



Developing responsible marine tourism products in Phu Quoc Island City, Kien Giang Province

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Abstract

The research objective of the article is to analyze the potential and status of marine tourism development in Phu Quoc island city in the period of 2019-2021, the achieved results, and the remaining limitations by using the research method of qualitative research. From the results of analyzing the potential and current status of the island city's marine tourism development, the study has found four strategic solutions to sustainably develop the island city's marine tourism, including increasing investment in product development of marine tourism products and tourism infrastructure; improve the quality of tourism human resources; differentiate and diversify marine tourism products; promote green and sustainable tourism development.

Keywords: marine tourism development, sustainable tourism, Phu Quoc island city

Introduction

Phu Quoc Island in Kien Giang Province is the largest island in Vietnam, the natural area of the entire island district is up to 593 square kilometers, of which the largest island is about 589 square kilometers. Phu Quoc Island is located in the Gulf of Thailand, 120km from Rach Gia and 45km from Ha Tien. Administratively, the Phu Quoc island district consists of 2 towns (Duong Dong and An Thoi) and 8 communes. Phu Quoc, the Pearl Island, is identified as one of the most potential destinations for Vietnam's tourism, a valuable asset of the country and in fact, Phu Quoc has emerged as a strong tourist attraction strongly in recent years.

Phu Quoc is a destination attracting the attention of domestic and foreign tourists. On January 1, 2021, Phu Quoc officially became the first island city of Vietnam, with this "new shirt" Phu Quoc has been attracting large domestic and foreign investment resources for tourism and economic development. calendar. However, the massive investment and lack of planning are causing Phu Quoc to lose its existing beauty, the natural landscapes are gradually lost and replaced by negative human impacts. Phu Quoc has very diverse, rich, and unique tourism resources, the most prominent are sea and island tourism resources, national parks, mountain systems, rivers and streams on the island, and agricultural production activities (pepper garden, fish sauce factor) as well as humanistic tourism resources.

It can be said that, up to now, most of the tourism resources of Phu Quoc have been put into operation to serve tourism at different levels. However, despite being widely and strongly exploited, tourism has not really brought into full play the full potential resources, especially the issue of effective and sustainable exploitation still has many shortcomings. Environmental factors, and the impacts of development in general, including tourism, have not been properly recognized, so the development still contains many unsustainable risks. Phu Quoc is also developing a number of entertainment products of high artificial nature, such as Safari Phu Quoc (located in the middle of the national forest, with an area of 500ha), cable-cars.

It is not easy to develop responsible tourism in accordance with the characteristics of each locality, because each locality and destination have different characteristics of tourism resources, and different sense of community on the social, economic, and environmental responsibility of tourism. Responsible tourism development should be planned, based entirely on local needs, avoiding the case of stereotyping, applying successful tourism models in other localities tourism by thoroughly studying the needs and situation of the locality.

In Vietnam today, raising the awareness of protecting the natural environment and tourism resources is one of the top priorities for the local community to be more responsible for tourism development. This problem becomes even more urgent when in the eyes of tourists, natural resources and language are one of the two factors that have the strongest impact on the return of tourists, but they are evaluated by tourists as the lowest of the factors constituting the image of a destination in Vietnam. In the latest study by the author and his colleagues about the complaints of international tourists to the Mekong Delta, water, air, and noise pollution is the most reflected factor.

Tourists may be receptive to the idea of responsibility: Market research indicates that consumers are beginning to demand more responsibility from the businesses they use (Weeden 2001) ^[19]. A recent Tearfund report indicates that travelers are also accepting more responsibility for their role in sustainable tourism and almost 50% of the traveler's surveyed want more information about their travel via appropriate at their destination

(Tearfund 2002) ^[16]. Similar questions were also asked tourists, who were interviewed as part of the research conducted (Stanford 2000) ^[15]. This limited study, using 20 semi-structured interviews with UK tourists, also indicated that travelers wanted to receive information about responsible behavior.

