

# PHU YEN TOURISM: POTENTIAL, CHALLENGES AND SUSTAINABLE DEVELOPMENT ORIENTATION

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## ABSTRACT

Phu Yen, a peaceful and culturally rich province in Central Vietnam, possesses all necessary and sufficient conditions for sustainable tourism development, including diverse natural and cultural resources, improving infrastructure, and growing community engagement. Despite this potential, Phu Yen's tourism lags behind neighboring provinces such as Khanh Hoa and Binh Dinh due to limitations in brand positioning, marketing strategies, human resources, and product diversification. Located between two well-known tourist hubs, Phu Yen faces both competitive pressure and opportunities to emerge as a distinctive destination. This article analyzes the locality's current tourism landscape through the lens of sustainable development theory, applying SWOT analysis and comparative methods. Based on the findings, the authors propose strategic solutions such as professional branding, product diversification, regional connectivity, infrastructure upgrades, and policy innovation. These approaches aim to transform Phu Yen into a dynamic and sustainable tourism destination, contributing significantly to local socio-economic growth by 2030.

*Keywords:* Phu Yen tourism, potential, challenges, sustainable development, strategic solutions.

## 1. INTRODUCTION

Phu Yen - A peaceful and poetic land in the Central region, is blessed by nature with many outstanding relics and landscapes such as Da Dia reef, Xep beach, Xuan Dai bay, O Loan lagoon...[5] along with a diverse marine and forest ecosystem. Not only that, this place also preserves many cultural values, unique historical heritages and rich cuisine. In terms of infrastructure, Phu Yen owns Vung Ro port, Tuy Hoa airport, a convenient transportation system [16], and strongly developed accommodation facilities in recent years.

However, despite possessing many favorable conditions, Phu Yen tourism has not really "taken off", has not created a momentum commensurate with its potential. This issue has not been fully studied and thoroughly resolved to create a sustainable premise for the development of Phu Yen tourism. Therefore, the article focuses on analyzing the necessary and sufficient conditions for the sustainable development of Phu Yen tourism, and explains why this locality is still slower than neighboring tourist centers such as Nha Trang (Khanh Hoa), Quy Nhon (Binh Dinh). From there, it proposes a number of strategic and practical solutions to create breakthroughs in the coming period.

## 2. THEORETICAL BASIS AND RESEARCH METHODOLOGY

### 2.1. Theoretical basis

The theory of sustainable tourism development shows that for a locality to become an attractive destination; it needs to converge the following basic factors [6]:

- Having rich natural and human tourism resources.
- The tourism infrastructure and technical facilities system meets the needs of tourism development.
- Human resources for tourism are sufficient to develop local tourism.
- Policies and mechanisms to support tourism development.
- Market and promotion activities serve tourism development well.

In which, necessary conditions are basic factors that must exist to form tourism products; sufficient conditions are additional factors that create differences and promote rapid, strong and sustainable tourism development.

Some recent studies have "exposed" tourism sustainability during and after the Covid-19 pandemic with optimal information technology solutions [20] or considered the practice of "responsible tourism" as a way to "sustainability in tourism" [22]. These particularly important studies are very useful in providing synchronous solutions for sustainable tourism development in Phu Yen.

### 2.2. Research methods

The article uses a combination of methods:

- Analysis - synthesis: reports, strategic documents, specialized documents on tourism development related to tourism and sustainable tourism development in Phu Yen. Based on secondary data and expert opinions, combine the use of SWOT to assess strengths, weaknesses, opportunities and challenges in tourism development in Phu Yen province.

- Statistics - comparison: analyze Phu Yen's tourism reports from 2020-2024 and compare visitor number statistics and tourism revenue for the first quarter of 2025 of Phu Yen, Khanh Hoa and Binh Dinh provinces.

