

越南寧平省旅遊業1992-2006年之發展方向

阮氏草, 葉鳴朗

企業管理學系

管理學院

mlyeh@chu.edu.tw

摘要

Tourism in Vietnam is a component of the modern Vietnamese economy. Ninh Binh is a province in Red river delta with a rich and diverse tourism potential with many world heritage titles and a world biosphere reserve recognized by UNESCO like Trang An Landscape Complex.

This study presents a model that explains the relationship between the Vietnamese government and each stage of the Ninh Binh province's policy and investment plans, the number of tourists and their spending. The results of the study show efficient activities such as infrastructure, facilities, nature beauty, culture history and PR marketing campaign. Through the rapid implementation of policies, Ninh Binh tourism has made great strides in recent years. The number of tourists has been increasing, with the number of tourists in 2016 up 91 times from 1992. Meanwhile, the amount of tourism brought in 2016 increases the economic source of Ninh Binh province in Vietnam.

關鍵字：Ninh Binh, tourism, tourist numbers, tourism policies, tourism investment.