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**HUMAN RESOURCE DEVELOPMENT TO SERVE QUANG NINH
PROVINCE'S MARINE TOURISM INDUSTRY TODAY**

ABSTRACT OF DOCTORAL THESIS IN PHILOSOPHY

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INTRODUCTION

1. Reasons for choosing the topic

The tourism industry has contributed a significant part to the GDP of Quang Ninh province, contributing positively to economic growth. Quang Ninh beach tourism also plays an important role in promoting exchanges and promoting Vietnamese culture and people to the world, improving the socio-political position of the province domestically as well as internationally. One of the limitations for the development of marine tourism in Quang Ninh province is that human resources to serve the marine tourism industry are lacking in quantity compared to the growth needs of the industry, especially after the COVID-19 pandemic; in terms of quality, there are also many limitations that need to be overcome such as lack of professional skills and foreign languages, not being well-trained, leading to limitations in providing high-quality services; The distribution of marine tourism human resources is also not reasonable, mainly concentrated in famous tourist areas, while other areas, especially new areas, lack quality personnel. Meanwhile, marine tourism is one of the types of tourism with a rapid development.

Therefore, in order to achieve the set goals and meet the increasing requirements of tourists, Quang Ninh province in general and the provincial tourism industry in particular need to have a strategy to develop human resources to meet the development requirements of marine tourism. To solve the above problems, The author chose "*Human resource development for the marine tourism industry in Quang Ninh province today*" as the research topic for his doctoral thesis in Philosophy.

2. Research objectives and tasks

2.1. Purpose of the study

On the basis of analyzing and clarifying a number of theoretical and practical issues, surveying the current situation of human resources serving the marine tourism industry of Quang Ninh province, the thesis proposes a number of solutions to continue developing human resources to serve the marine tourism industry of Quang Ninh province in the coming time.

2.2. Research Missions

To achieve the above goal, the thesis focuses on clarifying some of the following contents:

Firstly, an overview of the research situation related to human resources serving the marine tourism industry in Quang Ninh province.

Secondly, analyze and clarify a number of theoretical and practical issues on the development of human resources for marine tourism in Quang Ninh province today.

Thirdly, analyze and clarify the current situation of human resources serving the marine tourism industry in Quang Ninh province.

Fourthly, proposing a number of solutions to continue developing human resources for marine tourism in Quang Ninh province in the coming time.

3. Object and scope of the study

3.1. Objects of study

The research object of the thesis is to develop human resources for marine tourism in Quang Ninh province today.

3.2. Scope of study

- **Content:** The thesis studies the basic contents of human resource development for the marine tourism industry, including the development of the quantity, quality and demand of human resources.

- **Time:** The thesis focuses on researching the development of human resources for the marine tourism industry in Quang Ninh province from 2020 to now and proposes solutions to 2030, with a vision to 2045

- **Space:** The thesis focuses on the development of human resources for the marine tourism industry of Quang Ninh province.

4. Theoretical basis and research methods

4.1. Rationale

The thesis is based on the theories of Marxism-Leninism, Ho Chi Minh Thought and the Party's guidelines and guidelines, the State's legal policies on human resource development and human resource development for the marine tourism industry and the theory of Vietnam's innovation in the cause of building socialism today.

4.2. Research Methodology

- The thesis uses the methodology of Marxism-Leninism, namely dialectical materialism and historical materialism; views, guidelines and policies of the Party and the State on human resource development in general and marine tourism human resource development in particular.

- **Historical and logical methods:** used to analyze documents and data related to tourism labor force statistics over the years; data on human resources trained at training institutions over the years.

- **Synthesis and analysis method:** used to overview the research situation to the thesis topic; give general assessments of research works and give thesis issues that need to be further researched. Synthesis and analysis methods are also used to analyze the current situation of human resource development for the marine tourism industry in Quang Ninh province and the problems posed.

5. New contributions of the thesis

The dissertation makes several important contributions, as follows:

Firstly, the thesis contributes to further clarifying the theoretical aspects of human resources, human resource development, and human resource development for the coastal tourism sector, as well as the factors currently influencing human resource development for the coastal tourism industry in Quang Ninh Province.

Secondly, the thesis focuses on analyzing and evaluating the current state of human resource development for the marine tourism sector in Quang Ninh Province, based on an assessment of achievements and limitations, the underlying causes thereof, and the issues currently facing human resource development in this sector.

Thirdly, the thesis proposes a number of perspectives and solutions aimed at developing human resources for the marine tourism sector in Quang Ninh Province in the coming period.

6. Theoretical and practical significance of the topic

6.1. Theoretical significance

The thesis contributes to supplementing the theoretical system of human

development in the marine tourism industry from a philosophical perspective, especially clarifying the concept of "human resources for marine tourism" from a philosophical perspective. The thesis also provides a framework for systematic analysis of the criteria of competence, quality, professional ethics, etc. of marine tourism human resources. Thereby, the thesis clarifies the relationship between subjective factors and objective conditions in the transformation of natural resources into cultural and economic values, contributing to enriching the theory of social philosophy on the role of human beings in the era of national growth.

6.2. Practical significance

The research results of the thesis can be an important source of documents to help state management agencies in Quang Ninh have a systematic and objective view of the current situation of human resources for marine tourism in the province; Since then, there have been policy adjustments on human resource development.

The research results of the thesis can be a reference for the development of training programs at vocational education institutions and tourism businesses in Quang Ninh province in order to improve the quality of training human resources for marine tourism.

The research results of the thesis are not only of special significance to Quang Ninh but also become a practical reference for localities with a marine tourism industry to apply the solutions of the thesis to solve their problems in the development of their marine human resources.

7. Structure of the thesis

In addition to the introduction, conclusion, and list of references, the content of the thesis is divided into 4 chapters and 12 sections.

CHAPTER 1 OVERVIEW OF RESEARCH RELATED TO THE TOPIC

1.1. Theoretical research works on human resources for the marine tourism industry in Vietnam in general and Quang Ninh province in particular

Through the survey of research works on human resources, human resource development directly related to the topic, it has contributed to suggesting the theoretical basis for the author of the research thesis. The works have discussed basic issues of human resources, development of human resources for marine tourism such as: concepts, characteristics, structure, and types of human resources. With many different angles and research scopes, the author has a comprehensive view of human resources and the development of marine tourism human resources.

