

Current Situations And Development Solutions For Nha Trang Sea Festival – Khanh Hoa Province

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Abstract

The Nha Trang Sea Festival has long been a cultural tourism event that brings many benefits in terms of cultural exchange, tourism promotion, and attracting both domestic and international visitors. However, researching for long-term development and even greater visitor attraction remains an ongoing issue that requires further study. This article focuses on the current state of organization and activities of the Nha Trang Sea Festival and provides solutions for the development of Nha Trang Sea Festival tourism in Khanh Hoa.

Keywords: *Sea Festival, Nha Trang - Khanh Hoa tourism resources, festival tourism, development solutions.*

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I. Introduction

Khanh Hoa decided to organize the Nha Trang Sea Festival – Khanh Hoa in 2003, declaring that Nha Trang Bay is an internationally renowned coastal scenic spot and an ideal destination for tourists and friends from near and far. Thanks to its outstanding impact, the Nha Trang Sea Festival has been maintained (held once every two years) to become a long-term cultural activity, simultaneously contributing to the prosperity and development of Khanh Hoa Province's tourism. Through 10 editions, it can be observed that the Nha Trang Sea Festival – Khanh Hoa has secured a certain place in the hearts of the public, especially among local residents and domestic tourists. It has somewhat become a highlight in the promotional efforts to showcase the image and attractive values of tourism in Khanh Hoa in general and Nha Trang in particular. This also provides a foundation for Khanh Hoa's tourism to enhance its competitive capacity in the face of international integration trends compared to other cultural tourism events. At the same time, it is also an opportunity for Khanh Hoa to exchange with artistic groups both domestically and internationally.

Based on the scientific foundation, theories, and practical knowledge derived from previously published works used as reference materials, along with the research gaps that remain unaddressed, this article concentrates on examining the present state and offering solutions to foster tourism development for the Beach Festival in Nha Trang, Khanh Hoa province.

II. Current Status Of Tourism Development For Nha Trang Sea Festival

Tourism Resources in Nha Trang – Khanh Hoa

Natural Tourism Resources

The city of Nha Trang is nestled within a valley surrounded by mountains and the sea, stretching along the coastline. In front lies the vast expanse of the East Sea with 19 large and small islands scattered nearby, including Hon Tre Island, which has the largest area of approximately 36 km². In addition, there are a series of other small islands scattered across the sea, creating unique and picturesque shapes.

Nha Trang Bay covers an area of approximately 507 km², including 19 islands of various sizes. Among them, Hon Tre is the largest island, with an area of 32.5 km², while the smallest island is Hon Noc, covering only about 4 hectares. The bay experiences a distinct two-season climate. The dry season lasts from January to August, and the rainy season occurs from September to December. The annual average temperature is 26°C, with the hottest temperatures reaching 39°C and the coldest dropping to 14.4°C. In terms of ecology, Nha Trang Bay is one of the rare natural models of coastal ecosystems worldwide. It encompasses a wide range of ecosystems typical of tropical marine environments. These include wetlands, coral reefs, mangrove forests, seagrass beds, river estuaries, island ecosystems, and coastal sandy ecosystems.

- Particularly, the Hon Mun area within Nha Trang Bay boasts the highest biodiversity, hosting 350 coral species, which make up 40% of the world's coral population.
- Hon Mieu (also known as Bong Nguyen Island) is home to the Trí Nguyên Aquarium, featuring exotic marine life. The shoreline here is adorned with pebbles in a variety of colors, creating distinctive layers instead of the usual white sand.
- Hon Tam is a captivating ecotourism destination that still retains the untouched charm of nature, with lush tropical forests and an extensive, picturesque sandy coastline. Behind the island lies a remarkable and