Before the COVID-19 pandemic, tourism was growing steadily and in some countries, tourism was one of the main sources of GDP into the economy. Therefore, tourism has become one of the most important industries worldwide that are connected with economic and social development. To promote responsible development in the tourism sector, a great deal of effort has been made in technology and innovation, with consequences at the organizational level and new needs of consumers - guests tourism (Sigalat-Signes, *et al.*, 2020) ^[3].

Responsible tourism product has faced a number of changes and digitization is one of the most important areas. Digital innovations and technological devices influence the development of a number of industries such as information and communication technology (ICT), manufacturing, and service industries. Responsible tourism product depends on the cooperation of a number of stakeholders, and the benefits of digital solutions are enabled to better meet consumer needs and stay competitive in a competitive market the field changes rapidly (Zach, 2017) ^[22]. Over the years, we have demonstrated the proliferation of web and social platforms, thereby contributing to the concept of an individual's life in a responsible tourism product environment (LI, Hu, Huang, and Dual, 2017) ^[8].

Theoretical basis and research methods

1. Overview of responsible marine tourism development

1.1. Sea travel

The World Tourism Organization (WTO) defines tourism to include all activities by people traveling, staying, for the purpose of visiting, exploring and learning, experiencing or for the purpose of relaxation, entertainment, and relaxation; as well as for the purposes of professional practice and other purposes, for a continuous period of time but not exceeding one year, outside of the permanent habitat; but excluding travel whose main purpose is to make money. According to the Vietnam Tourism Law (2017) ^[20], tourism is an activity of a person outside his/her regular residence in order to satisfy the needs of sightseeing, entertainment, and relaxation for a certain period of time.

Sea tourism is one of the types of tourism that takes place to satisfy human needs for nature. The nature here is the landscapes of sea and islands, beaches and sandy beaches, marine ecosystems, climate, and the biological world in the ocean such as corals, algae, sea anemones, and all kinds of animals fish, plankton...

In this study, marine tourism is understood as a type of ecotourism service related to people's trips to enjoy the sea landscape and meet the needs of entertainment, sports, relaxation, and sightseeing tourism at sea.

1.2. Responsible Tourism

The concept of responsible tourism has received much attention from scholars in the field of tourism (Mihalic, 2016). Spenceley *et al.* (2002) state that responsible tourism is innovative tourism that achieves good tourism business opportunities through enhanced holiday experiences, quality of life of local residents, economic benefits to society and protects natural resources in tourist destinations. After determining its importance for enhancing business opportunities in the tourism sector, the concept has reached the mainstream of travel literature. However, the majority of research done is based on the point of view of tourists or service providers (Van der Merwe and Wocke, 2007). Spenceley *et al.* (2002) conducted a study to capture the various benefits associated with responsible tourism initiatives. Research results show that 66% of tour operators believe that the initiator of responsible tourism has a positive impact on the local community.

Research Methods

1. Data collection methods

The figures and data related to the analysis process are secondary data collected mainly for the report on business activities of the tourism industry in Phu Quoc island city in the period 2019-2021. In addition, the study also used data collected from articles, journals, websites, and some information from related books.

2. Field investigation method

This is a traditional and characteristic method of studying the development of a tourist destination. This method is considered a particularly important method in research to assess the current situation of tourism development in Phu Quoc Island City in recent years. From there, there are reasonable and feasible solutions.

3. Synthetic analysis method

The data after being collected, investigated, and statistics will be synthesized to generalize and build a theoretical basis for the sustainable development of marine tourism. At the same time, analyze the current situation of marine tourism development in Phu Quoc island city in the period 2019-2021. The results of the analysis of these secondary data also serve as concrete evidence for the general assessment and assessment of the current state of marine tourism development in the island city. This is also the basis for giving solutions to the sustainable development of marine tourism in Phu Quoc island city in the coming time.

