensure sustainable tourism development. When the local community is involved in tourism development, it will create many favorable conditions for tourism, because they are responsible for the region's natural resources and environment.

Therefore, the tourism authority must respect the needs and aspirations of the local community. Supporting local community views in their own development encourages them to participate in projects and activities for sustainable tourism development. Support businesses to participate in projects, solve difficulties for local residents, cooperate with local people to provide their own goods and services to visitors, contribute to tourism development in your locality.

G. Seventh, get opinions of people and related subjects

The exchange between the tourism industry, the community and the relevant agencies is essential to relieve the conflicts in the process of implementing the steps of tourism development. Consult with stakeholders and the community, domestic and foreign organizations, non-governmental, government with ideas for the project, for sustainable tourism development, integration The interests of the parties aim to harmonize benefits in the process of implementation.

Tourism also brings direct contact between visitors and local people and potential changes due to the impact of tourism activities. Widely consult with people and stakeholders to encourage participation to adjust the next steps, integrate appropriate benefits.

H. Eighth, focusing on human resource training

With sustainable tourism development, human resource training and development is an essential task. A skilled workforce training skills, not only brings economic benefits to the industry but also enhances the quality of tourism products.

In the recruitment phase, paying attention to local human resources, focusing on professional training, should integrate environmental and social issues in training and awareness to rise for officials, students and people. People participate in tourism activities about cultural identity, unique cultural products in their localities. Support for educational institutions by sharing profits from the tourism sector.

I. Ninth, marketing the tourism industry responsibly

Need marketing, providing adequate information for visitors through the media of newspapers, radio, and internet. Need to take advantage of the great power from the internet, search engines, the explosion of social networks and smart devices. However, broadcast information needs to be screened and censored before being made public to help interact with visitors around the globe more effectively.

J. Tenth, attaching importance to scientific research in Tourism

In order to become a professional, modern and sustainable economic sector, scientific research plays an important role in building strategies, planning, training and delivering activities, tourism development. The achievements of science and technology on tourism in the fields have recently become important scientific platforms with high practical applications, contributing to the development of the tourism industry.

Research results of some scientific works are valuable references for state management agencies in completing legal documents, planning development policies and strategies. Therefore, in the coming time, to encourage scientific research and supervision of activities related to tourism activities, sustainable development of the tourism industry, encouraging the evaluation of data before conducting a project. At the same time, support the research and investigation of information as well as research results, for related subjects.

IV. RECOMMENDED TO IMPROVE THE SUSTAINABILITY OF TOURISM MODELS IN VIETNAM

A. Solutions to improve sustainability for the group of environmental criteria

Currently, the world in general and Vietnam in particular are facing great challenges of the era such as climate change, exhausting natural resources. This requires countries to use their resources responsibly, especially natural and human resources. In that context, developing tourism towards sustainability becomes a common trend and is also the optimal solution for the development of tourism.

It can be seen that sustainable tourism development is not only a separate issue of Da Nang city but it is always an urgent issue for Vietnam's tourism development process. For the major tourist cities of the country, the tourism industry becomes a key economic sector, the development problem becomes extremely important. Therefore, in order to become a perfect travel destination brand, these cities need to drastically implement solutions for sustainable development, both economically, socially and environmentally, along with bright ideas to create and be more unique to affirm your travel position on the tourist map of Vietnam and the region at present as well as in the future.

Firstly, local communities and local authorities need to immediately calculate the number of families that retain ponds associated with stilted architecture to strictly forbid acts of leveling ponds and lakes for use for other purposes and protecting this traditional landscape from the risk of disappearing. In addition, it is necessary to keep these spaces clean to avoid unsanitary conditions, to separate the areas where livestock and poultry are kept and to ensure that it is used for tourism purposes.

Secondly, the issue of awareness of tourists is not one-sided soon, but measures to raise their awareness must always be carried out in parallel with tourism business. Most importantly, it is necessary to actively propagate to tourists that small acts can cause great consequences, while preserving a clean green tourism space and showing beautiful images in the eyes of foreign tourists.

Third, the issue should be more concerned about the urgent need to have a professional waste treatment system and centralized landfill.

Fourth, when the economic aspect has been ensured, the parties must make a common contribution to money for environmental protection. These contributions may be in the form of waste disposal fees, road sanitation, and construction of public sanitation facilities. In addition, homestay tourism households have to

spend enough money on cleaning equipment such as brooms, garbage bins, toilet paper, to invest in building standard toilet renovation.

Fifth, scientists, inspectors, and managers must regularly conduct environmental quality assessment for villages. Ensuring good operation of the waste treatment system, environmental indicators at the permitted level and overcoming environmental incidents in a timely manner.

B. Proposal to improve sustainability for the group of criteria for Community & Tourism Development

Firstly, about the attitude of interaction between people and tourists, the natural and unsettling behavior of a part of the community makes them misunderstood as lack of affection for tourists.

Second, Ban Lac tourism is cultural tourism, so it is necessary to create easy opportunities for tourists to participate in the cultural activities of the local people. Typically, cultural and cultural exchange sessions. In addition to the pre-scheduled programs of tourist delegations, the locality should have free and public exchange programs within the tourist destinations to facilitate the excuse and families of few tourist groups.

Thirdly, in the direction of implementing training and retraining to improve the quality of tourism human resources, it must aim at two basic objectives: education of political qualities and professional ethics. The attitude of communication with organizations and individuals related to tourism activities for the contingent of cadres and civil servants and the professional training and retraining. Business skills for direct tourism workers and local communities in the village to promote professionalism for every citizen are very necessary.

Fourthly, the policies on tourism investment must be really clear, should not be extended to allow outsiders to participate in tourism business here, but must cooperate and do business between households. The family makes travel and travel businesses, creating conditions for these businesses to continue to connect with households that do not have much cooperation.

Fifthly, regarding the promotion and promotion of tourism, the organization of domestic and foreign tourism programs and events needs to be invested and carefully prepared from the content to the third image. Focusing on the professional direction, contributing to promoting tourism development, increasing the number of visitors to the village is extremely necessary.

V. CONCLUSION

It must be emphasized that humanity has never witnessed rapid changes on a large scale and increasing depth in the fields of social life of the world brought about by the development process. as in recent times. Apart from the positive side and the progress, it is impossible not to admit that the process has been putting all countries in front of a series of hot global issues, affecting and directly threatening human development prospects. , such as increasing trends in social inequality and disparities between rich and poor, natural resource exhaustion and ecological environment pollution, global security issues, risks of cultural degradation, etc. serious consequences of the old conception of development (short-term development, identical development with economic growth). All of this forces humanity to look forward to a new, sounder and smarter conception of development - a sustainable development strategy. Not outside the common movement trajectory of the world, in Vietnam, sustainable development has been identified as a strategic, long-term goal.

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