## 3. ASSESSMENT OF CONDITIONS FOR TOURISM DEVELOPMENT IN PHU YEN

### 3.1. Natural tourism resources

Phu Yen is blessed with:

- The 189km long beach, clear blue water, white sand such as Xep beach, Mon beach, Goc beach...[14] The special feature of Phu Yen's beaches is the wild, poetic beauty, very suitable for building isolated beach resorts and having high competitiveness with mass beach resorts in neighboring provinces such as Khanh Hoa, Binh Dinh. Some high-class beach resorts have been formed in Phu Yen such as Zannier, Coconut... have proven this statement.

- The amazing natural landscapes such as Da Dia reef (geological heritage), Xuan Dai bay, O Loan lagoon, Da Bia mountain...[5] blend in the national cultural and historical space. The harmonious combination of nature and indigenous culture has created a very unique Phu Yen besides some similarities with Khanh Hoa and Binh Dinh. "Nau" region Phu Yen associated with the amazing natural landscapes has recently been visited by many tourists.

- The diverse ecosystem with forests, lagoons, bays, islands... still has a pristine character, which is also a characteristic of this place. "Phu Yen is located between two passes; two lagoons, two bays, where love can find its way" (Phu Yen folk song). To the south is Ca pass, the border of Phu Yen - Khanh Hoa, with Vung Ro bay connecting a strip; to the north is Cu Mong pass, the border of Phu Yen - Binh Dinh, with Xuan Dai bay connecting a region with cool green islands [14].

### **3.2. Human resources and historical heritage**

- Phu Yen currently has 125 ranked relics/landscapes; of which, 3 are special national relics/landscapes, 21 are national relics/landscapes, and 101 are provincial-level relics/landscapes (Phu Yen's Department of Culture, Sports and Tourism, 2025). Tourists know Phu Yen with the new tourism slogan "One destination - Three special national relics/landscapes": Nhan tower architectural relic, Vung Ro wharf historical relic and Da Dia reef landscape.

- Phu Yen is a land of Cham - Vietnamese cultural exchange with unique traditional festivals such as O Loan lagoon festival, Da Rang river boat racing festival... with typical cultural - tourism activities such as Nghinh Ong festival, Bai Choi singing festival...[15] The interweaving of traditional - modern culture especially attracts foreign tourists to learn, explore and experience.

- Although there are not many traditional craft villages in Phu Yen, they are unique; notably Hoa Da rice paper village, Ganh Do fish sauce village, Vinh Ba weaving village...[15] The products of the craft village are quite famous inside and outside the province, some have followed international tourists to the markets of Asia, Northeast Asia, Southeast Asia... In addition to the need to use the products, tourists also want to personally/participate in some stages of making the products.

### **3.3. Tourism infrastructure and services**

- Transportation: Phu Yen has the North-South railway, National Highway 1A running through it, and is completing the national highway system, helping to shorten travel time between the locality and provinces/cities across the country [16]. Phu Yen has Vung Ro port, Tuy Hoa airport, expected to develop into an international airport with direct flights to Russia when the world political and economic situation is more stable [13].

- Accommodation: The system of 3-5 star resorts and hotels in Phu Yen is developing quite rapidly, currently meeting the accommodation needs of domestic and international tourists. Phu Yen currently has 3 five-star resorts/hotels, 1 four-star hotel, 5 three-star hotels along with many 1-2 star accommodation establishments and a series of standard homestays (Phu Yen's Department of Culture, Sports and Tourism, 2024). Some accommodation establishments are applying flexible check-in services for tourists such as choosing their own rooms, locations, and amenities according to their own needs to create the most comfort for tourists.

- Supplementary services: Cuisine, tour guides, tourist information centers... are gradually being improved. The local tourism industry is promoting digital transformation in tourism with smart and convenient tourism services. Websites provide a variety of information about destinations to help tourists easily search and choose places to stay, eat, visit, have fun, play, shop... In addition, some travel agencies or accommodation establishments also promote communication and promotion activities on mass media to increase the ability to reach tourists quickly and promptly.