4. Professional solution

During the research process, the authors consulted with tourism experts, and tourism operators in the island city of Phu Quoc, Kien Giang province to have assessments and comments and an accurate basis for research.

Status of marine tourism development in Phu Quoc island city

1. Potential of Phu Quoc beach tourism

Phu Quoc is the most important and largest island in southwest Vietnam located in the Gulf of Thailand, in Kien Giang province, bordering the sea on four sides. The island is triangular in shape, the bottom edge is in the north, gradually getting smaller in the south. 50km long, the widest place (in the north of the island) is 25km.

In addition to Phu Quoc Island, this island has 2 more archipelagos: Tho Chau and An Thoi Tho Chau archipelago are considered to be the extreme southwest of Vietnam. The administrative unit is Tho Chau island commune. There are 8 large islands such as Hon Cao Cat, Hon Mo, Hon Tu, Hon Cao, Hon Nuoc, and Hon Keo Ngua, the largest is Tho Chu island; Especially, Hon Nhan was selected as the A1 standard point of the baseline used to determine Vietnam's territorial sea. Outside Hon Nhan is Vietnam's territorial sea and back into the internal waters. There are also Hon Cao Cat, two small islands, 15km northeast of Tho Chu island. A Thoi archipelago is located south of Phu Quoc island, at coordinates 9050' north latitude, and 104005' east longitude. This archipelago consists of 15 islands. Which there are 3 inhabited islands: Hon Thom, Hon Roi, and Hon May Rut Ngoai In the floating land area is 7.2 km² in Hon Thom commune, established in 2003.

Phu Quoc Marine Protected Area includes the Northeast, Southeast of Phu Quoc Island, and the South of An Thoi archipelago. The water surface area of the marine reserve is 26,863.17 hectares, of which the strictly protected area is 2,952.45 hectares, the ecological restoration area is 13,592.95 hectares, and the development area is 10,317.77 hectares (Bui Thi Hai Yen) and Pham Hong Long, 2011) ^[1]. The vast seagrass area, to the south, is An Thoi archipelago, this is an area with large coral reefs living, the coral reefs here are habitats and provide an abundant food source for live fish. In the reef, there are up to 152 species of fish belonging to 71 genera and 31 families, of which families have high economic value such as grouper 13 species, parrotfish 11 species, red snapper 8 species, 7 species of snapper, 8 species Horsehead fish. Seaweed has 98 species of 51 genera. Mollusks have 132 species belonging to three genera of 35 families of mollusks living in coral reefs, the most common are snails, pearls, and scalloped giant clams. Echinacea has 32 species of 23 genera of 15 families of echinoderms, in which sea cucumber is the most abundant. Especially in this sea area, there are species on the list threatened with extinction such as Dugong (Sea cow), Sea turtle, Dolphin, (Bui Thi Hai Yen and Pham Hong Long) , 2011) ^[1].

In addition to the fauna and flora here, the island is rich with 9 species of seagrass, distributed in the east of the island and a few in the north and south of the island with a total area of 10,600 ha. With the diversity of flora and fauna living in the sea grass area, it is a favorable condition for the organization of marine tourism activities such as sightseeing, scuba diving to see corals, grass beds.

In addition to the natural potential, in terms of society, Phu Quoc is also a place to preserve many cultural and traditional features of the residents here. Many historical and cultural relics and potential underwater archeology treasures, cuisine, traditional occupations associated with the sea..and many factors related to Phu Quoc's cultural characteristics and people. All create an attractive and in-depth human resource for the development of marine tourism in Phu Quoc.

2. Current status of marine tourism development in Phu Quoc island city

2.1. Technical facilities for tourism

With rich tourism potential, the island city of Phu Quoc has attracted many investment projects to develop infrastructure for tourism development, including a transportation network, power supply system, water supply, and tourism contact information such as Grand World Phu Quoc Project, Sonasea Condotel Phu Quoc Project, Phu Quoc Waste Treatment and Recycling Factory.