1.2. Works referring to the current situation of human resource development for the marine tourism industry in Quang Ninh province

Research works on the current situation of human resource development for the marine tourism industry of Quang Ninh province; the authors have analyzed the current situation, pointed out the achievements achieved in developing human resources for the marine tourism industry of Quang Ninh province; at the same time, it also pointed out the shortcomings and limitations of marine tourism human resources, development

trends, and requirements for tourism human resources in the current period.

1.3. Projects referring to solutions to develop human resources for the marine tourism industry in Quang Ninh province

The authors have proposed a number of solutions to develop human resources for marine tourism in Quang Ninh province; including mentioning solutions from the state management; solutions from marine tourism human resource training institutions; solutions come from establishments, marine tourism business units and the employees themselves.

1.4. Overview of works related to the topic of the thesis that have been summarized and the issues of the thesis that continue to be studied

1.4.1. Overview of research works related to the thesis topic

From the research works mentioned above, the following contents can be drawn:

Firstly, theoretical research works on human resources for the marine tourism industry in Vietnam in general, Quang Ninh province in particular

Although the authors' approaches are different, the topics, theses, and scientific research works have all pointed out theoretical issues in general about human resources and human resource development such as: clarifying the concepts of human resources, human resource development, etc the relationship between education and training; content of training and human resource development. The authors have also analyzed, clarified and affirmed the role and importance of human resources and human resource development to the overall development of the country.

Secondly, the research works mention the current situation of human resource development for the marine tourism industry in Quang Ninh province

The research works related to this content have provided a comprehensive, relatively complete and comprehensive way the issues of marine tourism human resource development in Vietnam. The research works have clarified the role of tourism human resources in the socio-economic development of the locality as well as the country; give scientific and practical arguments on the development of tourism human resources; clarify the current situation of human resource development for the marine tourism industry; at the same time, analyze the causes of such existence and limitations; From there, we can come up with directions and solutions to overcome those shortcomings and limitations.

Thirdly, research works related to the development of human resources for the marine tourism industry in Quang Ninh province

The above research works have provided relatively complete and comprehensive human resource issues for the marine tourism industry in Quang Ninh province. The research works have also clarified the potentials and strengths of marine tourism of Quang Ninh province; the current situation of marine tourism human resources of Quang Ninh province; the research works also show the current situation of marine tourism human resource training and fostering institutions of Quang Ninh province and provide solutions to develop human resources for the marine tourism industry in Quang Ninh province.

1.4.2. Thesis issues to continue research

Firstly, although the related concepts are approached from many different angles, analyzed comprehensively and deeply, there are few works that directly mention the issue of developing human resources for the marine tourism industry in Quang Ninh province today, there are differences in scope, different research objects. Those works mainly give general concepts of the problem of developing human resources for marine tourism, or can be associated with a locality other than Quang Ninh.

Secondly, the current studies on the current situation of marine tourism human resources in Quang Ninh province are incomplete, the data are not close to reality, there is no work to comprehensively research and cover the issues of human resource development for the marine tourism industry in Quang Ninh province today.

Thirdly, the author focuses on building a number of perspectives and a system of solutions to improve the quality and efficiency of human resource development for the marine tourism industry in Quang Ninh province in accordance with the current situation of marine tourism human resources in Quang Ninh province. associated with the new requirements for marine tourism human resources in Quang Ninh, as well as in Vietnam and the world, taking into account the impacts of the fourth industrial revolution.

Chapter 1 Synopsis

Human resources are always an important issue in socio-economic development in general and in the development of marine tourism in particular. Issues related to the development of human resources for marine tourism are of interest and research to scientists; there have been many books, articles, scientific seminars, scientific topics, and research works approached from many different angles; These studies refer to general theoretical issues for the development of human resources for the marine tourism industry such as clarifying related concepts, researching factors and impacts affecting the development of marine tourism human resources; at the same time, it also conducts research, analysis and clarification of the current situation of human resources serving the marine tourism industry in general and in Quang Ninh province in particular, pointing out the achievements, limitations and problems posed in the process of developing human resources for the marine tourism industry; These research works also provide directions and a number of solutions to improve the quality of human resource development for the marine tourism industry. Overall, these works have clarified theoretical and practical issues and provided directions and solutions to develop human resources for the marine tourism industry. However, so far, there has been no scientific work that has directly researched, analyzed and clarified this issue systematically and comprehensively from the perspective of Philosophy, there has been no research work on human resource development to serve the marine tourism industry directly in Quang Ninh. especially in the period of rapid recovery of Quang Ninh tourism after the Covid-19 pandemic, in which, the issue of human resources for tourism is one of the prominent issues to be solved to meet the needs of the rapid development of the tourism industry, especially marine tourism in Quang Ninh province. Therefore, the PhD student found that his topic did not overlap with any

published scientific work. The research works related to the topic summarized above will provide a lot of data and data necessary for doctoral students to absorb and inherit in the process of implementing the thesis.

CHAPTER 2

THEORETICAL ISSUES ON HUMAN RESOURCE DEVELOPMENT SERVING THE MARINE TOURISM INDUSTRY OF QUANG NINH PROVINCE TODAY

2.1. Concept of human resource development for the marine tourism industry

2.1.1. Human resources and human resources for marine tourism

2.1.1.1. Concept of human resources

Views of Marxism-Leninism, Ho Chi Minh Thought and the Communist Party of Vietnam on human resources and human resource development

Marxism-Leninism has put forward scientific views on human beings and human development. From the point of view of Marxism-Leninism, in any era, people always play a central role, the main factor determining the development of society. From the point of view of Marxism-Leninism, the productive forces are the combination of workers and the means of production in order to create material wealth for social life, which is a decisive factor for the development of the socio-economic form. The classicists of Marxism-Leninism have put forward profound conceptions of human beings, which emphasize the two biological and social aspects of human beings, which have a dialectical relationship that interacts and elevates each other.

Current Perspectives on Human Resources

The concept of "human resources" or "human resources" began to be used in the 70s of the last century. Currently, this concept implies the position and role of humans in the development process. The concept of "human resources" was introduced to Vietnam in the early 90s of the twentieth century. On the basis of considering human resources as the sum of material and spiritual factors that create the potential strengths of organizations, human resources can be considered as human resources capable of participating in the development process of organizations, regions and countries and contributing to the socio-economic development of organizations. region, country and world.

From the above analysis, we can understand that the quality of *human resources is the sum total of the physical, intellectual and mental factors in each person that create the strength of people and the human community; this strength can be mobilized in the process of production and business activities, socio-economic development.*

2.1.1.2. Human resources in service of the marine tourism industry

Human resources serving the marine tourism industry are the entire workforce directly and indirectly participating in the process of exploiting, managing, organizing and providing tourism services associated with sea, island

and coastal spaces. This force includes: tourism management; guides; hotel human resources; human resources for tourism shipping; human resources for marine entertainment services; human resources to conserve marine tourism resources; digital human resources for smart marine tourism; tour organizers, rescuers, boat drivers, or marine environment experts... They play an important role in developing and maintaining sustainable tourism practices in marine areas, ensuring the best experience for visitors.