### **3.4. Development policy and orientation**

- Phu Yen has identified tourism as a key economic sector in the province's socio-economic development plan for the period 2025-2030 [11]. It focuses on sea and island tourism, community tourism, rural tourism and craft village tourism. Accordingly, the province also has policies to support the community, farmers and fishermen in tourism with the desire to improve the material and spiritual life of local people when participating in tourism activities. From here, a number of tourism models have been born and put into operation such as fishing village tourism in An Hai, Long Thuy; community tourism in Hon Yen, Song Hinh; rural tourism in Song Ba, An My; craft village tourism in Hoa Da, Song Cau... In addition, the province is focusing on exploiting spiritual tourism and high-tech agricultural tourism in Van Hoa plateau to diversify local tourism types/products.

- Many preferential policies, calling for investment in tourist areas, high-end resorts. Recently, a series of large tourism projects are starting to be implemented, some are going into operation in each item, gradually meeting the diverse needs of tourists. The province prioritizes complex, feasible projects to create a comprehensive breakthrough in tourism products with modern, high-end tourism services to attract luxury tourists with high spending ability. The direction of 3D spatial development in Phu Yen province has been clearly established by forming concentrated tourist areas in the North, South and West of Phu Yen. In particular, creating a specific mechanism for businesses/individuals to develop community tourism models associated with rural/agricultural areas. At the same time, enhancing the preservation and promotion of indigenous cultural values to build local specific tourism products associated with festivals/traditional craft villages.

In short, Phu Yen is a locality that has all the necessary conditions to develop tourism. However, it still lacks strong enough factors to create a breakthrough driving force.

## **4. WHY HAS PHU YEN TOURISM NOT "TAKEN OFF"?**

### **4.1. Location "between" two major destinations**

Phu Yen is located between Nha Trang (Khanh Hoa) and Quy Nhon (Binh Dinh) - two prominent tourist centers that have developed strongly in both infrastructure and brand. Tourists often choose Nha Trang or Quy Nhon instead of staying long in Tuy Hoa (Phu Yen). In terms of potential, Phu Yen has no shortage of outstanding natural and cultural tourist attractions. Instead of choosing this place as a destination, tourists tend to stop by rather than stay. The two places that tourists often choose are Nha Trang (Khanh Hoa) and Quy Nhon (Binh Dinh). In fact, tourism services in these two places are very good and account for over 90% of the local tourism product structure. Every time they come to Nha Trang or Quy Nhon, tourists have a different feeling about the rapid and continuous changes in investment, upgrading, and development of diverse tourism services. Meanwhile, for many tourists, Phu Yen is just a place with beautiful scenery, delicious food, good sleep, lacking in supporting tourism services, completely failing to satisfy the diverse needs of tourists. Coming to Phu Yen, it is very difficult to find an area with enough places to eat, stay, relax, shop... and have to move to many different locations.

*Table 1. Number of tourists and tourism revenue of Phu Yen, Khanh Hoa and Binh Dinh in the first quarter of 2025*

Province	Total visitors (million times)	Compared to Q1/2024 (%)	Total revenue (billion VND)	Compared to Q1/2024 (%)
Phu Yen	0.6	+ 24.1	2,418	+ 49.6
Khanh Hoa	2.5	+ 19.7	13,850	+ 21.8
Binh Dinh	3.2	+ 14.8	7,330	+ 15.1

*(Source: General Department of Tourism, 2025)*

For many years, the number of tourists and tourism revenue in Phu Yen has been much lower than in Khanh Hoa and Binh Dinh. According to statistics from the General Department of Tourism, in the first quarter of 2025, Phu Yen will have a total of over 0.6 million visitors, an increase of 24.1% over the same period in 2024; Total revenue reached 2,418 billion VND, an increase of 49.6% over the same period. At the same time, Khanh Hoa welcomed over 2.5 million visitors, an increase of 19.7%; Of which international visitors are more than domestic with over 1.3 million; Total revenue reached 13,850 billion VND, an increase of 21.8%. At this stage, Binh Dinh had a total of over 3.2 million visitors, an increase of 14.8%; of which international visitors were over 0.2 million, an increase of 8.1%; Total revenue reached 7,330 billion VND, an increase of 15.1%. Although the growth rate of tourists and tourism revenue of Phu Yen is higher than the two neighboring coastal provinces, the absolute value is far lower. The above numbers clearly show the reality of Phu Yen tourism development compared to Khanh Hoa and Binh Dinh.