Technical facilities for tourism in the island city of Phu Quoc have developed in both quantity and quality. As of August 2019, Phu Quoc has 726 accommodation establishments with 22,654 rooms. Of which, 97 establishments are rated 1 star, with 1,985 rooms; 49 facilities are rated 2 stars, with 1,754 rooms; 8 properties are rated 3 stars, with 524 rooms; 9 properties are rated 4 stars, with 1,218 rooms and 10 properties are rated 5 stars with 6,861 rooms; the rest is motels and other types of accommodation establishments (Kien Giang Department of Tourism, 2019) ^[6].

In recent years, the sea tourism activities of Phu Quoc island city have made positive changes, contributing to attracting more and more domestic and foreign tourists. In 2018, Phu Quoc welcomed over 4 million visitors, an increase of 35.75% compared to 2017. In terms of revenue, Phu Quoc achieved over VND 5,517 billion (up 39.5%), equivalent to 86.58% of the total revenue tourism import of Kien Giang. In 2019 reached 671,896 arrivals, increasing by 22.7%, and domestic tourists in 2019 reached 7.3 million arrivals, increasing by 132.8% per year; total tourism revenue reached VND 18,595.7 billion, contributing 11% of the province's GDP. Due to the advantages of sea and island landscapes, combined with increasingly rich and diverse tourism products, tourists come and stay higher and spend more on other tourism services (average increase in revenue). 143.0%/year, higher than the growth rate in the number of visitors). However, by 2020, due to the impact of the Covid-19 pandemic, Phu Quoc's tourism industry has suffered a serious decrease in the number of visitors and tourism revenue. Specifically, Phu Quoc only received 2,259,559 tourists, total tourism revenue was only 636.2

billion VND (Kien Giang Department of Tourism, 2020) ^[7]. Although the number of tourists and tourism revenue decreased due to the impact of the Covid-19 pandemic, the tourism economy of Phu Quoc island city still plays an important role in the development of the marine economy of Kien Giang province.

In some economies, the potential of tourism to enhance other economic sectors in rural and urban areas has led to a preference for the development and improvement of hard infrastructure (facilities, utilities, networks, etc.) transport networks) while soft infrastructure (human resources) is still underdeveloped (Thapa, 2012) ^[17]. From an economic perspective, public governance and investment make sense when the private market does not produce an efficient amount, which is often the case in the case of public goods such as tourism infrastructure. There is a great deal of literature in the economics of natural resources and public goods that deals with the effectiveness of government intervention in markets when markets do not provide information about uncertainty, irreversibility, or uncertainty externs (McConnell, 1985) ^[9]. Infrastructure can be provided by the public or private sector, and outcomes are often determined by economic, social, and political policies in the country (Dwyer *et al.* 2010) ^[2]. Most tourism infrastructure can and should be provided by the private sector (hospitality, i.e., hotel, restaurants, shops), while the responsibility for providing recreational facilities, due to their importance to locals and visitors, is still fuzzy and the strategy of working and growing within the company, which aims to strengthen positive relationships among employees, creates a pleasant and motivating the working environment, various incentives to increase efficiency and give employees the possibility of continuous professional training, promotion, and career-building within the company.

Each business system, that is, each company must have a clear development strategy and a clear vision to achieve certain results and competitiveness in the market. In the systems and companies involved in the tourism sector, this strategy largely has to do with human resources as one of the important factors to achieve economic efficiency and competitiveness in the market. In doing so their motto may be the saying of a famous American hotelier, E. Stalter (1863-1928) who said that whoever gives a little more and provides guests with a little better service is who will take the striker (Stalter, Holjevac; 2002,110). To be able to provide guests with a slightly better service and bring them more, it is essential to continuously train professionals and keep an eye on new trends in supply and demand in the tourist market. In other words, the task of the management is to ensure high quality and capable human resources and by proper management can bring happiness and motivation to work for them, because only human new satisfied and motivated people drive the increase in quality, contributing to the company's success and competitiveness in the tourist market

