



**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.
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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).
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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.
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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.
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Thanks for listening