#### **4.2. Lack of marketing strategy – brand positioning**

- Phu Yen tourism does not have an impressive slogan or an effective communication strategy. One of the weaknesses of Phu Yen tourism is the branding and tourism promotion. While Phu Yen possesses many invaluable tourism resources, it is completely possible to build an impressive brand and form a unique destination. Phu Yen tourism slogan "Attractive and friendly" also needs to change over time to renew the destination. After all, what attracts tourists is still tourism services, because the tourism slogans of Khanh Hoa "Touching the heart" and Binh Dinh "Culture in harmony with nature" have been effective for many years when tourists choose these destinations to experience and have positive feedback.

- Tourism images have not been widely disseminated on international platforms. Phu Yen tourism is still local and has not yet reached international standards, while Phu Yen has been endowed by nature with a "trump card" that can create a unique tourism brand in Vietnam, which is the geological heritage of Da Dia reef [10]. If we know how to combine and develop with the surrounding natural and cultural environment, we will create a unique stone cultural space. Tourists who know Khanh Hoa as the Land of Agarwood, Binh Dinh as the Land of Martial Arts, will know Phu Yen as the Land of Heritage. Obviously, the three destinations including Phu Yen, Khanh Hoa and Binh Dinh, although having many similarities, can still create differences to create their own brands. Phu Yen has the necessary factors, then it must have sufficient factors to make a breakthrough, in which establishing a successful marketing strategy - brand positioning will create a strong change for the locality in the coming time.

### **4.3. Limited customer market**

- The number of international visitors is still very low, mainly domestic visitors. The international tourist market is small, mostly coming from Asia, Northeast Asia and Southeast Asia; European tourists have gradually disappeared; the Australian and American tourist markets have not been exploited. The domestic tourist market is monotonous, mainly coming from Hanoi, Ho Chi Minh City, the Southwest and the Central Highlands. Meanwhile, according to statistics from the General Department of Tourism (first quarter of 2025), the number of international visitors in Khanh Hoa is higher than domestic visitors. Although international visitors in Binh Dinh are not as numerous as domestic visitors, the number of visitors is relatively stable, the tourist market is diverse, and the target audience is diverse. It is necessary to exploit the strengths of Phu Yen, Khanh Hoa and Binh Dinh, which are island tourism combined with cultural tourism, which are popular destinations for many international visitors, especially China, Japan and Korea.

- There is no strong connection with large domestic and foreign travel companies. In Phu Yen province, there are only 2 international travel companies, Dragon Travel and Viet Travel, with limited inbound and outbound customers. There are also not many domestic travel companies, typically Nghinh Phong Travel and De Men Travel, mainly exploiting the small, low-potential retail market. Tourists from Phu Yen province account for the majority, traveling from one region to another for sightseeing and experience. With the orientation of diversifying the market and tourism products, a strong connection is needed, especially between the South Central Coast and the Central Highlands, which is also an inevitable trend of national unification in the coming time.

### **4.4. Tourism products are still monotonous**

- Lack of typical products with local identity. Phu Yen is identified as a locality that can develop specific tourism products such as tourism products associated with the stone cultural space, specialized beach resort tourism products at isolated, high-class beaches. Although local tourism products have improved recently, they are still too few compared to the increasing demand of tourists. It is also necessary to reaffirm that the main thing of tourism products is still tourism services, which Phu Yen tourism products are too lacking and weak, not able to attract tourists like Khanh Hoa and Binh Dinh provinces. Also sea and island tourism, but tourism services in Khanh Hoa and Binh Dinh are more diverse, with better quality assurance. Also cultural tourism, but Khanh Hoa develops Cham culture to the maximum, Binh Dinh thoroughly promotes traditional martial arts culture while Phu Yen has not really invested in stone culture.