Besides some achievements, the island city of Phu Quoc is facing a serious shortage in the quantity and quality of tourism human resources. Currently, the tourism human resource in Phu Quoc is only about 11,000 people, not enough to meet half of the needs of the tourism industry (Nguyen Danh Nam and Uong Thi Ngoc Lan, 2020) ^[10]. The education level of the tourism workforce is still low. In which, the graduate level accounted for only 0.2% and the university level reached 8.1%; college degree, 12.3%; intermediate level 15.7%; other qualifications reached 14.6%. The total number of untrained tourism workers accounted for 65.2%. This is a problem that is not favorable for tourism development in the island city of Phu Quoc because the tourism human resources are qualified and skilled in skills and professions are still weak and lacking. Therefore, many tourism businesses face difficulties in recruiting.

2.2. Tourism human resources and local community involvement

▪ Tourism human resources

Recognizing the importance of human resources to the economic development of tourism, the island city has paid attention to training and improving the quality of tourism human resources and has achieved some of the best achievements determined. Specifically, in the period 2019-2021, the island city's tourism human resources have improved in qualifications and skills. According to data from the Kien Giang Department of Tourism, the number of trained tourism workers has gradually increased over the years from elementary school to graduate school. The rate of trained tourism workers increased by 7.23%. In, the growth rate of workers with university and college degrees is quite high, increasing by 10.5%. Although the number of untrained employees is still large, the growth rate has shown signs of slowing down over the years.

Human resource management in a certain business system includes all activities from planning, selecting, and allocating human resources to certain positions depending on application needs, especially in labor uses local movement. Local workers are not able to accept jobs, according to the requirements of professional standards and skills set by the National Administration of Tourism. Meanwhile, the minimum wage paid to local laborers is relatively high compared to their actual capacity and qualifications.

▪ Involvement of the local community

The development of sea tourism in the island city contributes to creating jobs and bringing high income for local people, the percentage of local workers directly participating in tourism activities is very high and the income is very high per capita is 4.5 million VND/month. The poverty rate has decreased from 1.29% in 2015 to 0.34% in 2020 (Phu Quoc City People's Committee, 2020). That proves that the development of sea tourism has contributed to creating jobs and bringing high income for local workers.

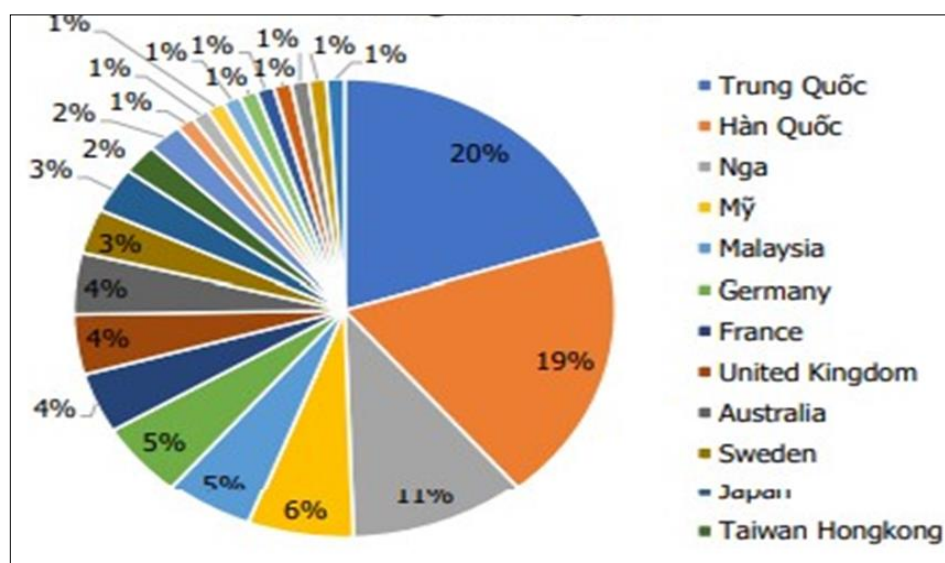
However, the development of marine tourism activities has led to an increase in local security and order issues, immigration issues, cost of living problems. Survey results show that marine tourism activities have made goods scarce and increased prices, making it difficult for local people's lives, especially during the peak tourist season.