2.1.2. Development of human resources for the marine tourism industry - concept and role

2.1.2.1. Human resource development

Thus, it can be understood that *human resource development* is the process of improving and increasingly perfecting all three elements of physical strength, intellect, mental strength, structure of human resources, developing cognitive skills, professional qualifications, professionalism, creativity and social dynamism of people. Thus, developing human resources to serve the marine tourism industry is not only about increasing the number of workers. Rather, it is the process: improving professional human resources; improve the level of education; improve digital skills; improving integration capacity; improve professional qualities. Therefore, it is necessary to pay attention to the development of the criteria of each person such as stature, height, weight, endurance, toughness, etc.; develop the education, expertise, skills, techniques and skills of employees; develop the quality, attitude, sense of responsibility for labor, dynamism, positivity, initiative and creativity in the work of employees.

2.1.3. Characteristics and roles of marine tourism human resources in Quang Ninh

2.1.3.1. Characteristics of marine tourism human resources in Quang Ninh

Quang Ninh is a province located in the Northeast of our country, with a favorable geographical location, adjacent to major economic centers of the country and China, Quang Ninh has become a gateway for domestic and foreign economic linkage, trade and transportation. These factors make the sea tourism human resources in Quang Ninh have the following characteristics:

First, human resources for marine tourism must have the capacity to preserve heritage

Second, marine tourism human resources associated with the integrated marine economy

Third, Quang Ninh's sea tourism human resources are associated with large-scale international tourism

Fourth, tourism human resources not only serve tourism but also contribute to building the image and position of Quang Ninh

Fifth, Quang Ninh's maritime human resources also contribute to maintaining national sovereignty, protecting security and border order at sea

2.1.3.2. The role of marine tourism human resources in Quang Ninh

The role of human resource development for the marine tourism industry in Quang Ninh province is reflected in the following basic contents:

First, for tourism economic growth

Developing human resources to serve the marine tourism industry, contributing to the overall socio-economic development of the country. Marine tourism human resources not only serve tourism activities but also directly contribute to the socio-economic development of the locality.

Second, improve the quality of tourism services

Developing human resources to serve the marine tourism industry is an important factor to improve high-quality marine tourism services; With people's incomes increasing, the demand for high-quality marine tourism services is also increasing.

Third, sustainable tourism development

In the development strategy of shifting from the economic model from "brown" to "green" of Quang Ninh, marine tourism plays a spearhead role. Marine tourism human resources are not only providers of tourism services but also the force that directly implements, preserves and spreads sustainable values.

Fourth, building Quang Ninh tourism brand

The tourism brand of a destination is not only built by massive promotional campaigns or trillion-dollar infrastructure systems, but the core lies in the actual experience of tourists.

2.2. Contents of human resource development for the marine tourism industry of Quang Ninh province

2.2.1. Developing the number of human resources to serve the marine tourism industry in Quang Ninh province

To develop human resources to serve the marine tourism industry in quantity to meet the increasing demand of marine tourism human resources. From a philosophical perspective, the development of quantity (quantity) is a necessary condition to create a change in quality (quality). A world-class marine tourism industry like Quang Ninh cannot operate without a large enough number of workers to cover the entire service infrastructure.

2.2.2. Developing the quality of human resources to serve the marine tourism industry of Quang Ninh province

In order to develop the quality of human resources to serve the marine tourism industry in Quang Ninh province, it is necessary to implement the following contents:

First, improve professional qualifications

Professional qualifications are a fundamental factor for creating high-quality workers. In particular, trained labor is a mandatory factor for employees to have a general knowledge foundation and specialized and in-depth knowledge.

Second, improve foreign language capacity and international integration

For human resources in the marine tourism industry, foreign language proficiency and international integration are not only communication tools but also prerequisites for operating high-end service chains, ensuring maritime safety and enhancing the destination's brand position on the global map.

Third, improve digital capacity and adaptability to digital transformation

In the rapid development of digital technology today, tourism human resources serving the marine tourism industry need to improve their digital capacity and ability to adapt to digital transformation. Digital capacity and digital transformation have a profound impact on the processes of implementing tourism products, from promotional campaigns, methods of implementing communication campaigns, and forms of expression.

Fourth, improve the professional quality and culture of marine tourism

In addition to professional qualifications and digital capabilities, professional qualities and tourism culture are the "hindrances" that determine the success or failure of a destination. For the marine tourism industry, where workers often work in a crowded environment, sensitive ecological space and under great pressure from seasonality, fostering ethical values and civilized behavior has become even more urgent.

Fifth, improve the capacity to conserve natural resources, environment and marine heritage

Improving the capacity of marine resources, environment and heritage conservation for marine tourism workers is a key task to ensure the survival and sustainability of destinations. In particular, for major marine tourism centers such as Quang Ninh with the World Natural Heritage Site of Ha Long Bay, the workforce here must not only perform economic service tasks, but also become "soldiers" to protect and ambassador heritage on the front line.

2.2.3. Development of human resource structure

Human resource development for the marine tourism industry from a structural perspective is the process of adjusting and optimizing the proportional relationships between the components of the labor force. A reasonable structure will create a balance, help the marine tourism industry system operate smoothly and maximize the available natural resources and infrastructure. First of all, it is necessary to pay attention to the structure according to training level, this is the core factor of the quality of human resources for marine tourism, reflecting the wisdom and skills of the whole industry. Ensure a balanced ratio between qualification groups: strategic management (undergraduate, postgraduate), intermediate technicians and skilled direct workforce.

2.3. Subjects, methods and factors affecting the development of human resources in service of the marine tourism industry in Quang Ninh province

2.3.1. Subjects of human resource development in service of marine tourism in Quang Ninh province

Firstly, it is the Party committees, organizations, and political system as the highest leading bodies, responsible for giving strategic orientations, goals and tasks for tourism development for the whole province. Promulgate resolutions and policies, and create a coordination mechanism between levels and sectors to mobilize resources.

Secondly, it is local governments at all levels and state management agencies in tourism that play a role in orienting, developing strategies and planning for the development of marine tourism human resources; at the same time, they are also the ones who set out policies for the development of marine tourism human

resources.