- Nighttime entertainment activities and community experiences are still limited. In Phu Yen, besides the night market, there are almost no night tourism services. Nighttime entertainment activities take place for a short time, after 10pm there are no tourists. Community experiences other than eating and staying with local people have not been organized to experience daily life with the community. In general, community culture has not been optimally exploited to enhance the experience for tourists. In terms of night entertainment activities, Khanh Hoa has done better than Binh Dinh and Phu Yen with a myriad of cultural and tourism activities that blend traditional and modern, extremely attractive to tourists such as night streets, ancient markets, mansions, museums... along with countless areas for different groups of Western and Chinese tourists. In terms of community tourism, Khanh Hoa and Binh Dinh have built and developed fishing village communities and ethnic minority communities, creating a multi-experience space for tourists while contributing to improving the material and spiritual life of local communities.

#### **4.5. Unprofessional human resources and services**

- Human resources in the tourism industry are still lacking in skills, expertise and foreign languages. In general, the tourism human resources in Phu Yen have not met the training and recruitment needs. Graduates lack skills, expertise and are weak in foreign languages. How to develop local human resources is necessary because attracting tourism human resources from other places is extremely difficult. Nha Trang (Khanh Hoa) and Quy Nhon (Binh Dinh) are not only two major tourism centers but also a very professional learning and working environment in the tourism sector. Tourism training facilities in these two localities fully meet the labor demand in the province and at the same time increase tourism labor for some neighboring provinces such as Ninh Thuan, Binh Thuan, Quang Nam, Quang Ngai and especially Phu Yen. While, although there is a Tourism major at Phu Yen University, many people think that studying in Phu Yen can only allow them to work in Phu Yen and it is difficult to find suitable jobs in neighboring provinces or big cities such as Hanoi, Ho Chi Minh City, Hue, Da Nang...

- Some services are not up to standard, lacking friendliness and professionalism. Phu Yen - An attractive and friendly destination is currently having difficulty maintaining its inherent attractiveness and friendliness. With the current tourism trend, tourists need professional services, in addition to friendly and attractive factors, it is necessary to go hand in hand with professionalism and standards, especially in tourism services. If these elements are not found in a destination, tourists will certainly turn away. How to maintain tradition while promoting modernity in providing tourism products and services is something that must be paid attention to and realized. Phu Yen needs to learn from Binh Dinh and Khanh Hoa provinces on how to do tourism so that "culture harmonizes with nature" to be able to "touch the hearts" of tourists, in line with the famous tourism slogans of these two provinces.

### **5. SOLUTIONS FOR PHU YEN TOURISM TO TAKE OFF AND DEVELOP SUSTAINABLY**

#### **5.1. Professional branding and communication**

- Building a unique image: "Phu Yen - a peaceful place of sea and sky". As the spirit of the song lyrics: "The sea and sky of our homeland - Beautiful as brocade", how to "embroider flowers and weave brocade" on the inherently peaceful sea and sky is not easy. In that peace, there must be spectacular, unique touches like "weaving brocade and embroidering flowers". In the brilliance and prominence of that brocade, there must be a wild, peaceful place. Let visitors feel a Phu Yen that is both peaceful and rich, true to its name. To do that, Phu Yen needs to improve the external environment and the internal space synchronously. There, establish a truly natural environment with friendly materials such as bamboo, shells... but the internal space must be modernized with high-class items that are in harmony with nature. We can find in Phu Yen a modern, rustic and close Gozo penhouse next to Nghinh Phong tower or a San Ho beach with high-class villas made of pebbles and mother-of-pearl lying peacefully in Xuan Dai bay. Such models need to be replicated and developed, contributing to building destinations and forming a unique brand of Phu Yen coastal land.

- Increase digital communication, cooperate with KOLs, travel bloggers, international platforms. This era is no longer the era of "natural fragrance", but destinations must be communicated internationally in a truly explosive way with digital platforms, in addition to cooperation with KOLs, support from travel bloggers. But the important thing is perfect preparation before putting it on all social platforms, because if virtual reality is too far from

reality, not only will it not attract more tourists, but it can also be the end of tourists' return in the future.