- enigmatic cave recently discovered and opened for tourism, known as "Bat Cave," where numerous bats reside on the steep cliffs at a height of 60 meters. The island has been developed to offer a wide range of beach sports and activities, including paragliding, beach volleyball, kayak racing, and mountain climbing.
- Hon Tre, the largest island in Nha Trang Bay with an area exceeding 32.5 km², is situated approximately 5km east of the city center of Nha Trang and 3.5km from Cau Da Port. It is a relatively secluded location, featuring one of the most beautiful natural beaches in Vietnam, pristine vegetation, a mild climate, and little stormy wind, making it highly conducive to the development of eco-tourism and beach resorts. The island's planned area includes two functional zones: Vung Me - Bai Tru - Dam Gia - Bai Ran, which is planned to become a cluster of high-end tourism projects, including 7 existing projects: Con Se Tre Tourism Area, Vinpearl Resort & Spa, Vinpearl Eco-Tourism Area and Water World, Vinpearl Cultural Park...
 - Hon Chong-Hon Vo consists of two sets of large rocks situated along the coastline at the base of Lasan Hill. Below the hill, there is a rocky area that appears to have been shaped by the encroachment of tides onto the hillside. The first set of rocks, known as Hon Chong, comprises a substantial square-shaped rock perched on a flat, broader rock surface. On the side facing the sea, there is a notably large hand-shaped depression. The second set of rocks resembles a seated woman gazing out to sea and is appropriately named Hon Vo, meaning Wife. This second cluster of rocks tends to receive less attention from tourists compared to Hon Chong. Top of Form
 - Yen Island: this isn't the specific name of any one island but rather a term used for any island where swiftlets (birds that produce edible bird's nests) build their nests. Among the 19 islands in Nha Trang Bay, Hon Noi and Hon Ngoai have the most significant swiftlet populations. Hon Noi is an island located inward, while Hon Ngoai is situated on the outer side. Hon Noi features a dual beach (with one side facing Nha Trang Bay and the other side leading to a large isolated pool within the island, which fills up during the rainy season, and water flows through the sand into the pool). The island has beautiful white sand but is primarily used for swiftlet nest harvesting rather than tourism activities.

Cultural Tourism Resources

- Thap Ba Ponagar represents the only complex of temple ruins built by the Cham people in the Nha Trang area. Khanh Hoa is rich in significant cultural, historical, economic, political, architectural, and sculptural values.
- Long Son Pagoda, also known as the White Buddha Pagoda, was originally named Dang Long Tu. It is situated at 22 23 October Street, Phuong Son Ward, at the base of Trai Thuy Hill in Nha Trang. This pagoda has a history of over a century, has undergone numerous renovations, and remains the most renowned pagoda in Khanh Hoa. At the hill's summit, there stands a statue of Kim Than Phat To, also known as the White Buddha statue, in a meditation pose. This statue rises to a height of 21 meters, with a lotus-shaped base that reaches 7 meters in height, making it easily visible from a wide area surrounding the pagoda.
- Nha Trang Cathedral (officially named Christ the King Cathedral) is a Catholic church in the city of Nha Trang, Khanh Hoa province. This church is also known by several colloquial names, such as Nha Trang Church (because it used to belong to the Nha Trang parish), Stone Church (due to its construction using stone), Six-way Church (as it is situated near a traffic roundabout). However, the most common name is Nha Trang Cathedral (because it was built on a small hill). This church is constructed in the architectural style of Western churches.
- The Institute of Oceanography is a dynamic marine plant research institute. The Institute of Oceanography was founded by the French in 1922 and is considered one of the earliest research institutions in Vietnam. It is home to the largest collection of marine life specimens in Southeast Asia, focusing on marine biology.
- Diamond Bay (Wonderpark Resort), a resort located on Nguyen Tat Thanh Boulevard in Phuoc Dong Commune, Nha Trang, Khanh Hoa, was the venue for the crowning ceremony of the Miss Universe 2018 competition. It was completed in just four months of construction and inaugurated on June 30, 2018.
- The Stone Bridge Villa (Bao Dai Villa) is situated atop Chut Mountain (Canh Long Mountain) and is a historical and cultural landmark located approximately 6 km from the city center of Nha Trang. This is a unique architectural structure that harmoniously combines Western architectural style with Eastern garden art. From 1940 to 1945, Emperor Bao Dai and Empress Nam Phuong often came to rest at the Dragon Palace and Porcelain Rose Villa, so the complex of historical sites came to be known as Bao Dai Villa.
- The Western Quarter, located along the Nha Trang coastline, is a small district along streets such as Hung Vuong, Tran Phu, Biet Thu, Tran Quang Khai, Nguyen Thien Thuat, and others. It is not overly noisy or bustling but is densely populated by foreign tourists and expatriates living in Nha Trang.
- Dam Market, the central market of the coastal city of Nha Trang, is a beautiful and unique architectural structure. It is the largest market and also the commercial symbol of this coastal city. It serves as a shopping hub and is also a popular tourist attraction.