Thirdly, tourism training and vocational training institutions in Quang Ninh province. Universities, colleges, vocational training intermediate schools, etc. of Quang Ninh province play an important role in creating and supplying qualified marine tourism human resources to meet the needs of the labor market.

Fourth, cruise companies, which are direct employers of labor, have a decisive role in retraining, on-the-job training and improving the quality of human resources. Beach tourism businesses need to clearly identify the needs of the quantity, quality and skills of their marine tourism human resources, thereby proposing to training institutions to develop appropriate training programs and training methods to meet their needs.

Fifth, the main subject is the employees themselves, they are the subjects who directly participate in tourism activities, deciding the quality of service. In order to constantly improve the quality of human resources for marine tourism, employees themselves must actively and proactively improve their professional qualifications, professional skills, foreign languages, history, culture, soft skills, etc. to better meet the requirements of the job.

2.3.2. Methods of developing human resources for marine tourism in Quang Ninh province

In order to implement the contents in the development of human resources to serve the marine tourism industry in Quang Ninh province today, it is necessary to follow the following main methods:

First, developing human resources to serve the marine tourism industry through education and training

Completing the training program in accordance with the actual needs of marine tourism of Quang Ninh province. The training program is not only regularly updated, closely following the needs of the province's marine tourism market but also must be suitable for the characteristics of culture, people, and typical marine tourism products of Quang Ninh province such as ship tourism, marine ecotourism.

Secondly, developing human resources to serve the marine tourism industry through remuneration policies, working environment, attracting the use of tourism human resources for marine tourism

The province needs to continue to improve mechanisms and policies to attract talents, provide financial support such as preferential loans, provide scholarships, etc. for students studying tourism in general and marine tourism in particular. Develop preferential credit policies for disadvantaged tourism students and high-quality tourism students in particular to suit the characteristics of each subject

Third, developing human resources for the marine tourism industry in association with strengthening regional cooperation, regional and international linkages in the development of human resources for marine tourism

Quang Ninh holds a strategic position in the national tourism development map, identified as located in the Red River Delta and Northeast coastal tourism region, and is part of the Northern key economic region. especially Ha Long Bay -

a World Natural Heritage Site, which has shaped Quang Ninh into a global destination.

2.3.3. Factors affecting the development of human resources for the marine tourism industry of Quang Ninh province today

2.3.3.1. Socio-economic conditions of Quang Ninh province

Quang Ninh is a province located in the Northeast of our country, which is a strategic area in terms of economy, politics and defense, about 120 km from Hanoi. Quang Ninh is one of the provinces in our country that shares a border with China and the only province in the country that shares not only a land border but also a sea border. Due to its favorable geographical location, which is adjacent to major economic centers of the country and China, Quang Ninh has become a gateway for domestic and foreign economic linkage, trade and traffic. Quang Ninh is a province with great potential and advantages in marine resources, not only with a long sea route but also with many islands and many beautiful coral reefs, which is an important advantage to attract tourists to the province's marine tourism.

2.3.3.2. System of education and training of marine tourism human resources

Currently, human resource training for tourism is mainly carried out by Ha Long University, Vietnamese-Korean College of Quang Ninh. In which, it mainly trains majors such as Tourism and Travel Service Management; Hotel management; Restaurant and food service management; Tourism and air services. The postgraduate program includes master's degree training in Tourism and Travel Service Management. Quang Ninh Vietnamese-Korean College trains in the following majors: Tourism Guidance; Hotel management; Food processing techniques.

2.3.3.3. Strategies and policies for development of marine tourism of the province

Policies on tourism development in general and on the development of marine tourism human resources in particular of the country, Quang Ninh province and each locality in the province. The provincial People's Committee, the Department of Tourism and a number of state management agencies in charge of tourism are responsible for planning, implementing and supervising strategies and programs for the development of tourism human resources in general and marine tourism human resources in particular.

2.3.3.4. Science and technology digital transformation, international integration and labor market

The rapid and convenient development of digital transformation, the low cost of technology, information, communication, and artificial intelligence have fundamentally changed the operation of tourism establishments and companies. The organizational structure, way of operation, information, advertising, sales channels, and sales of tourism products have changed greatly compared to before. This change requires human resources to also be trained and equipped with basic knowledge and skills to adapt to changes in the way tourism establishments and companies are managed and operated.

2.3.3.5. Characteristics of marine resources, islands and cultural heritage of Quang Ninh

Quang Ninh is a province with a diverse terrain, including seas, plains, mountains, and islands. In particular, the most prominent is Ha Long Bay - the jewel of Vietnam's marine tourism, which is an ideal destination for domestic and foreign tourists. Not only famous for Ha Long Bay - a world natural heritage honored by UNESCO 3 times, this place also owns a series of attractive experiences: turquoise beaches, magnificent cave systems and a culture rich in identity. The above-mentioned favorable cultural factors create conditions for Quang Ninh to build cultural and historical tourism products to attract tourists.

2.3.3.6. Awareness of marine tourism personnel themselves

The quality development of tourism human resources is regulated by the perception of tourism human resources. When they have clear goals and motivations, along with love and passion for work, it will be very easy to improve the quality of tourism human resources. The awareness of tourism human resources plays an important role in developing in terms of quality. When tourism human resources clearly define their career goals, love and passion for the tourism profession at the tourism business establishment, then it will be much easier and more convenient to develop the quality of this team. If sea tourism human resources are positively motivated, they will be enthusiastic and strive in learning, cultivating knowledge, skills, expertise, and professional skills to improve themselves as a basis for promotion at work.

Chapter 2 Synopsis

On the basis of applying the worldview and methodology of Dialectical Materialism, Chapter 2 has systematized and deepened theoretical issues of human resources and human resource development for the marine tourism industry in Quang Ninh province. Some general arguments can be drawn as follows:

Firstly, affirming the subject position of human resources in the production force. Marine tourism human resources are not merely an element of the labor process but the most dynamic element, playing a decisive role in the production force system of the tourism industry. Unlike "static" resources such as capital or resources, people as "dynamic" subjects, through purposeful activities, have transformed the natural potentials of the sea and islands into material and spiritual values for society.

Secondly, establish a model of comprehensive human development through the triad of "Mental Strength - Physical Strength - Mental Strength". The quality of human resources is the dialectical unity between physical strength, intellectual capacity and morality and belief. Human resource development is a process of continuous advocacy to optimize the balance between health, intellect and morality; towards liberating and maximizing the creative capacity of workers in the specific marine economic environment.

