Thuy Tien Entertainment Complex Project
A Haunted Park or the failure of Administration
Original Goal of the project

In the last 2 decades, Hue is an under-developed area of Vietnam. There was no:
- The place for the leisure demand of citizens.
- The new tourist attraction (beside the historical place, such as: tomb, imperial city, etc...).
- Ecological Park for the sub-urban area.
- SUSTAINABLE DEVELOPMENT.
Original Goal of the project

• In order to solve all of above problems, the local policy makers and administrators proposed a project that is able to:
  ➢ Create the new leisure place for citizens.
  ➢ Diversify the choice of tourist.
  ➢ Improve the quality of life for Suburb.
  ➢ Lay the groundwork for Local Sustainable development Progress.

The result:
Over 3 million US dollars from the revenue was invested to the Thuy Tien Entertainment Complex (acreage: Approximately 495.929m²)
Obstacles in the process of planning and implementation

• Except the dispute between Government and a local church over the rights on estate, there was no significant problems in the progress of planning.
• However, the real difficulties of this project came from the weakness in management and the non-transparency of doing PPP (Public - Private Partner).
Obstacles in the process of planning and implementation

• Firstly, Project operation was given to a local Company which is HACO Hue Co., Ltd.
  • Because of:
    ➢ The late of disbursement,
    ➢ The late of construction,
    ➢ The limitation in management.

• The completion time was delayed from 2000 to 2004.
• In 2006, this project was continuously assigned to HACO.
• As a result, the park was opened in a half-finished state in 2004 before shutting up shop due to a lack of visitors in 2008.
Lesson

• The local administrator need to apply the development tools for every Project, such as:
  • Stakeholder analysis.
  • Monitoring and Evaluating (Project review).
  • Prediction the risk of Project.
  • Self-evaluation the capacity of local development and local enterprise.
Lesson

• Stakeholder analysis is the strong tool in project management area. Therefore, local administrator and planner need to strongly use it in order to cope with the potential risks.

• Indigenous behaviour and indigenous support is the key issue of any project. Therefore, Indigenous people must to be the most important partner in development.

• Administrators have to monitor and evaluate the effectiveness of project in every phase from the beginning to the end.
Thanks for listening