- Culinary Specialties: In addition to seafood, Nha Trang is known for its bird's nest soup (made from the nests of swiftlets) and grilled nem (fermented pork roll) from Ninh Hoa. Additionally, when it comes to local dishes, Nha Trang offers options like bun ca (fish noodle soup) and banh canh (small savory pancakes). Nha Trang's seafood is diverse and abundant, featuring various types and a plethora of different dishes, including nhum (sea urchin), also known as "cau gai" or sea hedgehog, eaten raw with mustard greens.

Nha Trang possesses a rich blend of natural and cultural tourism resources, making it suitable for the development of tourism in general and specifically the promotion of beach festivals.

Tourism Product System at Nha Trang Sea Festival - Khanh Hoa Province

The tourism products of the Nha Trang Sea Festival include the official festival program and various supplementary programs throughout the event. These are key factors to the success of the festival.

In 2019, during the Nha Trang Sea Festival, the following traditional ceremonies and rituals were reenacted:

- Opening Ceremony
- Fishing Ritual Ceremony
- Ao Dai Festival
- Dragon – Lion – Unicorn Dance Festival
- Vietnamese Seas and Islands Arts Program
- World Music Night
- Khanh Hoa Bird's Nest Cuisine Festival.

Additionally, the organizing committee has also established numerous community programs, including the Lion – Lion Dance Festival, the Cultural Village Festival organized by the People's Committee of Dien Khanh District, the exhibition space and artistic performances by the People's Committee of Cam Ranh City, the series of activities to kick off the Sea Festival by the People's Committee of Ninh Hoa Town, the ethnic music and dance program, the Me Trang Coffee Festival, the street music and dance program, the Louisiane Fresh Beer Festival, the music and poetry performance with the theme of Nha Trang, the traditional folk game of Bai Choi singing, sea sports and wellness activities, the Ao Dai Festival, the Flyboard performance on the sea, the "Charm of Tram Land" exhibition, the artistic photography exhibition of the Swallow's Nest industry, the exhibition and demonstration of Cham pottery and traditional weaving, the art photography exhibition "The Homeland of Khanh Hoa People," the art exhibition "Colors of the Sea," beach swimming competitions, beach volleyball, beach soccer, sea rescue competitions, fishing competitions, marine species release and aquaculture resource regeneration, human chess competitions, wild running Cup TTC, "Sanest*Savinest accompanying community health" wild running, the "Ocean Sensation" program, the "Colors of the Swallow Village" program, among others. These activities contribute to promoting the image of the land and people of Nha Trang-Khanh Hoa.

Table 2.1: Tourists' Evaluation of the Nha Trang Sea Festival 2019 Program

Visitor Type	Quantity	Very Successful	Successful	Unsuccessful	No idea
International Visitors	100	8	20	0	72
Domestic Visitors	150	25	97	0	28
Total	250	33	117	0	100
Percentage	100%	13.2%	46.8%	0	40%
International Visitors	40%	8%	20%	0	72%
Domestic Visitors	60%	17%	65%	0	18%

Source: Survey conducted in May 2019

Based on the survey table above, it can be seen that the percentage of international visitors with no opinion about the Nha Trang Sea Festival 2019 program is 72%, accounting for 72%. From practical observations, the author notes that the cultural and artistic programs of the Nha Trang Sea Festival lack artistic excellence. These programs are only moderately invested in production, lack strong highlights, and focus solely on quantity. Tourists primarily pay attention to the opening ceremony and often consider it the culmination of their journey.