## **5.2. Diversify tourism products**

- Developing community tourism (craft villages, fishing villages). In the national project on developing community tourism, priority is given to developing community tourism in rural and coastal areas. Accordingly, community tourism in local craft villages and fishing villages is the central and correct direction. Developing community tourism will change the face of the community. If developed in the right direction, community tourism will help local people improve their material and spiritual life as well as upgrade the culture and civilization of the community. It can be seen that after a short time of exploiting community tourism in Hon Yen, Song Hinh, the communities in these places have had positive changes in income, lifestyle and tourism thinking; or the fishing village community in An Hai, Long Thuy also has strong changes in creating the image of a new and different "Nau" region; or the rural communities in Song Ba, An My and Hoa Da, Song Cau have exploited the value of craft villages to develop local tourism.

- Ecotourism - exploration (forests, mountains, lighthouses, scuba diving). With the great potential of forest and sea resources, Phu Yen province's tourism needs to focus on developing ecotourism combining exploration of forests, mountains, lighthouses, scuba diving with typical tours "Conquering Da Bia mountain", "Welcoming the sunrise at Dai Lanh cape", "Diving at Chua island to see coral"...[1] It is important to add tourism services to support the main products such as designing rest stops when climbing mountains, increasing overnight tents to welcome the sunrise, providing means of scuba diving to see coral...

- Organize annual festivals at regional level. With the intangible cultural heritage of "Bai Choi singing", it is very convenient to organize annual festivals associated with cultural - tourism activities such as Nghinh Ong festival, boat racing festival...[1] combined with organizing folk games such as rowing baskets, jumping, cockfighting... Maximizing the exploitation of the natural environment - island culture and stone culture in festival activities will be a unique tourism product attracting a large number of tourists.

## **5.3. Strengthening regional connectivity**

- Connecting tours with Khanh Hoa and Binh Dinh according to the model of "tourism triangle" [2] or "tourism quadrilateral" with the Central Highlands [3]. Because it is a coastal region, Phu Yen is convenient to connect Khanh Hoa and Binh Dinh in exploiting the cultural space of the sea and islands, promoting the uniqueness in building sea and island tourism products with both common and unique features. In addition, it is necessary to create a different experience of the sea and forests for tourists, with the aim of increasing the experience and prolonging the length of stay of tourists at the destination.

- Coordinate the organization of inter-provincial events, build combo products. It is both a combination of sea - island and sea - forest to create an open space with 3 coastal provinces (Phu Yen - Khanh Hoa - Binh Dinh) [2] and 4 mountainous provinces (Dak Lak - Dak Nong - Gia Lai - Kon Tum) [3]. This is also a trend of national unification on a large scale. Therefore, localities across the country need to take advantage of that advantage to keep up with the development speed in different regions.

- Developing tours "One journey - Three destinations" (Phu Yen and Khanh Hoa, Binh Dinh) [2], tours "Up to the forest - Down to the sea" (Phu Yen and Dak Lak, Dak Nong, Gia Lai, Kon Tum) [3] together exploiting the Northeast Asian market (China, Japan and Korea)

and at the same time developing some other potential tourist markets in Asia, Europe and America.

#### **5.4. Upgrade infrastructure and service quality**

- Investment in synchronous infrastructure: electricity - water - transportation - telecommunications. The destination chosen by tourists must be a convenient destination with optimized electricity, water, transportation, and telecommunications systems. Tourists have the right to demand a destination with synchronous investment in electricity, clean water, convenient transportation, and fast telecommunications. Among the above factors, transportation is a weakness of Phu Yen, when the road system is widely disrupted, it needs to be promptly remedied.

- Improve the quality of accommodation, food and beverage, entertainment services... The quality of accommodation, food and beverage, entertainment services must follow certain criteria, ensuring that they are standardized globally. The goal is to serve foreign tourists according to international standards. By bringing multinational tourism corporations to the locality, the locality will then be recognized according to common standards. Some large tourism corporations have appeared in Phu Yen such as Rosa Alba, Tui Blue... with national and international standards/criteria.

- Training professional tourism human resources, fluent in foreign languages. Training and recruitment of human resources need to have a common voice. Tourism training facilities must closely follow the needs of the labor market, ensure output quality, and meet the professional requirements of society. In particular, focus on foreign languages, especially English - the global language; in addition, strengthen some other foreign languages such as Russian, Chinese, Japanese, Korean... to be able to proactively welcome multinational tourists.