According to survey data from the Kien Giang Department of Tourism in 2020 ^[7], 65.7% of local people agree with this statement. People's opinion that tourism increases crime rates is also relatively high, with 81.2% of people agreeing. Traditional activities such as local customs, practices, and festivals are showing signs of being lost.

2.3. Beach tourism activities in Phu Quoc island city

In recent years, the sea tourism activities of Phu Quoc island city have made positive changes, contributing to attracting more and more domestic and foreign tourists. In 2018, Phu Quoc welcomed over 4 million visitors, an increase of 35.75% compared to 2017. In terms of revenue, Phu Quoc achieved over VND 5,517 billion (up 39.5%), equivalent to 86.58% of the total revenue tourism import of Kien Giang. In 2019 reached 671,896 arrivals, increasing by 22.7%, and domestic tourists in 2019 reached 7.3 million arrivals, increasing by 132.8% per year; total tourism revenue reached VND 18,595.7 billion, contributing 11% of the province's GDP. Due to the advantages of sea and island landscapes, combined with increasingly rich and diverse tourism products, tourists come and stay higher and spend more on other tourism services (average increase in revenue). 143.0%/year, higher than the growth rate in the number of visitors). However, by 2020, due to the impact of the Covid-19 pandemic, Phu Quoc's tourism industry has suffered a serious decrease in the number of visitors and tourism revenue. Specifically, Phu Quoc only received 2,259,559 tourists, total tourism revenue was only 636.2 billion VND (Kien Giang Department of Tourism, 2020) ^[7]. Although the number of tourists and tourism revenue decreased due to the impact of the Covid-19 pandemic, the tourism economy of Phu Quoc island city still plays an important role in the development of the marine economy of Kien Giang province.

Unlike tourist destinations such as Da Nang, Nha Trang, and Quang Ninh the structure of international tourist arrivals in Phu Quoc is very diverse. The structure of tourists to Phu Quoc market recorded that in 2019, 20% of the number of customers came from China, the group of tourists from the Korean market recorded in second place with 19%, and the group of tourists from the Korean market was recorded in second place with 19%. Russia is in third place with 11%. American and Malaysian tourists are in 4th and 5th place respectively, with 6% and 5% of total visitors to Phu Quoc in 2019. In terms of age structure, the majority of international customers come to the Vietnam market from 18 to 45 years old.



Source: The tourist market to Phu Quoc is diverse from many different countries (2019)

Fig 1: Structure of international tourist arrivals in Phu Quoc by country

2.4. Current status of the tourism environment

According to preliminary statistics in 2020 from the Phu Quoc Department of Natural Resources and Environment, every day on the island city, about 200 tons of waste are discharged, while the city's collection capacity is only over 60%. In fact, Phu Quoc does not have a centralized waste treatment area as planned, but only a recycling and waste treatment plant is under construction. Therefore, it is not possible to meet the city's requirements for dealing with a huge amount of waste. Therefore, most of the collected waste must be treated by burning or temporarily concentrated in 2 landfills in An Thoi town and Cua Can commune. Uncollected waste and untreated wastewater drift in nature, along culverts, canals, and rivers, directly into the sea, polluting the marine ecological environment of Phu Quoc. The most polluted situation is happening at the Bai Vong hamlet beach, located in Ham Ninh commune, where the Phu Quoc - Rach Gia passenger pier is located. The second beach that is heavily polluted is a Ganh Dau beach, especially along the coast across the Chuong Vit hamlet. Dinh Cau beach, where many people and tourists come to visit and swim every day, is also one of the beaches on the island that is polluted with garbage. This has greatly influenced the perception of tourists about the environment of Phu Quoc and the sustainable tourism development of the island city.