Based on the aggregated results from open-ended questions in the May 2019 tourist survey, the author has compiled the top 5 most noteworthy events as perceived by tourists:

- Opening Ceremony
- Artistic Performances
- Yen Sao Khanh Hoa Food Festival
- Ao Dai Festival

Technical Infrastructure for Serving Nha Trang Sea Festival - Khanh Hoa Infrastructure

Under the direction of the People's Committee of Khanh Hoa Province, prior to each Nha Trang Sea Festival, urban refurbishment work is systematically and aesthetically carried out. Sidewalks, drainage systems, and public lighting systems are repaired and upgraded, creating spaces for organizing events or enhancing the environmental landscape with green, clean, and beautiful surroundings.

Thanks to the direct guidance and support from the State and the Khanh Hoa Provincial People's Committee, every Nha Trang Sea Festival is furnished with a fully functional and efficient infrastructure system. This leaves a lasting impression on tourists, showcasing the event and the city as cultured, clean, and aesthetically pleasing.

Accommodation Facilities

According to the statistics provided by the Khanh Hoa Provincial Department of Tourism, during the 2019 Nha Trang Sea Festival, the entire city had 770 accommodation establishments with 41,344 rooms. Among them were 14 five-star hotels with 10,244 rooms, 23 four-star hotels with over 3,700 rooms, and 36 three-star hotels with more than 2,821 rooms. The remaining were lower-rated rooms and unclassified rooms, accompanied by hundreds of restaurants ranging from high-end to affordable across the Nha Trang city area.

The utilization rate of lodging rooms is significantly higher than the demand for accommodation and daily activities during a major festival. The current quantity of rooms available still falls short of meeting the needs of the attending tourists. The severe shortage of accommodation facilities for these tourists can lead to various issues, such as room prices increasing two or threefold compared to normal rates. Other daily living expenses may also rise accordingly. This situation could potentially result in poor treatment of guests and a decline in the quality of services provided, impacting tourist satisfaction levels significantly and diminishing the overall appeal of the destination and the event.

Table 2.2: Proportion of Guests in Various Accommodation Facilities

Visitor Type	Quantity	4 - 5 stars	2 - 3 stars	Guesthouse	Other
International Visitors	100	52	25	16	6
Domestic Visitors	150	25	32	33	10
Total	250	77	57	49	16
Percentage	100%	30.8%	22.8%	19.6%	6.4%
International Visitors	40%	52%	25%	16%	6%
Domestic Visitors	60%	48%	75%	84%	94%

Source: Survey conducted in May 2019

Regarding the types of accommodation in Nha Trang, the results show that out of a total of 250 observations, 52 international guests stayed in 4 to 5-star hotels, accounting for 52%. In contrast, domestic visitors occupied 75% of the 2 to 3-star hotel category. This indicates a significant disparity in spending capacity.

Through the survey, it is evident that the majority of guests stay for only one night, making up 60% of the total. This suggests that the festival program framework may no longer hold much appeal for tourists, or they may only be interested in a small part of the program. Only 0.4% of guests stayed for more than 3 nights, even though the sea festival typically spans 4 days, with additional side events over a 10-day period.

Table 2.3: Tourists' Evaluation of Accommodation Services

Visitor Type	Quantity	Excellent	Good	Average	Poor
International Visitors	100	11	29	15	45
Domestic Visitors	150	15	35	43	57
Total	250	26	64	58	102
Percentage	100%	10.4%	25.6%	23.2%	40.8%
International Visitors	40%	11%	29%	15%	45%
Domestic Visitors	60%	10%	23.3%	29%	37.7%

Source: Survey conducted in May 2019

Based on the survey table above, it can be observed that tourists rated the quality of services as "poor" at a rate of 40.8%. Thus, the quality of accommodation services during the Nha Trang Sea Festival did not meet the lodging needs of tourists. In fact, after personally conducting room inspections at various lodging establishments in the Nha Trang area during the Nha Trang Sea Festival, the author witnessed a severe decline in the quality of 3-star and 2-star hotels in the Dong De, Pham Van Dong, and Tran Phu areas (from Phu Dong Park to the old Nha Trang Airport). These hotels and guesthouses had small, outdated, and poorly maintained rooms, high prices, and unprofessional service attitudes. Most of these hotels either did not have restaurants or had small restaurant spaces that did not adequately cater to the dining needs of guests staying at the hotel.