Third, clarify the relationship between "Quantity" and "Quality" in the movement of human resources to serve the marine tourism industry. Developing human resources for the marine tourism industry is not only an increase in scale (accumulation in quantity) but must lead to "leaps" in professional quality and

rationality in structure. An optimal human resource structure - closely organized by level, industry and territory - is the right "form" to promote the "content" of Quang Ninh's marine economy to reach the international level.

Fourth, determine the integrity in the system of subjects and development methods. The process of human resource development is the result of multi-dimensional interaction between the political system, the State, training institutions, enterprises and the employees themselves (self-advocacy subjects). The harmonious combination of education and training, remuneration policies and international cooperation forms a synergy to remove the "bottlenecks" of human resource shortages in the era of the knowledge economy and the Industrial Revolution 4.0.

Finally, identify factors affecting from an objective and subjective perspective on the development of human resources for the marine tourism industry. This development is always governed by the laws of globalization, changes in the labor market and depends on the strategic thinking, will and aspiration of local managers and workers.

CHAPTER 3

HUMAN RESOURCE DEVELOPMENT FOR THE MARINE TOURISM INDUSTRY IN QUANG NINH PROVINCE - CURRENT SITUATION AND ISSUES RAISED

3.1. The current situation of human resource development for the marine tourism industry in Quang Ninh province

3.1.1. Achievements in the development of human resources for the marine tourism industry in Quang Ninh province

3.1.1.1. Achievements in the number of human resource development to serve the marine tourism industry in Quang Ninh province

In order to build and develop human resources for marine tourism, Quang Ninh province has paid great attention to investing in facilities and implementing policies to attract talents for training, education and fostering tourism human resources in the province. Increase investment in technical equipment for vocational training and practice to improve students' practical capacity and vocational skills. Expand and increase the specialties of training and fostering tourism human resources; diversify forms of association between training, education and retraining institutions and units using tourism human resources; strengthen short-term refresher courses to equip and update knowledge for the existing workforce. The Department of Culture, Sports and Tourism opened many training courses to update knowledge for the direction of

In addition, tourism businesses in the province also actively build an international human resource network, to improve service quality and meet the needs of tourists, especially foreign visitors. The development of the number of human resources serving the marine tourism industry is also due to the attention of Quang Ninh Province; Overall, the policy of developing marine tourism human resources of Quang Ninh province in recent years is correct, in line with the goals

and directions of socio-economic development of Quang Ninh, both in terms of methods and solutions in education - training and fostering associated with the development of tourism human resources. making an important contribution to the overall socio-economic development of the province.

3.1.1.2. Achievements in developing the quality of human resources to serve the marine tourism industry of Quang Ninh province today

The quality of tourism human resources of Quang Ninh province and the province has had positive changes. The proportion of workers with undergraduate and postgraduate degrees increased from a very low level in the 2015-2020 period to over 7% in the 2020-2025 period; the number of guides granted practice certificates increased; untrained labor gradually decreased. The proportion of human resources serving Quang Ninh's marine tourism industry through professional qualifications is higher than the national average; This shows the achievements achieved in the development of the quality of human resources for marine tourism.

3.1.1.3. Achievements in developing the structure of human resources for marine tourism in Quang Ninh province

The structure of industries is increasingly diverse; the structure according to the nature of labor is changing with a rapid increase and accounting for a large proportion of the number of direct workers; Indirect and seasonal labor still accounts for a significant proportion due to the seasonal nature of marine tourism. However, with the province's "four-season tourism" development strategy, this gap has gradually been reduced by increasing long-term labor through tourism products during the year. Regarding the structure according to geographical space, marine human resources are concentrated in key regions such as: Ha Long - Van Don - Mong Cai.

3.1.2. Limitations in the development of human resources for the marine tourism industry of Quang Ninh province

3.1.2.1. Limiting the development of the number of human resources for marine tourism in Quang Ninh province

In Quang Ninh province, the capacity to train high-level tourism human resources of tourism training institutions of Quang Ninh province is still very limited; it is not possible to actively supply high-quality labor for the province's tourism development. Currently, in addition to Ha Long University, which is one of the main institutions for training human resources for the province's tourism industry, there are a number of majors such as: hotel management, tourism and travel service management, restaurant and catering service management through support projects from the Ministry of Culture, Sports and Tourism. At the same time, Quang Ninh is geographically located farther from the capital than other localities in the Red River Delta, so it is more difficult to compete in attracting tourism human resources to the locality.

3.1.2.2. Limitations on the development of the quality of human resources for marine tourism in Quang Ninh province

The quality of marine tourism human resources in Quang Ninh province has

not met the requirements of marine tourism development; especially the high growth of the international tourist segment to Quang Ninh today. The language limitation for the marine tourism workforce is not only reflected in communication but also shows a deep lack of understanding of the culture, personality and people of international tourists such as. The ability to use digital skills in management and marketing of local tourism personnel is still weak, not catching up with the trend of smart tourism in the world today. Human resources for marine tourism from training and education institutions have not kept up with the requirements of work practices, especially at 5-star hotels and high-end resorts. Businesses and marine tourism businesses in Quang Ninh province still have some limitations to overcome in developing human resources for the marine tourism industry, that is, there is no specific and long-term plan in developing human resources for the unit, the quality of human resources in the unit is uneven, there is a shortage of high-quality human resources, professional qualifications, professional skills and foreign languages of a part of the workforce have not met the development requirements of the tourism industry, especially the goal of becoming an international tourism center.

3.1.2.3. Limitations on the development of the current structure of marine tourism human resources in Quang Ninh province

Structurally, there is an imbalance in qualifications: most of the workers are concentrated in elementary positions such as housekeeping, desks, and security. The uneven distribution of marine tourism human resources is also a limitation. Not only does Quang Ninh province lack unskilled or low-level labor resources, but Quang Ninh province also lacks high-quality tourism human resources to help plan, promote, connect and implement service activities as well as to meet the demand for high-class tourism services. Quang Ninh is not really an attractive destination for tourism workers from other localities, while the province's tourism workers tend to leave for other tourist destinations. The workforce itself, which is considered to be of high quality, also has many inadequacies, especially in the management of high-end hotels, restaurants, etc. The main manifestations are: Employees who have been trained, have professional and technical qualifications but do not meet the requirements of the job corresponding to the training level, low productivity and labor efficiency are still considered high-quality human resources.

