

Examining the development of Ba Na Hills Theme Park

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Abstract:

This study focused on analyzing the development of a theme park in Ba Na Hills and how this park site can be in the next 10 years. It is clear that there are problems that exist and affect the development of Ba Na Hills. However, this type of tourism in the case of Ba Na Hills may have values related to the economy and culture in Da Nang city and Vietnam. Besides, the development of Ba Na Hills can create more benefits for local people as well as help tourism in Da Nang reach further in the future. Therefore, the local government or related agencies need to have appropriate solutions and policies to deal with the environmental and health safety issues of tourists. This research applied Butler's model to analyze the current development of Bà Nà Hills with the conclusion that this park is now in at four stages of the model. Due to the features and values of this theme park, it is suggested that it should be preserved and continue to be developed as a tourist attraction. Butler's model can also be useful in forecasting the position of Bà Nà Hills whereby some recommendations can be made at the present to be able to create positive changes in the future.

Keywords: *Ba Na Hills, development, theme park.*