In addition, the forest area of Phu Quoc National Park is being reduced because of deforestation for precious timber or encroachment on forests for other purposes. In addition, the marine ecosystem, including coral reefs and seagrass beds in the core zone of Phu Quoc MPA is showing signs of decline in quantity and quality due to fishing and exploitation activities in marine protected areas and excessive tourism.

Thus, with the rapid development of the number of tourists every year, tourism activities are one of the causes that negatively affect the environment, which directly affects the natural ecosystems of the areas nature conservation, narrowing of coastal waters, etc., have made the local sea and island environment at risk of facing unsustainable development.

It is forecasted that by 2030, Phu Quoc tourism will become the leading tourist destination in the region and the world, and the amount of solid waste from tourism and other daily activities will increase to 718 tons per day. Therefore, if the Phu Quoc island city government does not find a solution, it will negatively affect the Phu Quoc tourism development plan in the future. At the same time, the image of Phu Quoc pearl is lost to tourists, and Phu Quoc's tourist position is on the world tourist map.

Solutions for sustainable development of marine tourism in Phu Quoc island city until 2030

On the basis of analyzing the potential of marine tourism development in Phu Quoc island city, the current situation of tourism development in the locality, the study proposes some solutions to contribute to the sustainable development of tourism in the island city in the future. next time as follows:

Firstly, it is necessary to increase investment in developing typical marine tourism products associated with the cultural identity and natural characteristics of Phu Quoc, and at the same time, it is necessary to attract investment in tourism infrastructure to create a breakthrough and attract large investors to create a driving force for rapid and sustainable development.

Develop propaganda products and introduce Phu Quoc marine tourism such as publications about beaches, marine nature reserves, tourism programs. Invest in building a system of facilities, high quality, synchronous tourism technology. Invest in diversifying and improving the quality of existing marine tourism products and developing diversified and attractive new products with high competitiveness. Investment in exploitation goes hand in hand with the protection, embellishment, and development of marine resources, and improves the tourism environment to ensure long-term sustainable development. Actively implement socialization in the investment and development of sea tourism, encouraging all economic sectors to participate in tourism business activities in different forms, especially with appropriate mechanisms to attract tourist capital from the people to invest in developing marine tourism in the island city. In this context, it is necessary to focus on thoroughly understanding and approving investment projects in tourism products and destinations that need attention associated with the cultural characteristics, natural appearance, and people here, thereby creating a unique. Phu Quoc's unique and impressive identity compared to the chain of beach tourist destinations in Vietnam and the world.

Second, attract and improve the quality of tourism human resources in a professional and effective direction.

Due to the rapid growth in a short time, the preparation of professional and methodical human resources for the field of tourism and services in Phu Quoc is still limited and inadequate. Therefore, it is necessary for Phu Quoc tourism to have a priority policy to develop professional and high-quality human resources. In order to achieve the goal of developing high-quality human resources, it is necessary to strengthen the training and fostering of knowledge about tourism, in which, priority is given to specialized investment in the labor force in various forms at home and abroad; attract managers, qualified scientists, entrepreneurs, artisans, experts, and highly skilled technical workers to participate in training; continue to provide skills training for appraisers, supervisors, and trainers and effectively use this team in tourism training. In addition, there must be a policy to attract talents and high-quality and professionally human resources from places to work in Phu Quoc. If the policy is organized in parallel as above, the feasibility is high.