3.2. Causes of achievements, limitations and problems in the development of human resources for marine tourism in Quang Ninh province

3.2.1. Causes of achievements and limitations

3.2.1.1. Causes from subjects

The achievements achieved in the development of human resources for marine tourism in Quang Ninh province are first of all the leadership of the Provincial Party Committee, the Provincial People's Committee, all levels and branches in building and developing human resources for marine tourism. The province has had investment policies for educational institutions, training and fostering marine tourism human resources; to have preferential and support policies for organizations and individuals engaged in tourism business, and to have policies on visas, travel and residence for high-quality tourism human resources from

countries in the region and around the world. Quang Ninh province also focuses on developing regional linkages in training human resources for marine tourism; have policies to support learners to attend tourism human resource training programs.

3.2.1.2. Causes from the

Firstly, the planning for human resource development is not complete and there are still many inadequacies. The planning for the development of human resources for tourism in general and marine tourism in particular has not been associated with the province's socio-economic development plan, not detailed and specific for each different group of human resources.

Secondly, mechanisms and policies on human resource development are not really complete and lack high competitiveness. In order to meet the increasing demand for trained and high-quality human resources in the field of tourism, mechanisms and policies on human resource development must be increasingly perfected. close to reality and highly competitive.

Thirdly, the province's training, education and vocational training system in tourism still has many limitations and inadequacies in developing human resources to serve the marine tourism industry.

Fourthly, tourism establishments and companies are not properly aware of the role of human resources in the overall development of the unit. development is increasingly diverse, rich and highly demanded by domestic and foreign tourists.

3.2.1.3. Causes from influencing factors

The development of Quang Ninh's tourism human resources comes from the rapid development of Quang Ninh Tourism in recent years. Quang Ninh has a favorable geographical location, borders with China, forests, seas and many famous landscapes in the world; in which Ha Long Bay and Bai Tu Long Bay are prominent; there are beautiful islands with high value for marine tourism such as Van Don, Quan Lan, Co To, Vinh Thuc... The achievements in developing human resources for marine tourism are due to the fact that Quang Ninh has focused on digital transformation, information technology, and communication in the activities of establishments operating in the field of tourism in general and marine tourism in particular. The adaptation to the major changes of the digital age has helped tourism establishments and companies develop human resources to serve their marine tourism by applying modern methods, using artificial intelligence in promotion, communication, and sales of their tourism products.

Regarding the causes of human resources in the marine tourism industry, with the high development rate of the marine tourism industry, bringing jobs and benefits to themselves and their families. Bringing stable income, therefore, they are self-aware that they must improve their professional qualifications, professional skills, soft skills, foreign languages, etc. to meet the increasing demand of marine tourism development. Being well aware of that is an important motivation for human resources to serve the marine tourism industry to love their profession and stick with the industry for a long time.

3.2.2. Problems posed in the process of developing human resources to serve the marine tourism industry of Quang Ninh province today

3.2.2.1. Contradiction between the requirements for rapid development of high-quality marine tourism and the disproportionate quality of human resources

In terms of quality, in the face of the increasing demand of domestic tourists as well as international tourists for high-quality tourism, high-class and professional services, new and strange tourism products... the problem of improving the quality of tourism human resources is posing many problems that need to be solved. The situation of Vietnam's tourism in general and of Quang Ninh province in particular is that there is no shortage of unskilled workers, even redundant, but there is a serious shortage of good managers, workers with high professional skills, good foreign languages, and meeting international standards. The province's tourism human resources still have limitations in terms of professional qualifications, soft skills, foreign language proficiency, communication ability, spirit of service attitude, etc. are still barriers in improving the quality of human resources today.

3.2.2.2. The contradiction between the requirements of international integration is increasingly extensive and the foreign language ability and professional skills are still limited

The rapid development of the number of international tourists makes the human resources of marine tourism have not developed to keep up with both quantity and quality. The training of tourism human resources at training institutions currently still has many limitations in foreign language capacity, learners are mainly taught foreign languages according to the old mindset, lack of skills in communication, negotiation, foreign languages specialized in tourism, lack of regular practice and the amount of subjects is still modest in the full-course training program. Moreover, tourists are very diverse in language, which makes it difficult for sea tourism personnel to not only master one main foreign language, usually English, but also know at least one foreign language. The vocational skills of tourism personnel trained in establishments are also limited, not meeting the rapid development of high-quality tourism services.

3.2.3. Contradictions between the requirements to improve the quality of training and fostering human resources in service of the marine tourism industry and the current situation of the system of training and retraining institutions of Quang Ninh province

In order to develop human resources for marine tourism in Quang Ninh province today, the issue of training human resources is a key issue. Currently, in the face of the high requirements of the development of human resources for the marine tourism industry, the province's education, training and vocational training system on marine tourism has not met the requirements of both quantity and quality. The system of facilities for learning, practicing and scientific research still has many limitations, inadequacies, and is not close to the reality of tourism today, especially in the high-quality tourism segment, training tourism human resources for five-star hotels, luxury international cruises, etc class. The training program,

knowledge and professional skills are not close to the needs and rapidly developing practices of the current tourism industry

3.2.4. Contradictions between policies to attract investment, human resources and remuneration regimes for sea tourism human resources and the current demand for high-quality human resources

In the coming years, with the rapid development of tourism in Quang Ninh province, along with the current situation of marine tourism human resources in the province, it poses a problem to develop and fully meet the demand for tourism human resources for the province. In addition to promoting the internal resources of human resources, education and training of Quang Ninh province, it is necessary and important to continue to implement and innovate policies to attract human resources to serve the marine tourism industry from outside to Quang Ninh province, especially high-quality human resources.

Chapter 3 Synopsis

Tourism is determined to become a key economic sector in the transition from a brown economy to a green economy of Quang Ninh province; Therefore, developing human resources for the marine tourism industry is one of the tasks that plays an important role, determining the successful implementation of that strategy. The difficulties after the Covid-19 epidemic when a large number of tourism human resources, including many highly qualified human resources, moved to other fields due to limited tourism activities, causing a serious shortage of human resources for tourism after the epidemic ended. Tourism activities returned to normal. The post-epidemic period witnessed the rapid recovery of tourism in the country in general and Quang Ninh province in particular; Since then, it is necessary to quickly recover and develop human resources to serve the province's marine tourism industry to meet the rapid growth needs of the tourism industry in terms of quantity, and at the same time, constantly improve the quality of human resources to meet the increasing needs of domestic and international tourists about luxury and high-class tourism services. Fully aware of the role and importance of building and developing marine tourism human resources in Quang Ninh province, all levels and sectors have been proactive, active, and have many positive guidelines, policies and solutions to quickly develop the workforce to meet the development needs of the tourism industry in Quang Ninh province; However, due to many objective and subjective reasons, the development of human resources to serve the province's marine tourism industry is still limited, not meeting the requirements of the rapid development of the tourism industry, as well as the changing trend of tourism needs. Those limitations exist in all stages and fields in the development of marine tourism human resources, therefore, in the coming time, it is necessary to have solutions to quickly overcome the remaining limitations, well solve the problems that are being posed in the process of developing human resources for the marine tourism industry in Quang Ninh province in the period currently.