Dining Services

Nha Trang–Khanh Hoa is a coastal city, and its coastal location provides advantageous conditions for an abundant and diverse supply of seafood, which is used to create a wide range of seafood dishes. The cuisine in Nha Trang primarily revolves around seafood such as lobsters, tuna, swordfish, and mackerel, alongside local traditional dishes like "banh can," "banh xeo," and "nem nuong." These dishes are known for their unique flavors, which are a result of the freshness of the seafood ingredients and are a specialty unique to this area.

Table 2.4: Tourists' Evaluation of Dining Services

Visitor Type	Quantity	Excellent	Good	Average	Poor
International Visitors	100	45	40	7	2
Domestic Visitors	150	75	55	11	9
Total	250	120	95	18	11
Percentage	100%	48%	38%	7.2%	4.4%
International Visitors	40%	45%	40%	7%	2%
Domestic Visitors	60%	50%	37%	7.3%	5.5%

Source: Survey conducted in May 2019

According to the survey, a remarkable 86% of tourists expressed satisfaction with the dining services. However, there is still a minority of 11.6% of guests who are not satisfied with the quality of the services.

Entertainment and Recreation Services

Currently, in the Nha Trang area, there are the following entertainment and recreation venues:

- Vinpearl Land Nha Trang Amusement Park
- Hundred Eggs Tourism Area
- Thap Ba Nha Trang Hot Mineral Spring Tourism Center
- Iresort Hot Mineral Spring Tourism Area

Table 2.5: Tourists' Evaluation of the Quality of Additional Services in Nha Trang Sea Festival

Visitor Type	Quantity	Excellent	Good	Average	Poor
International Visitors	100	51	43	6	0
Domestic Visitors	150	92	51	5	2
Total	250	143	94	11	2
Percentage	100%	57.2%	37.6%	4.4%	0.8%
International Visitors	40%	51%	43%	6%	
Domestic Visitors	60%	61.3%	34%	4%	0.7%

Source: Survey conducted in May 2019

For additional services beyond lodging and dining, an impressive 94.8% of tourists expressed satisfaction, with only 12% of tourists indicating dissatisfaction with the provided services.

Transportation Services

By the year 2019, the city had over 898 road routes, including 280 routes managed by the city itself, with a total length of 115.64 kilometers. There were 7 provincial routes with a combined length of 41.377 kilometers, 11 inter-communal routes covering 29.47 kilometers, and 619 inner-city alleyways totaling 174 kilometers. To connect with other areas, Nha Trang had National Highway 1A passing through the outskirts in a north-south direction, with a segment within the city boundaries spanning 14.91 kilometers. Additionally, National Highway 1C linked the city center with National Highway 1A, stretching 15.08 kilometers.

Furthermore, Nguyen Tat Thanh Boulevard is connecting Nha Trang with Cam Ranh International Airport, and Vo Nguyen Giap Road connecting Nha Trang to Road 723 (now National Highway 27C) leading to the city of Da Lat. In terms of urban transportation, the road network within the city center resembles a fan shape, comprising central radial routes, ring roads encircling the city center, and urban districts. The main ring roads include Le Hong Phong and 2/4. The Thai Nguyen - Le Thanh Ton axis serves as a central route, while Tran Phu - Pham Van Dong runs along the coastal area.

In terms of intercity transportation, Nha Trang has two operational inter-provincial bus stations: The South Bus Station located on 23/10 Street primarily serves passengers traveling between provinces, while the North Bus Station on 2/4 Street caters to both inter-provincial and intra-provincial passengers. Both bus stations have undergone upgrades and relocations, offering convenient locations, and spacious and clean terminals.

