

# MIKE SHARROCKS CONSULTANCY

Tourism Feasibility • Development Planning • Urban Design • Urban Regeneration • Environmental Appraisal

## Vietnam

### ENVIRONMENTALLY AND SOCIALLY RESPONSIBLE TOURISM CAPACITY DEVELOPMENT PROGRAMME

**For the Ministry of Culture, Sports and Tourism, 2012**

The Environmentally and Socially Responsible Tourism Capacity Development Programme (ESRT) commenced in November 2010. The ESRT budget of €12.1 million, provided principally by the European Union, would fund the five-year programme until the end of 2015. The main aim of ESRT was to strengthen institutional and human capacity in the tourism sector, whilst protecting and enhancing Vietnam's natural and cultural resources. The Ministry of Culture, Sports and Tourism was the contracting authority for ESRT with the Vietnam National Administration for Tourism (VNAT) being the primary implementing agency.



A one-month mission was carried out which included a review of three draft regional tourism development plans (for the Red River, Central Highlands and North Central regions). In addition, a visit to Quang Ninh Province (east of Hanoi) assessed the situation in Ha Long Bay. As part of this work, it was necessary to outline the requirements for a new Provincial Tourism Master Plan.

A series of three workshops was organised for which Mike Sharrocks presented material on the required content of Regional Tourism Master Plans, Tourism Planning and Environmental Assessment work. A briefing document was also prepared on regional tourism master planning. This outlined area-wide tourism planning approaches and methodologies that would incorporate principles for sustainable development.



GOPA Consultants was awarded the contract to assist VNAT with implementation of the programme. Mike Sharrocks was appointed by GOPA to fulfil a specific Tourism Development Planning role for ESRT, which would support the Institute of Tourism Development Research (ITDR), a research organisation operating on behalf of VNAT.



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