CHAPTER 4

PERSPECTIVES AND SOME SOLUTIONS FOR SOURCE DEVELOPMENT HUMAN RESOURCES FOR THE MARINE TOURISM INDUSTRY QUANG NINH PROVINCE IN THE COMING TIME

4.1. Views on the development of human resources for marine tourism in Quang Ninh province in the coming time

First, the development of human resources for marine tourism must be considered a strategic breakthrough in the development of marine tourism in Quang Ninh

The Provincial Party Committee and the People's Committee of Quang Ninh province regularly direct the People's Committee and all levels and branches, especially the tourism industry of the province, to focus on maximizing the development of their potentials and strengths, taking advantage of all resources of the society for rapid socio-economic development, sustainable. The province has always thoroughly grasped both the direction and implementation of the policy of human resource development, especially marine tourism human resources, which is an important strategic breakthrough for tourism development, making tourism an important pillar contributing to the development of the province. That policy has been implemented by Quang Ninh province to the entire political system, cadres, party members and the people; especially the leaders of agencies and units related to human resources and marine tourism.

Second, human resource development must be associated with the characteristics of marine tourism in Quang Ninh province and the requirements of sustainable development

The development strategy of transforming from a "brown" economy to a "green" economy is identified by the province as a key task in Quang Ninh's socio-economic development strategy, transforming from mineral resource exploitation to a province with a service and industrial economic structure, etc. is a high-quality tourism center of the region, preserving and sustainably promoting the values of the world heritage - natural wonder of Ha Long Bay and scenic areas and historical relics. From the unique characteristics of Quang Ninh, in developing human resources, it is necessary to pay attention to building human resources for marine tourism to adapt to those characteristics.

Third, human resource development must ensure consistency between improving professional quality and developing professional qualities and tourism culture

Marine tourism human resources must first of all be people with solid professional knowledge, knowledge of the organization and operation of the tourism industry; the mobilization and development trend of the domestic and foreign tourism market; grasp the needs, desires and behaviors of visitors; understand domestic and foreign laws in the field of tourism; is a person who

masters knowledge in the fields of tourism management, hospitality, communication and tourism product development. At the same time, marine tourism human resources must be trained in vocational skills: communication and customer service skills: it is a service economy with the characteristics of human-to-human communication; Therefore, tourism personnel must know how to make an impression on tourists and have the skills to handle situations, communicate flexibly and delicately with domestic and international customers.

Fourth, human resource development must be placed in the context of digital transformation and international integration

The development of marine tourism human resources in Quang Ninh province cannot help but be placed in the context of digital transformation and deep international integration in Vietnam today. From that fact, it is necessary to focus on equipping digital transformation capabilities such as: specialized technology operation skills, proficient use of smart tourism management platforms, application of digital technology in operation, etc promoting and communicating tourism products; marine tourism human resources.

Fifth, the development of human resources for marine tourism is a common responsibility of the State, enterprises, training institutions, communities and employees themselves

Marine tourism is a key field in the overall tourism of Quang Ninh, occupying a major position in attracting domestic and foreign tourists to Quang Ninh; Therefore, it is necessary to develop a high-quality marine tourism human resource with good professional qualities. To do that, there must be the synchronous participation of the State, enterprises, training institutions, the community and the employees themselves. The State plays a role in orienting, creating an environment and policies to develop human resources for marine tourism; The State shall make strategic plans for the development of marine tourism human resources in association with the socio-economic development planning; promulgate guidelines and policies, improve institutions and laws.

4.2. Some solutions for human resource development to serve the marine tourism industry of Quang Ninh province in the coming time

4.2.1. Completing strategies, plannings and policies on development of marine tourism human resources of Quang Ninh province

Quang Ninh province needs to have a detailed plan on human resource needs for each type of marine tourism (resorts, sea sports, Bay visits, coastal community tourism, etc.) in each period. Clearly identify priority positions and occupations that need intensive training. Promulgating policies to support specific vocational training: Developing and implementing financial support policies (scholarships, concessional loans) for learners of occupations directly related to marine tourism such as high-quality seafarers, marine tour guides, etc marine activities management specialists, sea sports technicians, lifeguards... Policies to encourage enterprises to provide on-the-spot training: Offer tax incentives or financial support (deducted from the Provincial

Tourism Development Support Fund) for marine tourism enterprises to organize training and fostering to improve professional skills, soft skills, foreign languages and knowledge of safety, etc marine environment for workers.

4.2.2. Fundamentally renewing the training and fostering of marine tourism human resources

Educational and training institutions such as Ha Long University, Vietnam Han College... playing an important role in training human resources in general and human resources for tourism of Quang Ninh province in particular. Over the years, Quang Ninh's education, training and vocational training system has made a great contribution to the training of a large number of workers to supply for professions, including the tourism industry. With the rapid development of the tourism industry, along with the policy of transforming from a brown economy to a green economy with a focus on tourism development, the requirement is to increase the number of trained workers of the tourism industry; at the same time, constantly improve the quality of the province's human resources.

4.2.3. Improving the quality of human resources in the direction of professionalization, digitalization and internationalization

Professionalization of marine tourism human resources should be understood as a process of standardizing, systematizing and disciplining the entire capacity, behavior and thinking of marine tourism human resources. To do that, there must be a measurement system for marine tourism human resources; on the basis of recognized sets of standards such as VTOS (Vietnam Tourism Occupational Standards), MRA-TP (ASEAN Mutual Recognition Agreement on Tourism Professions), Quang Ninh province needs to develop a set of standards for the province's marine tourism human resources, in which inheriting the existing sets of standards combined with the requirements of Quang Ninh marine tourism. especially associated with heritage protection, with the trend of green economic development of the province. It is necessary to concretize the standards into job descriptions and detailed competency frameworks for each position in the marine tourism industry such as: Yacht management, resort receptionist, room staff, desks, guides, crew members, etc. Towards the assessment and issuance of practice certificates for marine tourism personnel, only qualified employees will be granted practice certificates.