Third, differentiate and diversify marine tourism products

Fully exploiting the value of marine tourism resources is the strength of the island city, thereby designing tourism programs with different types and times to serve all types of tourists, enriching the variety of tourism products. Promote night economy, and develop traditional coastal craft villages. Phu Quoc continues to create favorable conditions for investors to develop the night economy, creating unique and highly competitive marine tourism products of Phu Quoc. Tourism products must always be associated with the characteristics of nature, the land, the people, and the typical culture here. Thereby creating a different experience, and attractive products and attracting tourists and individuals who are passionate about exploring and experiencing sea tourism.

Fourth, promote green and sustainable tourism development

Continue to create conditions for companies to organize green tourism products and thematic tourism programs with the goal of combining marine tourism with environmental protection activities. Which, tourists play a key role in contributing to environmental protection by doing practical things such as planting trees to cause forests, picking up trash on the beach, handing out self-destructing plastic bags, etc. To develop green and sustainable tourism in the island city of Phu Quoc, it is necessary to focus on improving close coordination with departments in the province and localities to develop policies and create a favorable environment for tourism business activities sustainable calendar.

Fifth, Build and perfect the governance institution for the island city model associated with marine tourism development.

Conclusion

Phu Quoc is the first island city of Vietnam, where there is full potential to develop tourism into a spearhead economic sector, especially sea tourism, contributing to the development of the island city's economy, and expanding relations with Vietnam's economic and cultural exchange with provinces in the region.

Besides the available advantages, there are hidden potentials that need to be discovered to promote the sustainable development of Phu Quoc tourism. Constantly researching to promote strengths and promptly overcome limitations, because at present the city's tourism industry is not really perfect, there are still many difficulties and shortcomings due to limitations in the epidemic. Therefore, in order to realize the goal of bringing Phu Quoc tourism to the level of a modern tourist island city, it is truly a "Safe tourist destination - Friendly - Quality - Attractive" requires the city's tourism industry to be more creative and innovative in making development policies in accordance with the actual situation.

Visitors increasingly appreciate eco-friendly tourism products, specifically, 85% of British tourists believe that it is important not to destroy the environment, 65% of German tourists responded highly beaches, and clean water, and 42% of them want to be able to find eco-friendly places to stay. The results of research in Vietnam based on a direct survey of 100 tourists show that the group of tourists from Australia (including Australia and New Zealand) are most interested in Vietnam's potential for responsible tourism development. The increasing demand for environmentally friendly products is the factor that has the strongest impact on tourists' intention to return.

Visitors are willing to pay more or switch to less modern products that can protect the environment and the community. Specifically, 36% of British tourists are willing to save water by showering instead of taking a bath, 18% suggest turning off the air conditioner to save energy; 39% of US tourists are willing to choose a travel agency that protects the cultural and historical resources of the destination despite paying a higher fee; 31% of UK travelers will pay an extra 2% (20 USD) for trips less than 1000 USD; 33% of UK travelers will pay an extra 5% (US\$50) for trips over \$1000 to spend on environmental, social and charitable causes; 23% of Spanish tourists are willing to pay extra for environmental protection. These are potential markets for responsible tourism development in Vietnam.

Responsible tourism product development in Phu Quoc island city will contribute to socio-economic stability and the environment, contribute to local economic development, create social equality, and distribute public benefits equality, creating social equality; raising the awareness and responsibility of all social strata regarding national culture and traditions, protection of natural resources, and ecological environment. To achieve this goal, it is necessary to have feasible and appropriate solutions. As a result of analyzing the current situation of marine tourism development in the island city of Phu Quoc, the study has identified four solutions for sustainable development of marine tourism that the Phu Quoc tourism industry needs to prioritize, including increasing investment in developing marine tourism products and tourism infrastructure; improve the quality of tourism human resources; differentiate and diversify marine tourism products; promote green and sustainable tourism development. In addition to solutions, there needs to be close coordination between state management agencies, tourism businesses, and local communities to create a solid foundation for the comprehensive development of the city's tourism industry. Phu Quoc Island in the future.

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