#### **5.5. Effective investment incentive policy**

- Support procedures, land, and taxes for strategic investors. For tourism projects, priority is given to potential investors while creating all favorable conditions for the project to be implemented quickly and put into operation promptly and quickly. Phu Yen's advantage is that there is still a lot of land fund, which can implement large projects, and needs a large enough land fund to build complex projects. In addition, spacious roads and open space are also advantages to attract strategic investors.

- Create conditions for local businesses to develop ancillary services. In addition to the main services such as accommodation, food, transportation, shopping, etc., it is necessary to create conditions for local businesses to participate in developing ancillary service networks, ensuring to meet all needs from large to small for tourists. How to provide maximum support for tourists during their stay at the destination is something that tourism businesses/individuals must pay attention to and invest properly.

### **6. CONCLUSION AND RECOMMENDATIONS**

Phu Yen tourism is facing a great opportunity to take off thanks to its abundant potential in nature, culture and favorable geographical location. However, to create a breakthrough, the province needs a long-term development strategy, a breakthrough in tourism thinking, and the synchronous participation of the government - businesses - community. If stakeholders do "responsible tourism" then it is moving towards "sustainable tourism" [22].

Close coordination among stakeholders will be the driving force for tourism development to become the province's spearhead economic sector by 2030. In that coordination, the government needs to maximize its pioneering role, dare to think, dare to do and dare to take responsibility in making plans and strategies; businesses must be companions, standing shoulder to shoulder with the community in implementing and applying government programs and plans; the community needs to be sensitive, flexible and ready to engage in building and developing local tourism.

Recommendation:

- The government needs to increase investment in infrastructure, plan systematically and manage destinations effectively.
- Businesses need to proactively innovate products, link regions, and market intelligently.
- Communities need to actively participate in tourism activities and preserve local identity.

Phu Yen can completely become an attractive "new destination" if it knows how to properly and fully promote the conditions for smart, synchronous and sustainable development.

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## TÓM TẮT

### DU LỊCH PHÚ YÊN: TIỀM NĂNG, THÁCH THỨC VÀ ĐỊNH HƯỚNG PHÁT TRIỂN BỀN VỮNG

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Phú Yên, một tỉnh thanh bình và giàu bản sắc văn hóa ở miền Trung Việt Nam, sở hữu đầy đủ các điều kiện cần và đủ để phát triển du lịch bền vững, bao gồm tài nguyên thiên nhiên và văn hóa đa dạng, cơ sở hạ tầng đang được cải thiện và sự tham gia của cộng đồng ngày càng tăng. Mặc dù có tiềm năng như vậy, du lịch Phú Yên vẫn tụt hậu so với các tỉnh lân cận như Khánh Hòa và Bình Định do những hạn chế trong định vị thương hiệu, chiến lược tiếp thị,

nguồn nhân lực và đa dạng hóa sản phẩm. Nằm giữa hai trung tâm du lịch nổi tiếng, Phú Yên phải đối mặt với cả áp lực cạnh tranh và cơ hội để nổi lên như một điểm đến khác biệt. Bài viết này phân tích bối cảnh du lịch hiện tại của địa phương thông qua lăng kính của lý thuyết phát triển bền vững, áp dụng phân tích SWOT và phương pháp so sánh. Dựa trên những phát hiện, tác giả đề xuất các giải pháp chiến lược như xây dựng thương hiệu chuyên nghiệp, đa dạng hóa sản phẩm, kết nối khu vực, nâng cấp cơ sở hạ tầng và đổi mới chính sách. Các cách tiếp cận này nhằm mục đích biến Phú Yên thành một điểm đến du lịch năng động và bền vững, đóng góp đáng kể vào tăng trưởng kinh tế - xã hội của địa phương vào năm 2030.

*Từ khóa:* Du lịch Phú Yên, tiềm năng, thử thách, phát triển bền vững, giải pháp chiến lược.