4.2.4. Building and developing the professional culture of marine tourism human resources

If the professional skills of sea tourism personnel are considered as "hardware" to help operate work, digital skills and foreign languages are "connecting tools", then professional culture is the "software" and "operating system" that determines the attitude, behavior and level of service. The marine tourism industry has a specific workplace associated with the sea, islands, yachts, closed spaces, high pressure, if there is no professional culture to adjust the behavior of tourism personnel, it is easy to lead to actions that affect the experience of tourists. Therefore, tourism human resources must build and develop professional culture, considering it as a key factor to

increase service quality, bring good attitudes and feelings to tourists.

4.2.5. To strengthen links between the State, enterprises, training institutions and local communities in human resource development

In order to develop marine tourism human resources for Quang Ninh province in the coming years, it is necessary to have the participation of the government, businesses, training institutions and local communities. In fact, this association still has many inadequacies and limitations that need to be overcome; The State promulgates guidelines and policies but lacks a promotion mechanism; schools train what they have, not what the market and businesses need; enterprises lack human resources but are afraid to spend money on training and retraining; local communities are pushed out of the value chain. Quang Ninh province needs to create a favorable environment for students to learn, start a business, create and develop, training institutions to train human resources with qualities, skills and expertise to meet the needs of businesses and the sea tourism human resource market. Businesses need to participate in the process of building programs, teaching and practice of students; towards ordering tourism human resources for training institutions.

4.5.6. Creating an attractive working environment and career development in order to attract and retain high-quality human resources

In order to attract more and more workers to participate in the tourism industry, educational, training and vocational training institutions strengthen counseling, career guidance, enrollment with training professions for tourism, expand the area to attract students not only in the province but also to neighboring provinces to attract more human resources for the tourism industry. Continue to improve policies and mechanisms for developing high-quality human resources in the direction of breakthrough, competition and market, creating a good working environment to retain talents and experts in the tourism industry. In terms of attracting investment to develop human resources, Quang Ninh province needs to implement preferential policies on land rent, taxes, administrative procedures, and infrastructure provision. Regarding the remuneration regime, to make the tourism industry attractive to human resources not only in the province but also in other localities; The tourism industry must implement preferential policies on remuneration for employees in the tourism industry.

Chapter 4 sub-finale

On the basis of the theoretical framework and analysis of the current situation of human resource development to serve the marine tourism industry of Quang Ninh province. At the same time, the study deeply analyzes the international and domestic contexts affecting the development of human resources for the marine tourism industry. The shift in the global focus of power to the Asia-Pacific region, the explosion of the Fourth Industrial Revolution and the trend of "selective globalization" have both created opportunities and posed objective challenges to human development. In particular, in the face of the impacts of climate change and

the requirement to transition from the "brown economy" to the "green economy", the development of marine tourism human resources is no longer a mere choice but an objective necessity to ensure the existence and flourishing of the tourism industry in Quang Ninh province in the digital era. The task of developing human resources for the marine tourism industry is the cause of the entire political system, in which raising awareness of Party committees, authorities, businesses and employees themselves is a prerequisite solution. To unleash resources, the province needs to implement "leverage" policies such as credit incentives, talent incentives and create an internationally competitive working environment to attract elite experts and retain skilled workers. In order to realize the tourism development strategy of Quang Ninh province, it is necessary to promote the innovation of training content and methods, considering this as one of the key solutions in restructuring the training system in the direction of a capacity approach, closely linking the "three houses" model (State - School - Entrepreneur). The standardization of quality according to international standards (VTOS, ASEAN), strengthening digital and foreign language skills, along with diversifying new specialties (yacht management, MICE tourism, ecotourism) is the shortest way to raise the position of Quang Ninh's marine tourism human resources on the international map. In order to quickly attract human resources, especially high-quality human resources of the marine tourism industry, it is necessary to strongly promote regional linkages and international integration as an important exogenous driving force. In a flat world, human resource development cannot be closed in the local space. The expansion of cooperation with major training centers in the country and prestigious tourism organizations in the world will help Quang Ninh quickly access the quintessence of knowledge, modern management technology and in-depth technical transfer.

CONCLUSION

With the goal of building Quang Ninh into a modern service and industrial province by 2030, developing the digital economy based on science and technology and high-quality human resources, being an international tourism center, one of the growth poles of the North... successfully transforming the development model from a brown economy to a green economy, Tourism must become a key economic sector of the province, contributing an increasing rate to the province's GRDP. In the current period, the development of Quang Ninh beach tourism is taking place in the context of the fourth industrial revolution and the trend of shifting the focus of global economic power. Local practice shows a sharp "phase difference" between the demand for rapid growth after the COVID-19 pandemic and the current shortage of human resources in terms of scale and limitations in digital skills and foreign languages. This is the dialectical contradiction between the objective requirements of the modern economy and the subjective capacity of the current workforce that needs to be resolved. In order to realize that goal, one of the important tasks is to develop human resources to serve the province's marine tourism industry, especially high-quality human resources, which is a decisive strategic breakthrough to implement the renewal of the growth model, restructuring the economy and socio-economic development of Quang Ninh province in the new period and the Tourism industry in particular. Therefore, on the basis of the current situation of marine tourism human resources of Quang Ninh province, it is necessary to synchronously implement a series of solutions from the State management agencies in charge of tourism, educational, training and vocational training institutions to businesses, units, tourism business organizations and also the people. Only then can a human resource be developed to meet the increasing quantity and quality of human resources for the marine tourism industry of Quang Ninh province. Contributing to accelerating the socio-economic development of Quang Ninh province in general and of the tourism industry of Quang Ninh province in particular.

Developing human resources for marine tourism in Quang Ninh province is not only a pure economic solution but a long-term strategic socio-political task. When human resources are comprehensively developed in both stature and thinking, Quang Ninh will have enough fulcrum to successfully transform from a "brown" to a "green" economy, making a worthy contribution to the nation's rise in the new historical period.

LIST OF SCIENTIFIC WORKS ANNOUNCED RELATED TO THE TOPIC

1. Hoang Thi Hue (2025), Some solutions to develop human resources for marine tourism in Quang Ninh province, *Electronic Communist Magazine*, <https://www.tapchicongsan.org.vn/web/guest/kinh-te/-/2018/1120402/mot-so-giai-phap-phat-trien-nguon-nhan-luc-phuc-vu-du-lich-bien-o-tinh-quang-ninh.aspx>

2. Hoang Thi Hue (2025), Marine tourism development in Vietnam - potentials and challenges, *Electronic Communist Magazine*, https://tapchicongsan.org.vn/web/guest/nam-dinh/-/2018/1177402/view_content