Table 2.6: Tourists' Evaluation of Transportation Service Quality

Visitor Type	Quantity	Excellent	Good	Average	Poor
International Visitors	100	12	19	8	61
Domestic Visitors	150	25	32	19	74
Total	250	37	51	27	135
Percentage	100%	14.8	20.4	10.8	54
International Visitors	40%	12%	19%	8%	61%
Domestic Visitors	60%	17%	21.3%	13%	48.7%

Source: Survey conducted in May 2019

Based on real-world observations, tourists who have rated the quality of transportation services as poor account for 54%. This highlights a very serious issue for transportation service providers in upcoming festivals. According to the experience of a tourist from Hanoi, they mentioned: "Flights were delayed for several hours, and the transportation vehicles lacked essential equipment to serve passengers: there were no microphones, the seats were in disrepair, and the vehicles were filled with trash."

Human Resources Team Serving Nha Trang Sea Festival

The workforce serving the Nha Trang Sea Festival is very diverse and comes from various sources:

- Specialized and non-specialized personnel: This includes general directors, program executive directors, artists, sound and lighting experts, decorators, makeup artists, costume designers, as well as law enforcement and security personnel, and logistics support from both Vietnam and international sources.
- Non-specialized personnel: This group consists of directors and actors from non-professional artistic groups, as well as members of the local community participating in the festivals.
- Additionally, there is also an international workforce serving the festival, although not in large numbers. The majority of these individuals are experts, consultants, and artistic groups participating in tours. There are not many foreign personnel directly serving the festival.

Communication and Tourism Promotion Activities of Nha Trang Sea Festival

Regarding the information access channels in Nha Trang, the results show that out of a total of 250 observations, 60 responses were from the Internet (accounting for 24% of the total sample), 98 responses were from friends and relatives (accounting for 39.2% of the total sample), and 50 responses were from newspapers (accounting for 20% of the total sample).

Despite the Nha Trang Sea Festival having been organized nine times, the information received by visitors primarily comes from friends, relatives, television, and newspapers. Internet information channels rank only second, indicating that online promotion has not been particularly effective.

Conservation of Resources and Environment for Sustainable Development

Before the Sea Festivals take place, the main roads of Nha Trang City are adorned with a dazzling and radiant lighting system. The Organizing Committee has also directed Nha Trang City to conduct inspections and enhance the urban lighting system...

III. Solutions For The Development Of Nha Trang Sea Tourism

Foundation for Developing Solutions

In the "Comprehensive Tourism Development Plan for Vietnam up to 2020 - A Vision to 2030," the perspective is clearly stated: "Developing sustainable tourism closely tied to the preservation and promotion of the cultural values of the nation; conserving the landscape to protect the environment; and ensuring national security, defense, and social order."

Additionally, in the Festival Organization Regulations (2001), the purpose of organizing festivals, including those imported from foreign countries to Vietnam, is defined as follows:

- Preserve and enhance the cultural and spiritual values of Vietnam's diverse ethnic communities.
- Address the cultural, religious, and historical sightseeing needs, as well as the legitimate needs of the people for natural landscapes, artistic architectural works, and other reasonable requirements.

Solutions for Exploiting Festival Tourism Resources

Policy-based Solutions

- There are policies in place to develop key economic sectors in a rational manner, as well as the selection and determination of suitable economic structures in each region and territory. In addition to measures for the proper utilization and exploitation of resources, there are also environmental protection measures based on sustainable development for each region and territory.

- There are policies that regulate the organization and management to ensure close coordination between various sectors and levels in resource management and exploitation. This ensures a high level of socio-economic efficiency while also safeguarding resources and the environment for long-term development.

Planning and Strategy Solutions

- Comprehensive tourism development planning is necessary, including general directions, objectives, and broadly applicable solutions. In addition, each tourist area should have detailed planning that clearly defines functional zones and investment projects prioritized according to a particular demand. In parallel with sectoral planning, environmental protection guidelines within specific territories should be established, identifying areas that require strict protection and areas where tourism activities should be restricted, and so on.
- There is a need to promote investment and expand high-quality tourist areas within the city, particularly in the northern part of Nha Trang.
- A reasonable and consistent budget allocation is necessary for the preservation and conservation of cultural tourism resources such as Long Son Pagoda, Ponagar Tower, Bao Dai Villa, and Nui Church, among others.

Organization and Management Solutions

- Establishing appropriate rules and regulations that balance tourism exploitation and business activities with environmental resource protection. This should be accompanied by education and awareness-raising efforts aimed at the local community and tourists to promote responsible tourism practices.
- Implementing state management across all sectors in accordance with the law and regulations to create a natural and humane environment conducive to tourism development.

Environmental Solutions

- All tourism development projects and programs in various locations and areas should be carefully considered, with a particular emphasis on evaluating their immediate and long-term environmental impacts, as required by the laws governing environmental protection.
- There should be collaboration and exchange of experiences between organizing bodies, both domestically and internationally, regarding environmental monitoring, analysis, management, and mitigation of environmental impacts.

Advertising and Promotion Solutions

- Integrate various forms of promotional activities with practical, easily understandable content that emphasizes the protection of tourism resources and the environment. This aims to increase the responsibility of all participants in tourism activities, emphasizing that resource preservation for tourism development is a valuable asset for everyone in the region, not only in the short term but also in the long term.

Training and Environmental Education Solution Group

- Regularly conduct environmental education training courses for managers and local residents in tourist areas to enhance their awareness and knowledge of environmental issues.

Solutions for the Development of Festival Tourism Products

Develop appropriate policies and make reasonable investments to enhance the quality of the province's tourism products. Additionally, implement pricing policies that encourage the use of these tourism products. Diversify Nha Trang Sea Festival tourism products by:

- Increasing vibrancy through competitions between artistic teams, both domestic and international, as well as between local residents and tourists. Create opportunities for tourists to participate in various forms of artistic activities during the festival.

Solutions for the Development of Tourism Infrastructure for the Festival

- Encourage domestic and international businesses to invest in festival organization areas with modern equipment to support the event. These planned areas should be located away from urban areas and heritage sites, and should provide complete facilities for accommodation, dining, entertainment, leisure, healthcare, and beauty services.
- Invest in the construction of new facilities and upgrade the technical infrastructure for tourism. Increase investment in the development of comprehensive and specialized national tourist areas within the region. Upgrade and build new accommodations for tourists.

Solutions for Developing Tourism Workforce for the Festival

- Provide training and advanced education to enhance the professional and artistic skills of artists. Regularly train young artists to supplement the artistic units within the province.
- Collaborate with and exchange expertise by hiring a team of domestic and international experts to train and improve the skills of those involved in creative work, criticism, technical direction, marketing, and event promotion.
- Continue to offer training programs for tourism students, focusing on foreign languages, tour guiding skills, hospitality, and directions. This will help develop a professional workforce to serve the festival.
- Expand sister city relationships with cities and provinces that share similar cultural characteristics and regional characteristics.

Tourism Promotion and Communication Activities for the Nha Trang Sea Festival

- Enhance promotion and introduce other local tourism products to tourists. There should be coordination and cooperation among government agencies responsible for tourism and culture, as well as businesses in the area to create a high-quality promotional program for both international and domestic tourists. The promotion campaign should be extensive, thorough, and run continuously from after the previous festival until the current festival. Furthermore, the Department of Culture, Sports, and Tourism should lead efforts to invest in the development of new, attractive tourism products to introduce to tourists during the festival.
- The website for the Nha Trang Sea Festival should be invested in and upgraded to make it user-friendly, visually appealing, easy to read, and filled with up-to-date information for visitors. This should include program content, dates, venues, participating parties, pricing, and other relevant details. Festival products should be promoted to international visitors at least 6 months in advance to allow them to plan their participation.

Solutions for Conservation of Resources and Environment towards Sustainable Development

- Continue to place more public trash bins in various locations to make it easy for tourists and locals to dispose of their waste.
- Implement modern waste treatment technology to generate electricity or fuel from waste sources.
- Conduct awareness campaigns to educate and raise awareness among residents and tourists about proper waste disposal and sorting at the source.
- Establish a dedicated team of volunteers to regularly collect trash in key festival areas such as 2/4 Square, Yen Phi Park, Yersin Park, etc.

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